

# How online CPD is playing its part in creating high performing teams

John Crane embraces professional development for their finance teams thanks to **accountingcpd.net**

## Summary

Coordinating and engaging regional finance teams in their professional development was made straightforward thanks to the collaborative approach taken between John Crane and accountingcpd.net on a multi-user licence.



At John Crane we firmly believe high performance finance teams are based on an individual's aptitude, effective team communication, in-house training, the right tools & technology and continued motivation. accountingcpd.net definitely meets the right tools and technology aspect.

**Simon Malony**  
John Crane

## The Company

John Crane is a global leader in rotating equipment solutions, supplying engineered technologies and services to process industries.

The company designs and manufactures a variety of products including mechanical seals and systems, couplings, filtration systems and predictive digital monitoring technologies.

John Crane customer service is accessed through a global network of more than 200 sales and service facilities in over 50 countries. John Crane is part of Smiths Group, a global leader in applying advanced technologies for markets in threat and contraband detection, energy, medical devices, communications, and engineered components.

## Their Objectives

Simon Moloney, Regional Controller for Europe at John Crane, had already identified a need for high-quality, coordinated professional development learning when he approached accountingcpd.net in November 2019.

With a finance team spread across a number of European countries, Simon wanted an online CPD solution that was relevant from junior to senior level; applicable across different geographical regions; and, of course, provided accounting-specific learning covering both technical and professional skills.



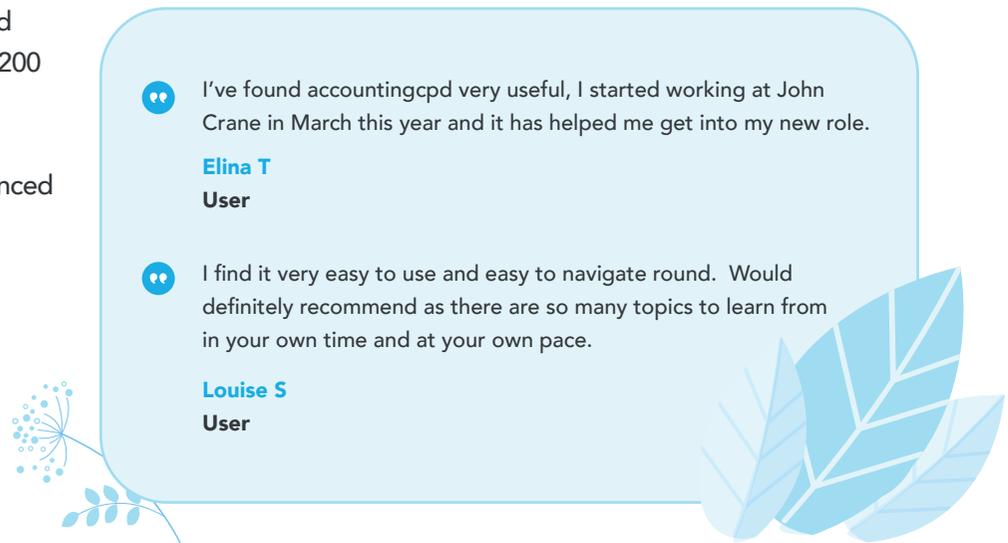
I've found accountingcpd very useful, I started working at John Crane in March this year and it has helped me get into my new role.

**Elina T**  
User



I find it very easy to use and easy to navigate round. Would definitely recommend as there are so many topics to learn from in your own time and at your own pace.

**Louise S**  
User



# How accountingcpd helped

After an initial trial himself, Simon began with a subscription for ten people within the Holland and Finland offices. With set up for team subscriptions only taking a day, the users in these two sites all had full access to accountingcpd very quickly, and in less than two weeks, all employees on the initial licence had completed their registration and started learning, with an average of three CPD hours completed by each of the learners in the first fortnight.

## ● Expanding internationally

After positive feedback from these initial users, John Crane then rolled the licence out to a further 28 finance professionals in mid-January 2020. This included people in the UK, Germany, France, Italy, Spain, Scotland, the Czech Republic and Russia.

With this roll out, accountingcpd.net conducted a practical online briefing for all users, demonstrating site navigation, explaining the various types of learning available, how to accumulate CPD and how to use the collaboration features. Being proactive, Simon had already identified three core courses that he wanted every user to complete. Each learner could then choose from the complete range of CPD to tailor their learning to their own professional & career development goals.

40

number of  
users

87.5%

users actively using  
accountingcpd.net in  
the first 6 months

12

average hours  
completed Jan-Jul

Also, to help inspire learners and maintain engagement, accountingcpd sent regular alerts when new content was added, weekly 15-minute 'bites' of CPD (exclusive to licence holders) and topical accounting news straight to the team's inboxes.

## ● Active encouragement

A powerful combination of leadership from Simon and regular 'active encouragement' communications from accountingcpd saw high levels of user engagement from the outset, with 87.5% of learners actively using the platform by July and an average of 12 CPD hours completed per person. It was also noted that usage of the platform increased significantly during the various regional COVID-19 pandemic lockdowns - people were taking the opportunity to stay on top of their professional development despite the challenging situation.

Fortnightly, usage reports sent by accountingcpd enabled Simon and accountingcpd to track engagement and quickly identify any learners who may need further help to get started. accountingcpd reached out directly to provide additional support to these users and gently remind them of their employer's request to invest time in keeping their skills up to date. Feedback from these individuals tended to suggest it was a lack of time, not inclination, that had prevented them from embarking on their learning and soon most of them had started on the core courses.

Invariably, over the subscription period to date, there has been a small amount of staff turnover, which accountingcpd has swiftly dealt with each time, swapping users over as needed.

Looking to the future, John Crane and accountingcpd.net are continuing to develop learner engagement tools for the team with a view to rolling out access to accountingcpd across their global finance function.

### ● Help your team grow with accountingcpd.net

This case study shows just one way in which accountingcpd.net team subscriptions can work. We understand that every organisation is unique, which is why we work with all team subscribers to implement the engagement tools and communications that will help them grow, develop and retain their accounting and finance teams.

**accountingcpd.net team subscriptions are available from 2 - 2,000+ users.**

**Contact us today to find out how accountingcpd.net can help your team.**

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