

# Enabling Internal Clients: How Edelman Drives Employee Development With Industry- Specific Training



**INDUSTRY**

**Public Relations and Communications**

**COMPANY**

**Edelman**

In 1952, Dan Edelman founded a new kind of company that would redefine communications. An independent family-run business with more than seventy years of experience, Edelman provides communications, marketing, strategic planning, creative and research, and analytics services to thousands of clients of all sizes and industries. With more than 65 offices and 6,000+ employees in regions spanning North America, EMEA, APAC, and LATAM, they have specialists around the world that deliver specific expertise to their clients.

**Why Lorman?**

- +** Employees are able to easily access training
- +** Wide variety of content for professionals in any state of their careers
- +** Profession-specific courses

**CHALLENGE**

Edelman's contract management team was in need of training specific to contracts, communications, and public relations services. Prior to Lorman, they did not have one single learning platform to provide employees with the necessary training.

**SOLUTION**

Lorman Education Services' accessible training, breadth of coursework, and ability to supplement the current internal Edelman ELI training proved key to a successful partnership. Lorman's extensive library met Edelman's industry-specific training needs. With over 13,000 training products in a variety of subjects, Lorman was able to help employees improve technical and soft skills, close knowledge gaps, and stay current with industry trends.



**CERTIFICATION AND COMPLIANCE**

Lorman's relationship with nearly 100 accreditation agencies allowed employees to seamlessly stay compliant and up-to-date on professional certifications and continuing education credits.



**CONTENT LIBRARY**

A regularly updated library of content provided the ability to choose courses specific to the workforce and individual roles and skills.



**VARIETY OF LEARNING FORMATS**

Employees gained access to learning anytime, anywhere through live webinars and on-demand courses on the Learning Platform.

**RESULT**

**The Lorman products have been an invaluable resource to our Contracts Management Team. They enable us to hone current skills and to learn new skills that impact our ability to keep abreast of the ever-changing landscape.**

Julie Spencer, Senior Vice President, Contract Management



*"The Lorman products are more specific to the needs of the contracts management team as we are able to pinpoint and deep dive into topics that are important to our roles."*