Success story

How AWKO Modernized Training and Achieved 95% Course Completion — Without a Full L&D Team

Goskills

Introduction

Aylstock, Witkin, Kreis & Overholtz (AWKO) is a national law firm headquartered in Pensacola, Florida, with more than 350 staff supporting clients across the United States. With over 160 years of combined legal experience and more than $10 billion recovered for clients, the firm operates at a fast pace that demands clarity, precision, and well-structured training.

As AWKO grew, so did the need for a scalable way to onboard new hires and upskill existing employees across different departments. In 2020, the firm chose GoSkills as its learning platform of choice — a single hub where every employee could access consistent, high-quality training.

Today, AWKO trains more than 200 employees through GoSkills. Course completion rates regularly top 90%, and the firm has built a streamlined learning ecosystem that simplifies onboarding, sharpens expertise, and supports continuous growth.



GoSkills became our hub for new hires. It gave them structure, clarity, and something meaningful to accomplish in their first 90 days.”

— Sherilyn Sperling, Employee Relations & Development Manager

AYLSTOCK WITKIN KREIS OVERHOLTZ

Industry

Legal services

Number of employees

350+

Learning solutions

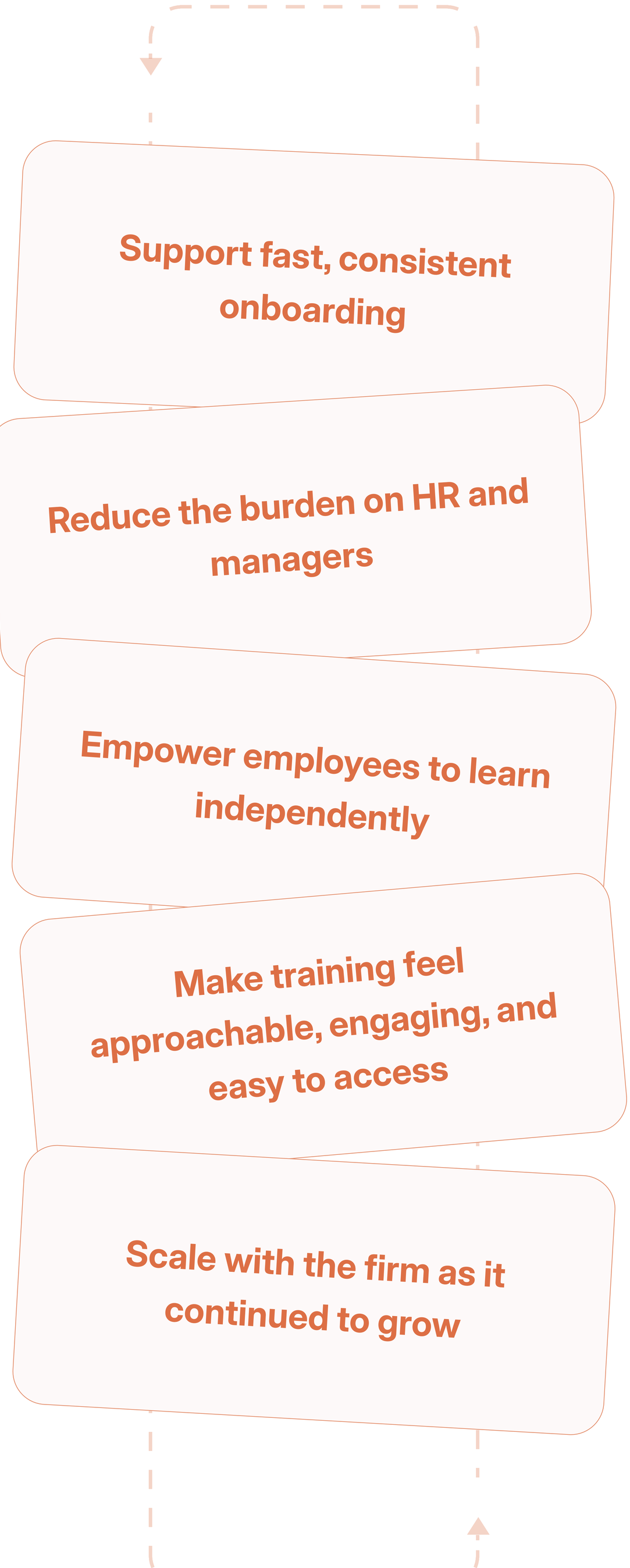
- **GoSkills Learning Management System (LMS)**
- **GoSkills Course Library**
- **GoSkills Course Builder**

The challenge

Before GoSkills, AWKO relied on “New Hire Training Week” — a hands-on, manual approach to onboarding and internal training. It worked well in the early days, but as the firm grew, the model couldn’t keep up. With 5–15 new-hire groups starting every two weeks, trainers found themselves repeating the same sessions over and over, with little time left for deeper development.

