GE EMBRACES NANODEGREES TO TRAIN ITS WORKFORCE FOR THE FUTURE

> *"GE is intensely focused on being the best software company we can be. We have hundreds of GE employees enrolled in Udacity's Nanodegrees because we are confident this is the best way to ensure that we have the skills in technology, big data, and analytics required to solve the business needs of our customers."*

– PAM HALLIGAN | GE SENIOR HR LEADER FOR INFORMATION TECHNOLOGY

General Electric Company (GE) is one of the largest and most diversified infrastructure and financial services corporations in the world, and has long been a leader in the technology market. GE believes that the data, software and technology behind its products are central to its continued success.

MAINTAINING A COMPETITIVE EDGE

GE knows from long experience what it takes to be an innovation leader, and is committed to revolutionizing the industrial Internet through its technology and big data expertise.

Pam Halligan, Senior HR Leader for Information Technology at GE, oversees the entirety of IT functions globally, reporting directly to GE's CIO. Her mission is to ensure that GE continues to be a global innovation leader committed to world-changing technology solutions. "It's a culture of energy and constant learning about how we can leverage technology to address the biggest problems that GE is trying to solve for the world."

To ensure that GE's internal and external customers get the very best products and services, Halligan knows it is critical to implement nimble and effective ways for the company's employees to stay at the top of their fields in data science, mobile, web and cloud software development.

CHALLENGE:

- Revolutionize the industrial Internet by bringing new focus to critical areas of software development, big data and analytics
- Upskill and reskill the GE workforce for specific job competencies in cutting-edge technologies with ease of access and scalability

SOLUTION:

- Partner with Udacity to offer Nanodegrees in data science, mobile, web and cloud-based software development
- Train GE employees with Udacity's project-based curricula and coaching, designed in close partnership with Silicon Valley experts

RESULTS:

- GE is training hundreds of employees with Udacity's Nanodegrees across departments and throughout regions
- GE's management is seeing terrific results as employees leverage the latest platforms to launch new products in industrial data and applications with faster time to market

UDACITY AS A TRAINING PARTNER

Halligan knew she wanted a training partner that could meet GE's passion for innovation head-on. But she found that most of the tools on the market did not meet GE's high standards, and amounted to nothing more than, "time spent in front of the computer screen."

"We chose to work with Udacity because the company is very innovative - about how people learn and how to teach students effectively at scale."

Udacity's Nanodegrees, uniquely focused on cutting-edge technologies and designed in close partnership with leading Silicon Valley experts, impressed Halligan. She knew it would take little convincing for her employees to embrace Udacity's model.

NANODEGREES: PROJECT-BASED LEARNING

Halligan knows that collaboration is important in the training process, particularly for her technology-focused employees. Because Udacity's Nanodegree programs enable her employees to learn the latest technologies through the completion of real-world projects and with the support of peers and coaches, Halligan understands that she is investing in the future of GE, not simply an online training solution.

"A project-based approach and applied learning is vital, because at the end of the day, our employees bring their training experience back and apply it everyday to make their jobs better, improve processes and advance all of GE's projects."

EASE OF IMPLEMENTATION AT A LARGE COMPANY

Halligan wanted to make sure that Udacity's groundbreaking approach could scale across departments and support GE's global presence by delivering the mobile experience that her employees would demand.

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"We're in a virtual world," says Halligan, "and we have a very large enterprise IT organization. We have a need to offer a lot to a large number of people." Udacity's ability to deliver unparalleled quality at scale was an essential benefit that attracted her team to the Nanodegrees.

THE FUTURE OF WORKFORCE TRAINING

GE is training hundreds of employees across departments and throughout regions with Udacity's Nanodegrees. "The feedback from line managers has been terrific," reports Halligan, with students producing portfolios of work that they share from their mobile devices. Managers are seeing tangible results as employees leverage new skills from Udacity to launch products that drive business goals.

"We have a lot of folks who are trying to stay in touch with and in tune with all of the disruptive changes that are going on in technology. We expect them to be able to leverage everything Udacity is offering to build those skills and gain that knowledge without having to go to a lot of different sources."

As GE takes the lead in ushering in a new industrial Internet era, Nanodegrees will continue to empower its workforce to deliver the products and services that affirm the company's role as the innovation leader.