

BEST TALENT MANAGEMENT STRATEGY

WINNER

EXPERIAN

Experian has empowered employees to learn, grow and lead through a personalised, AI-driven talent strategy described by the judges as an “impressive success”. The global data and technology company launched its wide-ranging talent management strategy in 2021, aiming to redefine leadership development by harnessing generative AI and machine learning.

The programme offers personalised, accessible and scalable learning experiences that support every stage of the leadership journey. These include a leadership exchange platform, a careers hub, an AI coach, and a CEO forum.

Leadership Exchange, a personalised development platform supporting more than 4,600 managers, launched first, in 2021. The platform encourages personalised encouragement and networking, offering team insights drawn from survey results, actionable tips, AI-powered coaching, and on-demand access to courses, articles, videos and custom podcasts.

The following year saw Experian launch its career hub, a multilingual, mobile-accessible platform designed to personalise career development at scale. It offers adaptive learning paths, mentoring, strategic academies and internal mobility tools.



HIGHLY COMMENDED

- Elis

SHORTLISTED

- Odeon and UCI Cinemas
- Rider Levett Bucknall
- Sopra Steria

To scale one-to-one support globally, Experian introduced Nadia, a generative AI coach, through a phased global rollout in 2024. Nadia provides confidential, personalised coaching that mirrors human interaction. The AI coach helps managers reflect on leadership concepts, role-play

difficult conversations and build action plans. Nadia is now embedded in four core leadership programmes and used by thousands of leaders worldwide.

For senior leaders, Experian created its CEO forum, a programme designed to prepare high-potential talent for enterprise leadership. Over six to seven months, participants engage in virtual and in-person sessions, peer circles, coaching and 360-degree feedback. The forum immerses leaders in strategic priorities and helps them expand their influence across the business.

Experian’s talent development programmes

have delivered impressive results across the organisation, with strong adoption, measurable impact and high user satisfaction. Since its launch, Leadership Exchange has been accessed by 3,800 leaders, and 86% return to the platform after seeing clear value.

Leadership effectiveness scores have risen by six percentage points globally since 2021, reaching 85%, just one point shy of the world’s top 25 organisations. Its CEO forum has achieved a perfect 100% Net Promoter Score.

The Career Hub has engaged 15,000 users over two years, with a 70% return rate and significant growth in unique and repeat users. Nadia, Experian’s AI coach, reached 920 leaders across five regions and four global business units in 2024. It achieved a satisfaction rating of 4.2 out of five, and an impressive 95% of users want to continue using the service.

Judges described Experian’s strategy as “clearly intentioned, data-driven and intentional”. One noted that “many organisations can learn from [Experian’s] approach.”

Another judge added: “Experian has demonstrated a world-class, innovative talent strategy at a global scale. The integration of AI represents a pioneering model for personalised, inclusive, and scalable leadership development.”