



Today is a
good day to
**be inspired by
H&M.**

Start with personalised advice to help employees
choose their courses.

H&M

goodhabit
z
online training

Company name

H&M

Industry

Retail

Company size

+4.000 employees in the Netherlands /

+177.000 employees internationally

Headquarters

Stockholm, Sweden



Now is the time to focus on personal growth

The current circumstances turn everything upside down. Shopping malls are almost empty, as many people try to avoid visiting stores because of covid-19. Where otherwise a wild shopping experience takes place, there is now an empty space. The Swedish clothing brand H&M experiences that this change has a great impact on their retail employees as well. A massive number of employees who would usually work in stores, now find themselves at home. Luckily education and development are one of the most important values for H&M.

Start with personalised advice to help employees choose their courses.

H&M is one of the world's most popular fashion brands.

The Swedish clothing brand joined GoodHabitZ in the summer of 2019.

Angelica Witteman is a Recruitment & Development Manager at H&M.

“On our in-company app, colleagues share their favourite courses, which inspires others to try them too.”

Angelica Witteman, Recruitment & Development Manager



“At the start, GoodHabitZ was just a nice perk, but the current crisis has put everything into high gear. A massive number of employees who usually work in stores now suddenly find themselves at home, jobless. At H&M, training and development is one of our top values. After all, when our colleagues grow, so do we. We have an entire team of in-house trainers that provide hands-on courses and workshops for employees. In addition to that, we have a digital learning platform, called Grow. We used Grow to ask our employees to first wrap up the mandatory elements of their curriculum and then to complete at least two GoodHabitZ courses a week.

We’ve left it up to them to decide which courses to do, but we did recommend starting off with the GoodScan. That worked like a charm, because it instantly gave learning a personal touch.”

“Store managers play an important role. In order to keep in touch, we’ve asked them to contact all sales advisors every Monday to discuss which courses have been done and which ones are planned. To support the store managers, they can now run team reports on a store level. This extra functionality provides insights the managers can use to prepare for employee evaluations.”

“Our next step was to take a close look at all employee profiles. With our GoodHabitz coach Linda, we then considered the relevant competencies of each employee and any courses that could boost their skills. Presenting these results to our sales managers, they can focus on developing their employees’ most important skills.”

“Our people are go-getters; they don’t like to sit around and do nothing. So, I wasn’t surprised to see that they jumped at the chance to work on our assignment: they use the courses to their hearts’ content. On our in-company app, colleagues share their favourite courses, which inspires others to try them too. And with HR actively encouraging and facilitating people – by means of communication, invitations and support – things are looking pretty great.”



Top 3 learnings of H&M

01:

Kick off with the GoodScan. The scan makes learning relevant on an individual level and it's a great introduction to the courses.

02:

Don't forget to use the team functionality in the GoodHabitZ back office. By creating teams, you can run reports on an organisational level as well on team or store levels.

03:

Take some time to value each employee profile properly. Involve managers in the process.

Today is a
good day to
get to know
more of our
clients.

[Read more case studies](#)