



CASE STUDY

Evonik supports development of digital skills through holistic, employee-focused IT Academy

Creative training offerings encourage employees to #enjoyIT

A world leader in specialty chemicals, Evonik employs 33,000 people committed to improving life today and tomorrow with sustainable solutions. Any company of this size faces challenges achieving penetration and routine use of digital business utilities. Engaging staff and training them on new enterprise platforms and computer-based tools is critical to company-wide collaboration and effectiveness.

Business situation

Small IT Academy team, big company digitization needs

Evonik's rollout of **Microsoft 365** coincided with the introduction of the company's IT Academy, a training-focused department from which the novel #enjoyIT product was conceptualized to support the transition from Lotus Notes to Microsoft 365. The small team created to guide employee understanding of new work tools and topics needed to be nimble to help Evonik's diverse workforce engage with Microsoft 365 in ways that best met their business responsibilities and optimized their performance.

Solution

A diverse portfolio of #enjoyIT offers tailored to learners' needs

Evonik did not want to follow a normal training agenda for Microsoft 365. Instead, it wanted to address employees' hesitation to embrace the change to new solutions.

"A lot of users were lost in the number of Microsoft 365 tools and had no time to learn how to use them."

Ingrid Gimbel

Product Owner of #enjoyIT, Evonik

Avanade aligned with Evonik's vision and contributed deep experience with cultural change. At the initial #enjoyIT roadshows held at different Evonik sites, known as "Candy Shops", #enjoyIT experts likened Microsoft 365 to a candy shop, stocked with so many sweets it was hard to know which would satiate in the moment. Each Microsoft 365 tool

was associated with a favorite childhood treat, with the idea that there was a selection of many useful tools that can sweeten working life. If the employees had an appetite for more, they could work together with the #enjoyIT team to formulate tailor-made workshops according to their needs.

The COVID-19 pandemic moved sessions and workshops to **Microsoft Teams**. Working from home made Evonik employees eager to understand Teams and prompted experimentation with training models. Shorter workshops and sessions with smaller groups helped keep participants engaged. Avanade and Evonik expanded the scope of the project to include:

- More Candy Shop sessions worldwide
- Virtual consulting services, such as digital transformation workshops upon request
- Training follow-up calls to encourage Microsoft 365 use
- Live webinars and recordings for on-demand employee reference

Results

A new digital world

#enjoyIT workshops helped Avanade and Evonik understand how employees use Microsoft 365 based on their business units and roles, determining which key performance indicators Evonik would add to its digitization roadmap to measure utilization and reach. As a result, Evonik has been reorienting #enjoyIT from a technical focus on tool use to an emphasis on use cases and the change process that accompanies the adoption of new solutions. In this way, the IT Academy can nurture team collaboration and interpersonal relationships across the organization.

"We set the scene for people to be open themselves and to one another and have empathy," says Gimbel.

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“We developed from pure support with workshop facilitation towards a well-performing client consulting team pushing the organization into those new topics such as mindfulness (Mindful365 concept), working on the overall change management concept and further concepts that would support Evonik with its vision.”

Maja Walz

Change Enablement Manager for the Organizational
Change Management Advisory, Avanade

Avanade Advisory continues to deliver webinars, workshops and virtual consulting based on the interest of teams within Evonik and the engaging format. An employee survey showed:

- More people interacted with presentations when they went virtual; global teams received training as one group, and employees who hadn't worked in front of computers on a daily basis before the pandemic had new reason to receive training during the virtual shift
- More than 90% of participants liked the workshops
- 95% said the workshops were completely understandable
- 72% rated the practical exercises “just right”

About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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Attendees readily shared their enthusiasm:

- “Acted very well as a team! Please offer more sessions.”
- “The workshop was very informative! It was fun, and the time flew by. Thank you.”
- “Such formats as the #enjoyIT workshop should become a fixed component of the learning culture alongside self-learning programs.”
- “I took away a lot of tricks and ideas. Thanks for the suggestions and patience in explaining.”
- “Super prepared and implemented. Was interesting throughout.”

About Evonik

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €12.2 billion and an operating profit (adjusted EBITDA) of €1.9 billion in 2020. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. More than 33,000 employees work together for a common purpose: We want to improve life, today and tomorrow.

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