



Building a sustainable learning organization

Founded in 1988 and the nation's leading producer of organic dairy, Organic Valley is a cooperative of farmers producing award-winning organic milk, cheese, butter, produce, healthy snacks, and more.

Why Cornerstone

In 2016, Mark Schroeder, HR/L&OD Technology Strategist at Organic Valley, attended the HR Tech Conference—and had a key “aha” moment which led him to establish a tenet that Organic Valley was going to use as few HR platforms as possible.

He was committed to purchasing technology that was integrated, scalable, and customizable at no additional cost. “Cornerstone aligned with everything I had written in my HR manifesto. Cornerstone also passed our four-month security review with flying colors.”

Organic Valley relies on Learning and Recruiting, with plans to roll out Performance and Succession. “Cornerstone can do just about anything. I like to say I’m not in the food industry, I’m in the L&D industry. And Cornerstone is a platform where I get to leverage everything I know about L&D to make our organization better.”



- RECRUITING
- LEARNING
- PERFORMANCE

Industry: Manufacturing **Employees:** 950

Region: U.S. **Live Since:** 2017

Business Impact: Increased applications by 42%, Increased training completions, Enabled customization, Created a one-stop-shop for learning, Reinforced learning with mini-lessons, Delivered manager training.



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HR/L&OD Technology Strategist
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The Results

Increased applications by 42%. Since implementing Cornerstone Recruiting, Organic Valley has seen a significant increase in applications. "As the talent market continued to constrict, we sensed we were losing applicants due to a lengthy online application process," said Ashley Dahlen, employment Manager at Organic Valley. "With Cornerstone, we've seen an increase of 42% in applications. Candidates comment on how simple it is to apply. That's the feedback we love to hear!"

Increased training completions. Previously, employees had little visibility into training. "We've seen an increase in completions because opportunities and records are in front of people," said Schroeder. "We have almost 100% user adoption. With Cornerstone, I also have 100% confidence in the fact that training has been assigned."

Enabled customization. The team can align Cornerstone's functionality with Organic Valley's unique processes, at no additional cost. "The ability to customize so many aspects of the platform has been key. There aren't many platforms that can do what Cornerstone does. Of all those platforms, Cornerstone is the easiest for the end-user and for the administrator to get what they want without feeling they've invested a tremendous amount of customization."

Created a one-stop-shop for learning. To engage new users, the team held a contest for branding Cornerstone Learning. "An employee suggested we call it 'The Tool Shed,' which is genius because it's the place you go to get the tools you need to do your work," said Schroeder. "Everybody knows that for anything learning, they visit The Tool Shed." Organic Valley is also using Cornerstone to manage enrollment for upcoming in-person training taught by SMEs, as well as cultural and social events, instead of relying on emails.

Reinforced learning with mini-lessons. Organic Valley uses Cornerstone to manage the Continuum of Learning Program. Designed by Carrie Bero, Senior Learning and Organizational Development Specialist at Organic Valley, the program increases learning retention and engages managers. "We use Cornerstone to deliver 7-, 14-, and 30-day interval lessons and 'engagement guides' to managers before and after employee learning," said Bero.

Enabled manager training. Managers and executives take ongoing leadership development training through Cornerstone. "Our development focus for leadership has shifted to influence current and future leadership capability, style, and execution, while also creating unity at all levels of leadership," says Kimberly Frederickson, Director of Learning & Organizational Development.