How 5Mins helped Cushon deliver on their L&D goals

"I would have no hesitation in recommending 5Mins to any size of company - it's helped my team to deliver efficiently on our L&D goals and has also really driven the whole company to learn."

Jo Bean
Chief People Officer Cushon

About Cushon

Cushon is a FinTech startup that helps employees save and invest money. They have over 150 employees and are based in London.

N° of employees	Industry	Location
150	**Fintech**	**United Kingdom**

Key results

94%	1,400+	500+
Lesson completion rate	Total lessons watched in the first 60 days	Total quizzes answered

Cushon's L&D story

The main L&D challenge Cushon faced in the past was time. As a small but growing startup, their teams were time-pressed and employees found it difficult to fit learning around their schedules. Add to this the fact that Cushon has many call centres and support teams, where someone always needs to be active, meaning it was impossible to get the whole team together for in-person training.

As Jo Bean, Cushon's Chief People Officer puts it:

*"It's difficult to get people to spare an hour of their time,
let alone an afternoon or a whole day!"*

Cushon takes a 70/20/10 approach to L&D: 70% on-the-job learning, 20% learning from others in the business and 10% structured learning.
The People Team was struggling to fulfill the vital structured learning aspect of that plan, because teams were just too busy. In the past it was difficult to find suitable formal training for people to put on their individual development plans.

A time-efficient solution

Jo decided on 5Mins for two main reasons - time efficiency and ease of implementation. Because of the short form nature of the video courses, Cushon's time-pressed teams could learn quickly and efficiently, often only having to spare 5-10 mins a day. This also meant that teams weren't losing out on a day or afternoon of work, as they would with traditional learning sessions.

Implementation

It wasn't just employee time that Jo was looking to save - she was fed up with HR-tech platforms that took her People Team days to set up and onboard their teams on. She needed something super-easy to roll out to her teams:

"I could see that 5Mins was a great option on this front because all I needed to do was send over a spreadsheet securely with minimum details and arrange some introduction sessions. Maddie from 5Mins personally guided us and our teams through onboarding - in the past with similar services we've just had a training video that leaves our employees disengaged right from the start!"

Results

Cushon's teams have shown much more engagement in structured learning since they started using 5Mins. Jo and her team have found that many employees are including specific 5Mins goals in their development plans.

In the first 60 days:

- Employees upskilled by watching over 1,400 video lessons.
- Employees visited the platform on avg. 9 times and many have visited every day for 40+ days.
- Learners tested their knowledge by answering more than 500 quizzes.

The fact that employees can explore their own interests on the platform has also been a huge boost, says Jo:

"It's great to see them owning their own journey, so that they can develop in the way that they want to, on the career trajectory they want to."

5Mins has also meant a much less labour-intensive L&D program for Cushon's People Team. Since onboarding, employees have been learning at their own pace, without the need for the People Team to remind them or organise sessions.
Jo's been running a monthly competition for the best learners, which has also been an easy way for her to keep teams learning.

5Mins

"All in all, I would have no hesitation in recommending 5Mins to any size of company - it's helped my team to deliver efficiently on our L&D goals and has also really driven the whole company to learn. The content is second to none and I want as many people to see it as possible!"

Jo Bean
Chief People Officer Cushon

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