

Today is a  
good day to  
**be inspired  
by PUMA.**

“Digital learning is a key priority for the future.”



## Company name

PUMA

## Industry

Sports and fitness equipment

## Company size

+14.000 employees internationally

## Headquarters

Herzogenaurach, Germany



## About PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. The company distributes its products in more than 120 countries and employs more than 14,000 people worldwide. All courses, in all available languages, can be done in PUMA's own LMS.

Sport has the power to transform and empower us.  
As one of the leading sports brands Puma knows this better than anyone.  
Puma believes success is an endless pursuit to improve yourself.  
Therefore, it's only natural they want to be on the same playing field as the fastest,  
toughest and bravest athletes on the planet.

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**Patrick Eglmaier,  
Manager People Development & Organisational Learning**

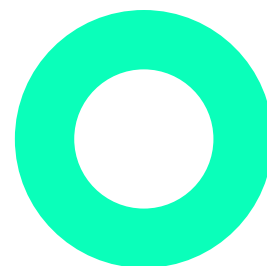


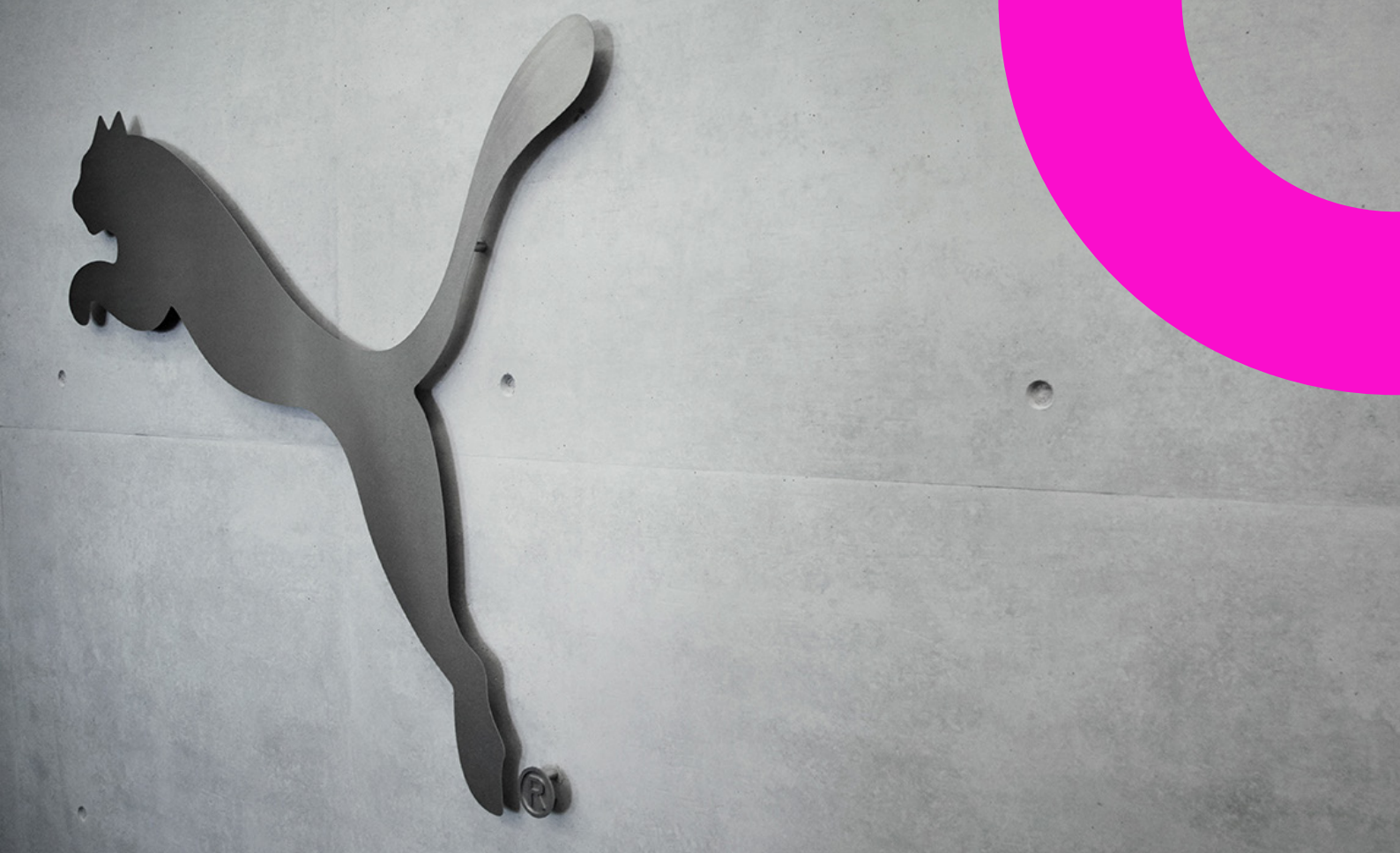
## Why GoodHabitZ?

PUMA is one of the most popular sports brands out there. Headquartered in Herzogenaurach, Germany, PUMA has accelerated its focus on global e-learning with GoodHabitZ, which was launched in January 2020.

Patrick Eglmaier, Manager People Development & Organizational Learning, who was leading the roll-out, says GoodHabitZ was a natural fit: “The only digital course contents we had, were courses specific to PUMA. It was time to start offering courses on a wider range of (soft) skills to go with PUMA’s company culture. GoodHabitZ was the perfect fit for our core values, and on top of that, their courses have a solid educational structure.

They’re interactive, and their many different learning formats cater to any type of student. But most of all, GoodHabitZ courses are engaging and fun.”





## The key to success

“Training used to be done mostly face to face. With GoodHabitz we wanted to give all our employees the opportunity to learn, which is why we’ve opted for an online course library that covers a wide range of topics,” says Polina Ivanova, Junior Manager People Development & Organizational Learning, who took care of the related communication campaign.

In order to fully implement GoodHabitz, PUMA integrated all courses in their competency model which links its core values as well as essential competencies, both individual and company-wide to all training measures. This model guides employees and managers in the right direction by highlighting which

competencies, skills and values are being promoted – for example, during annual development talks. The goal is that digital learning courses become a part of all one-to-ones and performance review cycles.

“We’ve chosen to implement Goodhabitiz in three phases. We launched about 80% of the course library in phase 1, then 12 more courses in phase 2, and 14 new courses in phase 3. All in order to keep people curious, and to keep GoodHabitz on their minds,” says Polina. At PUMA each phase was supported by such internal communication mediums and tools as: news posts on the intranet, info-emails, posters, roll-up banners and info booth.

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**Polina Ivanova,**

**Junior Manager People Development & Organisational Learning**

## Results that make you smile

“GoodHabitiz has contributed to PUMA’s learning culture. After a successful launch, we’re seeing great user numbers,” Patrick adds. Patrick would recommend GoodHabitiz to anyone. “The response has been overwhelmingly positive. The WorkOuts are the next step in the process – those involve doing a course with an entire team. Our HR and L&D departments have had try-outs and were very enthusiastic. That’s the response we’re getting from many departments in the company.”

### The results in numbers

On average, students have done more than three courses. In April 2020, PUMA employees completed no fewer than 17 activities each.

### Online learning in times of COVID-19.

Working from home comes with its challenges, but it also creates opportunities. Patrick: “There’s been an increase in GoodHabitiz use, with titles like Online Teamwork and Change Management being quite popular at the moment. What better time than now to put these courses in the spotlight? These circumstances have helped us adapt to digital learning and working and enabled us to successfully implement GoodHabitiz.”



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more of our  
clients.

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