

DevSkiller

CASE STUDY



“Talent Focus Week was incredible! I felt like being on a hackathon --- just 5 days x 24 hours! Even my non-tech colleagues dared and tried a DevSkiller challenge.”



KARSTEN STIEGLER,
Learning developer, IKEA Retail (Ingka Group)

COMPANY

IKEA (Ingka Group)

NUMBER OF DEVELOPERS

80+

NUMBER OF EMPLOYEES

200K+ in 43 countries

INDUSTRY

Retail

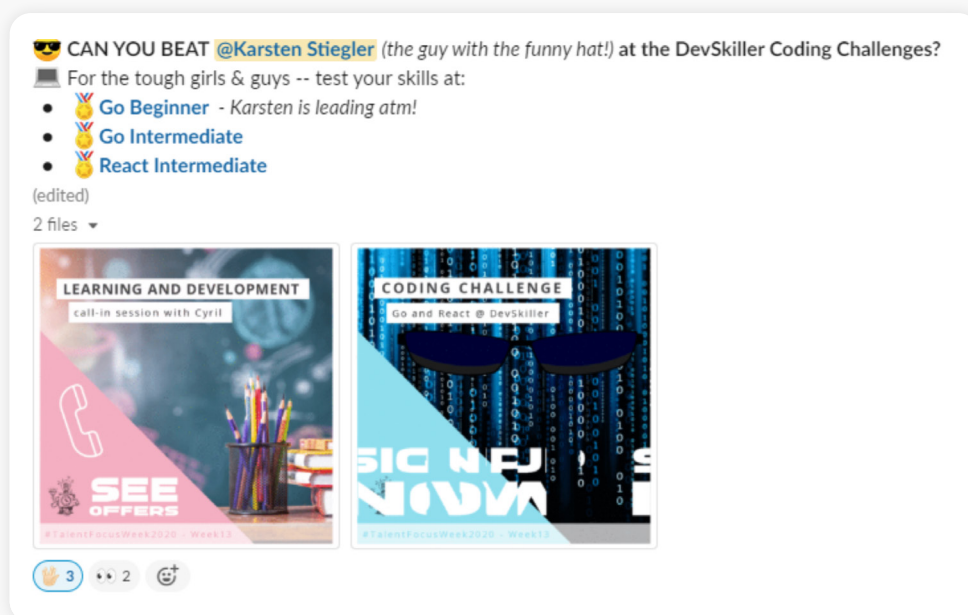
IKEA Talent Focus Week is a yearly company-wide program with sessions and workshops focused on professional growth where all co-workers are invited. For the 2020 edition, the focus was on the importance of curiosity and exploring the many learning opportunities around you.

“One of the many activities was coding challenges. Together with the engineering teams we prioritized Golang and REACT to trigger curiosity for these technologies. With the help of DevSkiller, we prepared challenges for beginner and intermediate levels. The challenges were promoted in the Talent Focus Week agenda.”



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One of their Developers with a tech background, Karsten Stiegler, tried the challenge and set the first score. His score was used in a promotion activity “Can you beat Karsten?” - to trigger the competition.



THE CHALLENGE

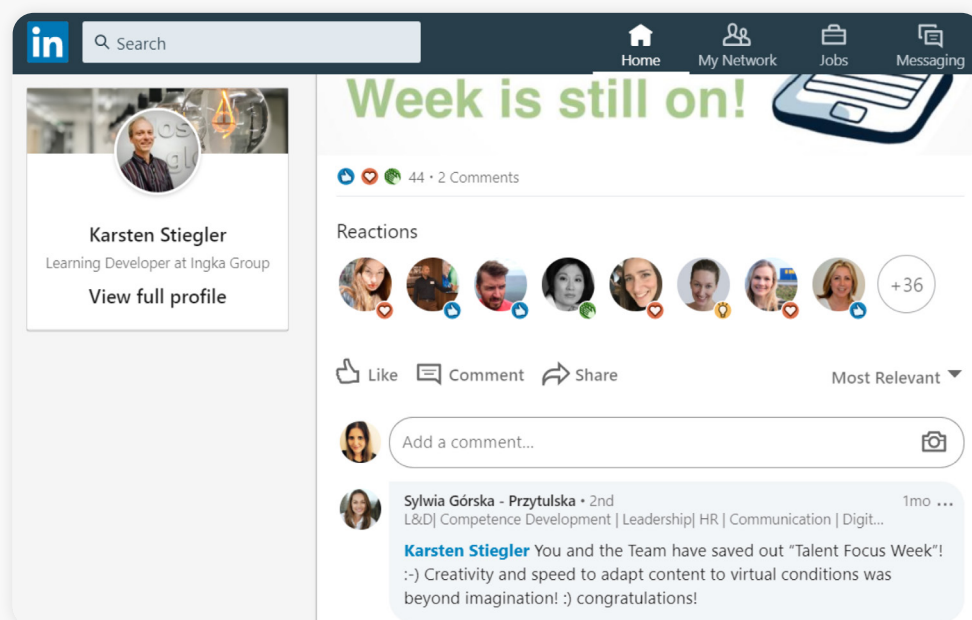
The 2020 Talent Focus Week was especially challenging for IKEA because the event had to be carried out fully remotely due to the pandemic.



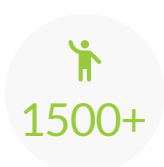
“The theme of IKEA Talent Focus Week 2020 couldn’t be more relevant for today. The last weeks have been challenging for all of us. Taking care of family, working from home, feeling uncertain. Besides all that, we were planning IKEA Talent Focus Week, one of the world’s biggest employee engagement events. When everything was in place across several sites - the virus came. We could have made it easy for ourselves and simply cancel the event.

We thought beyond. What if we shift from physical to online activities? Wouldn’t this be a fantastic opportunity to socialize with others during these difficult times?

Together with amazing colleagues, we transformed quickly 100+ local activities into one digital agenda, accessible to even more co-workers: keynotes, workshops, coaching, round tables, and even pilates - everything online. One whole week”, says Karsten.



IKEA TALENT WEEK: RESULTS



participants in workshops,
mind/body, and social activities



people participated in
the coding challenge



people signed up
for online learning



visits on the event hub and
session recording views