

TENARISUNIVERSITY: RE-ENGINEERING LEARNING TO DRIVE INNOVATION



HEAD OFFICES Buenos Aires, Argentina / Houston, Texas

INDUSTRY Manufacturing

NO. OF STAFF 22,000

FEATURES USED Degreed + LMS, Pathways, Plans, and Pages

USE CASES Onboarding, Performance Management, Learning Culture, Skill Development

CHALLENGE

Create a learning ecosystem that provides skill development for all employees through self-directed learning, as well as L&D provided training.

SOLUTION

A new learning model, supported by Degreed technology, that provides 22,000 global employees continuous learning opportunities.

RESULTS

100%+ increase in log-ins and completions of learning experiences and **15% improvement** in cost efficiency.

SUMMARY

Tenaris is a global manufacturer and supplier of steel pipes and related services, primarily for the energy industry, employing 22,000 people in 30 countries. One of Tenaris' key goals is continuous improvement via sharing knowledge company-wide. With this in mind, Tenaris launched TenarisUniversity as its central corporate learning structure to create a cohesive, well-onboarded workforce. Fourteen years have passed since the launch of TU and company learning has largely become digitized, leaving Tenaris in need of an upgrade. Since working with Degreed, Tenaris has been able to innovate its learning processes to match these shifts.

CHALLENGE

TenarisUniversity exists to keep employees engaged and up-to-date on training, while maintaining and growing company-wide learning assets. As the culture shifted, TenarisUniversity found its Learning Management Software increasingly out of date. Juan Sarcone, Tenaris' Learning Experience Senior Manager, stated that its training plans were "too rigid and too long for employees," and that "people wanted to see something different."

Tenaris wanted an environment that encouraged knowledge sharing and promoted a social aspect of learning. The team also wanted an interface that reflected how people don't just build knowledge periodically through strict lectures, but through experiences and interactions as well.

SOLUTION

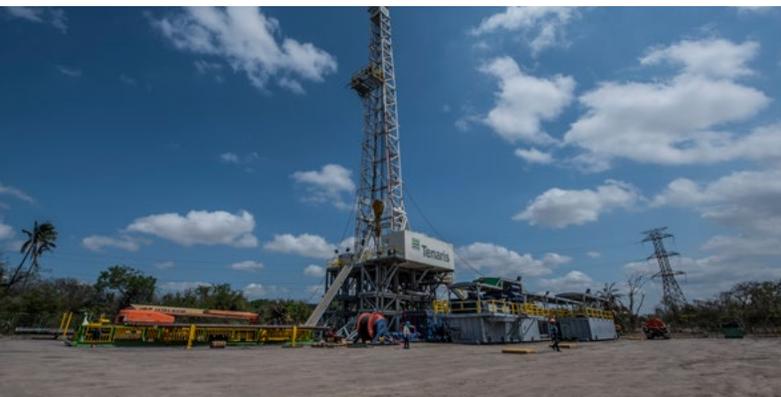
The TenarisUniversity team set out to find a more personalized and self-directed tool. They conducted comprehensive research, emphasizing business needs and current marketing trends, while placing their employees first. The team set up focus groups and internal interviews to ensure the new TenarisUniversity model aligned with employees' interests and needs.

The team then went through a number of design-thinking activities to begin conceptualizing a new online university model. Sarcone explained that Degreed was the platform of choice because it not only offered a flexible interface for employees, but also guaranteed proprietary and external content that existed within a learning ecosystem. The result was a holistic view of learning for employees.

Degreed was the platform of choice because it not only offered a flexible interface for employees, but also guaranteed proprietary and external content that existed within a learning ecosystem.

- Juan Sarcone

Learning Experience Senior Manager, Tenaris





Tenaris implemented a pilot program with a wide range of employees who used Degreed to gather feedback, refine internal messaging, and explore use cases. When Tenaris was ready for the global launch of these prototypes, they held events at 20 sites worldwide to celebrate. The first phase emphasized product knowledge and training, while the second featured campaigns to drive the adoption of Degreed through social learning and sharing.

Tenaris also developed and executed a Degreed Ambassador program to drive local expertise and build buy-in. With strong executive support and Degreed Ambassadors, Tenaris took a two-pronged approach to change management, with both top-down and bottom-up strategies. This approach has been successful in revolutionizing the company's learning environment.

Today, Degreed serves as the front-end where Tenaris' employees connect to all existing resources. This includes: the LMS, employees, and outside content, all of which serve as a cohesive tool to shift Tenaris' learning culture to being employee-focused.



RESULTS

Since launching the new model, Tenaris has consistently reached close to 50% monthly average usage. Within Degreed, Tenaris has rich content on everything from leadership and soft skills, to highly-technical industry topics.

Tenaris' own data collection and analysis shows that during the first six months after the deployment of Degreed, the number of logins and completions had doubled. That means 97% of the learning items completed at Tenaris have been microlearning or just-in-time learning. There has also been a 12% increase in the total number of online training hours.

Additionally, TenarisUniversity's learning budget has remained the same while cost efficiency experienced an increase of approximately 10%.

Want to get started? Need more info?

We want to meet you! Visit us at degreed.com
or email us today at info@degreed.com

