



Case Study: GSK + Jam Pan

Agile Learning Experience Platform (LXP) Design & Delivery at Scale



Quick Project Snapshot

Client: GSK (GlaxoSmithKline)

Sector: Pharmaceuticals

Engagement Model: Managed Learning Service (embedded team)

Timeline: 12 months (Year One), continuing into Year Two

Platform Focus: Degreed Learning Experience Platform (LXP)

Key Services: LXP Strategy and Implementation, Content Curation, Skills Mapping, Agile Project Delivery, Experience Design

Outcomes: Embedded delivery, rapid time-to-value, high-quality outputs within budget

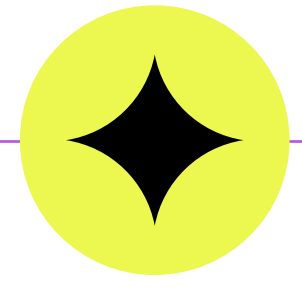


The Challenge

As part of a major digital learning transformation, **GSK** sought to rapidly implement a new **Learning Experience Platform (LXP) Degreed** to serve a globally distributed workforce. Their goal was to make learning more personalised, skills-aligned and accessible. However, to achieve this at speed and scale, they needed external expertise – quickly.

Key challenges included:

- **Standing up an expert, embedded LXP team within just 4 weeks**
- **Delivering in agile 3-month sprints** across the first year, with defined deliverables
- **Auditing and aligning** thousands of pieces of legacy learning content to a new enterprise-wide **skills framework**
- **Uplifting or removing ('demising') outdated content** to ensure relevance and quality
- All while staying **within a tightly controlled budget** and integrating seamlessly into existing project and product teams



Our Solution

Jam Pan's Managed Learning Service

To meet the urgency and complexity of the challenge, Jam Pan delivered a fully embedded, high-performing team via our **Managed Learning Service (MLS)** model.

This flexible model enabled GSK to scale up or down based on the volume and intensity of project activity – delivering specialist capability without the overhead of full-time headcount

Embedded Expert Team

Initially scoped for four roles, the team expanded to five within the first sprint due to the project's early momentum:

Degreed LXP Solution Architect

Provided platform strategy and systems thinking

Learning Experience Designer

Ensured journeys were intuitive, engaging, and user-focused

Instructional Designer

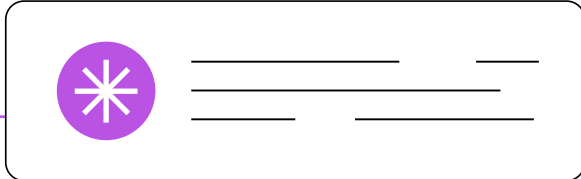
Shaped learning content into impactful experiences

Content Strategist

Led content audit, taxonomy design, and alignment to skills

Agile Project Manager

Ensured sprint velocity, governance, and cross-functional coordination



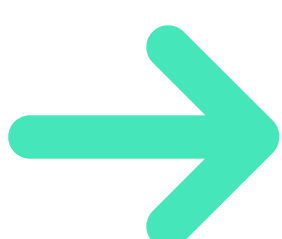
Key Components of the MLS Model

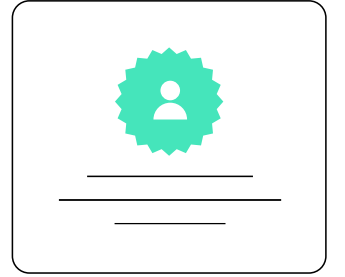
Curation Desks: Provided structured support to audit, align and re-tag content against enterprise capabilities

Flexible Resourcing: Allowed capacity to expand or contract with demand (e.g., high-content audit vs rollout periods)

Agile Delivery: Operated in 3-month sprints to iterate fast, deliver measurable value, and maintain flexibility

Strategic Integration: Worked directly alongside GSK's internal product owners and project leads, becoming trusted contributors rather than external vendors





Results & Success Metrics (Year One)

Jam Pan's team not only met GSK's ambitious goals – we exceeded expectations. Highlights include:

- **Team fully embedded in under 3 weeks** (1 week ahead of schedule)
- **90% of GSK's legacy content library audited and mapped to skills** during Sprint 1
- **35% of outdated or low-performing content demised or uplifted** to improve user experience and strategic alignment
- **Consistent stakeholder satisfaction** from internal product teams
- **Contract renewal moved from 3-month to 6-month cycles** due to high performance and trust
- **All work delivered on time and within the original budget**, with no scope creep

The project created significant internal momentum, with the newly implemented Degreed LXP gaining adoption across multiple departments.

Our embedded team became an integral part of GSK's learning ecosystem – trusted to own key deliverables and advise on platform evolution.

Looking ahead Year Two and Beyond

building on a successful first year, Jam Pan and GSK are now entering an exciting next phase. Key focuses include:

- **Extending our support to additional business units and functions**
- **Enabling GSK's internal learning community** to co-own Degreed LXP workflows and act as champions within their domains
- **Sharing 'ways of working' playbooks** across the organisation to foster scalability and standardisation
- **Iterating the MLS model** to support future initiatives including AI-enabled learning, advanced curation, and experience design



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