

Majid Al Futtaim's 'LearnUp!' week sparks a shift towards a culture of continuous learning

The challenge: Creating a culture of aligned learning within a large organisation

- MAF wanted to ensure its workforce embraced continuous learning in order to maximise their potential and develop adaptability.
- Because the business employs a large number of people across seven operating companies, MAF required a solution that guaranteed a centralised platform for knowledge-sharing and learning.
- In the ever-changing business landscapes that MAF operates in, it needs to ensure employees are ready to embrace new challenges, expand their skill set, and have a hunger for professional growth.

The solution: Launching 'LearnUp!'—a week dedicated to continuous learning

- MAF created its first-ever learning week, 'LearnUp!', a unifying event that would bring its workforce together and designed by its Learning and Leadership Centre of Excellence to instigate a mindset shift towards making learning an integral part of daily work and professional development.
- 'LearnUp!' was rolled out to the MAF workforce in four phases—planning and coordination, content curation, LinkedIn integration, and finally, feedback and iteration.
- MAF embraced LinkedIn solutions by integrating live sessions into existing learning management systems and leveraging activation booths to engage with employees who attended events in person.
- The 'LearnUp!' initiative exceeded MAF's expectations, with higher engagement than anticipated which helped strengthen its trust in the relevance and value of LinkedIn Learning modules.

+1096

MAF employees attended in-person sessions across UAE and Egypt



+96%

of MAF employees found the sessions beneficial

+95%

of MAF employees found the sessions aligned with their professional interests and needs



Various industries, including retail, real estate, hospitality, and different lifestyle and entertainment ventures | 50,000+ employees

Goal: Create a culture of continuous learning

“ True organisational excellence emerges when we blend the agility of learning with the art of localisation, creating an environment where knowledge is not only acquired but also adapted to resonate across diverse cultures and contexts.”



Fatima Alloghani
Director, Emiratization

