



absorb

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CENTURION  
ASSET MANAGEMENT INC

**Customer story**  
Absorbie 2024 winner

## Laura Salvatore Vice President

“ Absorb allowed us to create a seamless and engaging learning experience through our Centurion Learning Academy, significantly **reducing employee turnover by 38% and boosting engagement by 89%**. The platform’s automation and integration capabilities have not only streamlined mandatory training, but also empowered our employees to grow and develop, resulting in a **25% increase in training completion**.



# Centurion invests in Absorb to **ENHANCE** employee training and development

Founded in 2003, Toronto-based [Centurion Asset Management](#) has witnessed remarkable success in the past two decades, becoming one of Canada's leading asset management companies. The company provides investors with a portfolio of private investment products, corporate financing, and mortgage financing, specializing in the ownership and day-to-day management of multi-family apartments and student housing residences across Canada's 10 provinces and the United States.

Centurion's mission is to provide its investors with attractive alternative investment solutions with an eye on protecting capital, providing steady cash flow, offering reasonable, as well as risk-adjusted returns and low volatility.

In 2023, the company reached an impressive \$7 billion in total assets managed and 355 employees. Getting there, however, has not been without challenges. As the company grew and employees became spread across the country, engaging and retaining staff naturally became more difficult. The company experienced high turnover and low employee engagement, with employees feeling stagnant, especially in the years before and after COVID-19. In exit interviews, employees cited a lack of learning opportunities and an inability to grow beyond their current role as two notable reasons for leaving.

To satisfy these employees, the company needed to provide greater challenges and more growth and development opportunities. In addition, Centurion faced difficulties in its onboarding process.

Because its onboarding activities were spread over multiple platforms, employees struggled to locate mandatory training and materials, such as WHMIS (Workplace Hazardous Materials Information Systems) and Health and Safety training requirements, and other critical resources.

Administrators also couldn't accurately confirm which new employees completed these mandatory, often government-regulated, training programs. Tracking processes were manual, and involved employees signing off on physical acknowledgment forms that didn't truly verify that the training took place. This also required Centurion staff to input each new employee's confirmation of training completion into their respective profiles in the company's HRIS (Human Resources Information System).

# Boosting employee development

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Centurion decided to adopt Absorb LMS to provide a wider range of development opportunities for its employees, opportunities that go beyond job-specific training. They implemented a new learning and development initiative dubbed the Centurion Learning Academy (CLA) to replace existing programs on disparate platforms.

Absorb gave employees the ease of use they needed, aiming at providing cross-country access to "snackable, bite-sized learning modules" that can be consumed where and when is most convenient, says Laura Salvatore, Vice President at Centurion. Employees can access learning whether on a bus commuting with their smartphone or using their tablet while waiting for a child's dance class to finish.



Within the CLA, they used Absorb to create a biweekly program called Training Tuesdays, where employees gain access to courses teaching various soft skills such as handling difficult conversations, how to motivate others, or effective time management, which will aid them across any role within the organization.

“We wanted to make sure that if we invested into Absorb and introduced the Centurion Learning Academy that employees would actually use these tools and actively participate and engage,” Salvatore says. **“After all, we had to not only entice our employees but prove ROI to management.”**

One of the ways the Centurion team did this was by introducing **gamification**. For example, when participating in Training Tuesdays, employees earn points for completing courses, which can later be redeemed for gift cards at various stages.

“We have implemented various point thresholds for employees to achieve, each with a greater prize value once reached,” Salvatore says. **“Now, we have 65% of employees participating in the program and have issued 594 rewards through its gamification element.”**

It may be gamification, but Salvatore points to serious results. **“Since the inception of CLA, employee turnover rate has decreased 38%”**

# Absorbing mandatory training

In addition to implementing optional learning opportunities, a major goal of the initiative was, of course, for employees to retain what they'd learned.

With previous programs, employees could skip videos and elements and still be marked complete, undermining knowledge transfer and retention efforts. Since implementing the new platform, the Centurion team can use capabilities in Absorb to ensure its mandatory content is being fully completed and the lessons truly learned.



