



# Singapore Academy of Law builds a future-ready legal industry with LinkedIn Learning

## Objective

### Equip legal professionals to thrive in a digital future

Building an internationally competitive legal industry requires that practitioners have access to world-class insights as well as the capabilities to address business challenges and build successful, sustainable law practices in a digital age.

To that end, SAL leverages new technology to enhance the effectiveness and efficiency of Singapore's legal industry and support law firms in sharpening their competitive edge.

A specialist in legal knowledge management and training, SAL sought a learning solution that would enable it to supplement its own legal e-learning content with curated technology and digital skills courses.

The solution also needed to support the development of bespoke learning pathways under SAL's Legal Industry Framework for Training and Education (LIFTED) program – which was designed to help its members identify and develop core and specialist competencies.

## About Singapore Academy of Law

The Singapore Academy of Law (SAL) is a statutory body that aims to enable future-ready, trusted legal professionals. It seeks to make Singapore the legal hub of Asia – connecting and serving as a knowledge hub for the legal community and equipping its members with the tools and technology they need to stay ahead of today's fast-changing, globalized environment.

## Goals

1. Building Skills to Meet Business Demands
2. Scale Learning

## Employees

50+

## Industry

Legal Services

## Headquarters

Singapore, Singapore

## Reach

APAC

## Solution

# A clear pathway for professional development

### Empowering professionals to take charge of their learning

SAL partnered with LinkedIn to launch LIFTED-LinkedIn Learning – a program aimed at making structured learning pathways easily accessible for legal professionals. SAL leverages its LIFTED framework to match industry roles with LinkedIn Learning courses and its original e-learning content – providing members with world-class learning opportunities from a single platform on any device, anywhere.

The program supports SAL in upskilling legal professionals with the necessary digital skills. With content on topics such as Digital Security, Analytics, and Digital Transformation, members can access curated collections that are relevant to their roles and have on-demand, bite-sized learning on the go.

### Showcasing original learning content

Leveraging LinkedIn Learning also accelerated SAL's ability to launch and deliver its own learning courses. Thanks to the platform's built-in analytics, SAL's professional development experts know exactly how the courses are performing.

### Building a strong personal brand

SAL's relationship with LinkedIn is empowering members with the tools they need to strengthen their personal brand and has increased digital proficiency across the legal community. The organization partnered with LinkedIn to host educational "Rock Your Profile" sessions to support members bring their career story to life. Members also use LinkedIn to connect with other professionals and take advantage of new career opportunities.



If we want legal professionals who are deep experts, agile collaborators, and trusted, empathetic leaders, they need learning that catalyzes and supports them in that development journey. LinkedIn enables SAL to deliver the quality learning our members expect."

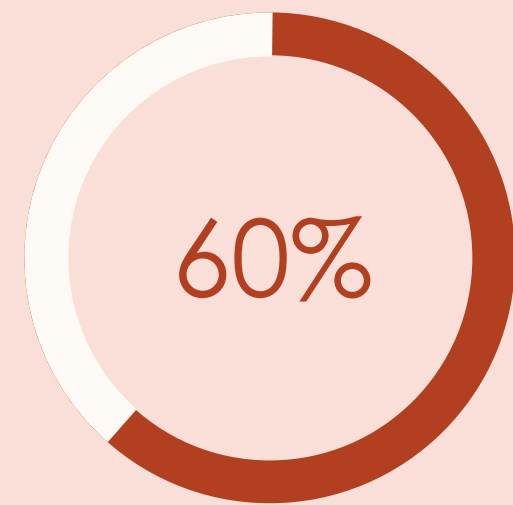
**Anita Parkash**

Senior Director, Legal Education



## Results

With LinkedIn Learning, SAL is driving capability-building within Singapore's legal community and supporting members to thrive in a rapidly-evolving legal services landscape.



Within just four months, 60% of licenses had been activated.

SAL plans to expand LIFTED-LinkedIn Learning to all of its members

With **LinkedIn Learning analytics**, SAL leaders know exactly how the courses are performing and can recognize top learners.

SAL partnered with LinkedIn to host educational **“Rock Your Profile” sessions** to support members bring their personal career story to life.



Legal professionals require new kinds of knowledge and skills to excel in a world that is very much 'digireal'. With LinkedIn Learning, SAL provides relevant and flexible learning opportunities with the added perk of social learning within a global professional network.”



**Anita Parkash**

Senior Director, Legal Education