Salvatore says that Absorb's ability to [create custom courses](#) has proved highly valuable in this, "Being able to develop our own training materials within the platform allowed us to tailor the learning experience to meet training requirements and compliance needs." The team addressed the issue it was having with training incompleteness by removing the opportunity for employees to run the video in the background while multitasking, and it employed a button feature to prompt users to engage actively with the material.

By leveraging Absorb's capabilities, the team was able to ensure employees can only progress to the next section of the course on completion of the current one. Absorb further made it easy for the team to create a quiz at the end of each training module to guarantee employees absorbed the information.



# Saving time through automation

Centurion's previous training and development process had involved extremely manual and administration-heavy processes. Using Absorb, the team has been able to move to a completely [digital and automated platform](#) for all mandatory training.

Verification of mandatory course completion has been streamlined, and its accuracy improved. Centurion now uses several unique Absorb features to ensure employees actively participate in and complete assigned training. **Time-consuming manual HR and employee processes were eliminated through training automation that synchronizes with Centurion's HRIS platform.** So long, physical forms and manual human intervention.

“We aimed to create a more user-friendly experience for employees by consolidating all mandatory and optional training on a single platform,” Salvatore says. “Additionally, we wanted to address the manual and inefficient process we had in place for tracking training.”



By [integrating directly with Centurion's HRIS](#), Absorb lets the team track training completion in a timely way and eliminates the possibility of human error from manual efforts. Through integration and automation, the Centurion team can create reports in both its own HRIS and Absorb at any time, identifying and responding when mandatory training has not been completed to continuously remain compliant with various legislations.

These easily generated reports allow Centurion's team to quickly identify any gaps in engagement in the optional training opportunities provided through its CLA program. "We can more easily identify content that doesn't perform as well with our employees and work to address the underlying reasons," Salvatore adds.



## Providing a **strategic impact**

When investigating the adoption of Absorb, garnering support from key stakeholders, including Centurion's President and CEO, was crucial. This required demonstrating not only the benefits the platform would have by streamlining mandatory training and optional learning content, but also the significant cost and time savings that Absorb would create for employee and HR teams.

By integrating directly into Centurion's existing HRIS, the company has been able to **refocus resources dedicated to administering and tracking training and development programs onto more strategic and impactful work that adds greater value and is more aligned with the organization's goals.**

As with any new technology, a major part of any successful implementation is adapting existing employees to the solution and ensuring a smooth transition. To address this challenge, the Centurion team invested in staff training on the platform and provided support during the implementation.

They created an introductory course teaching the benefits and functions of the Absorb-based CLA and used gamification to ensure program completion and its continuous use.

"To get employees excited about this program and wanting to learn more, we created Centurion Learning Academy branded 'swag bags', that included a CLA notebook, pen, headphones, bookmark, and tote bag," Salvatore says.

For the HR team, Absorb's ability to automatically enroll employees in the introductory course and annual refreshers meant they didn't have to rely on employees to register themselves. Employees are now prompted to use the learning platform even if they'd otherwise overlook or avoid it.

# And the results have been telling

While the Centurion team only expected around 30% participation in their optional Training Tuesday program, it has **seen 60% participation, with 70% of those employees working outside the head office.**

Salvatore notes the organization analyzes several key metrics and success indicators to ensure its training and development platform is effective and positively impacts its strategic objectives. Soon after introducing Absorb, the Centurion team also administered a survey soliciting employee feedback.

The impact has been clear. Since introducing the CLA and Absorb, Centurion has been able to **promote 76 employees** (two-thirds of whom were women). Centurion has also been named by Great Places to Work as one of the Best Workplaces for Learning and Development in Canada.

She highlights a few **key metrics** the LMS has improved:

A **25% increase** in the completion of mandatory training

**89% of employees** report they are highly engaged and satisfied with the training initiatives

An increase in employees who state they find themselves learning often (from 4.1 to **4.5 out of 5**)

More employees feel Centurion invests in the development of all its employees (from 4.0 to **4.2 out of 5**)

New employees rating the onboarding experience, including mandatory training, at **4.5 out of 5**



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