New hires needed just-in-time learning to navigate unfamiliar systems and workflows. Existing employees needed on-demand training they could access without waiting for one-on-one help. And with multiple departments and specialized roles, leaders needed a better way to organize content so everyone could find what they needed — fast.

AWKO needed a centralized, scalable solution that could support the firm across five key areas.



The solution

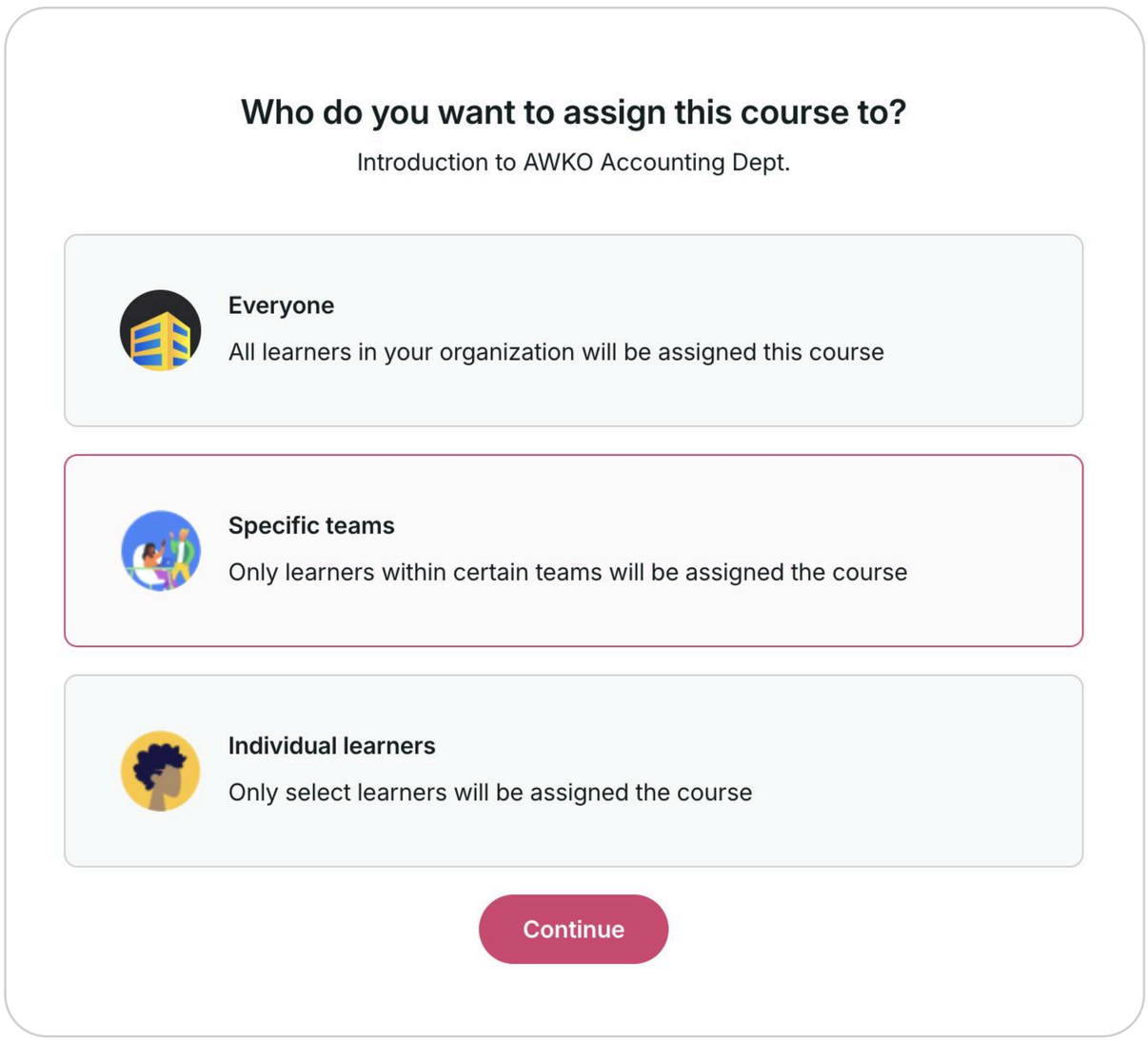
1. A scalable onboarding engine

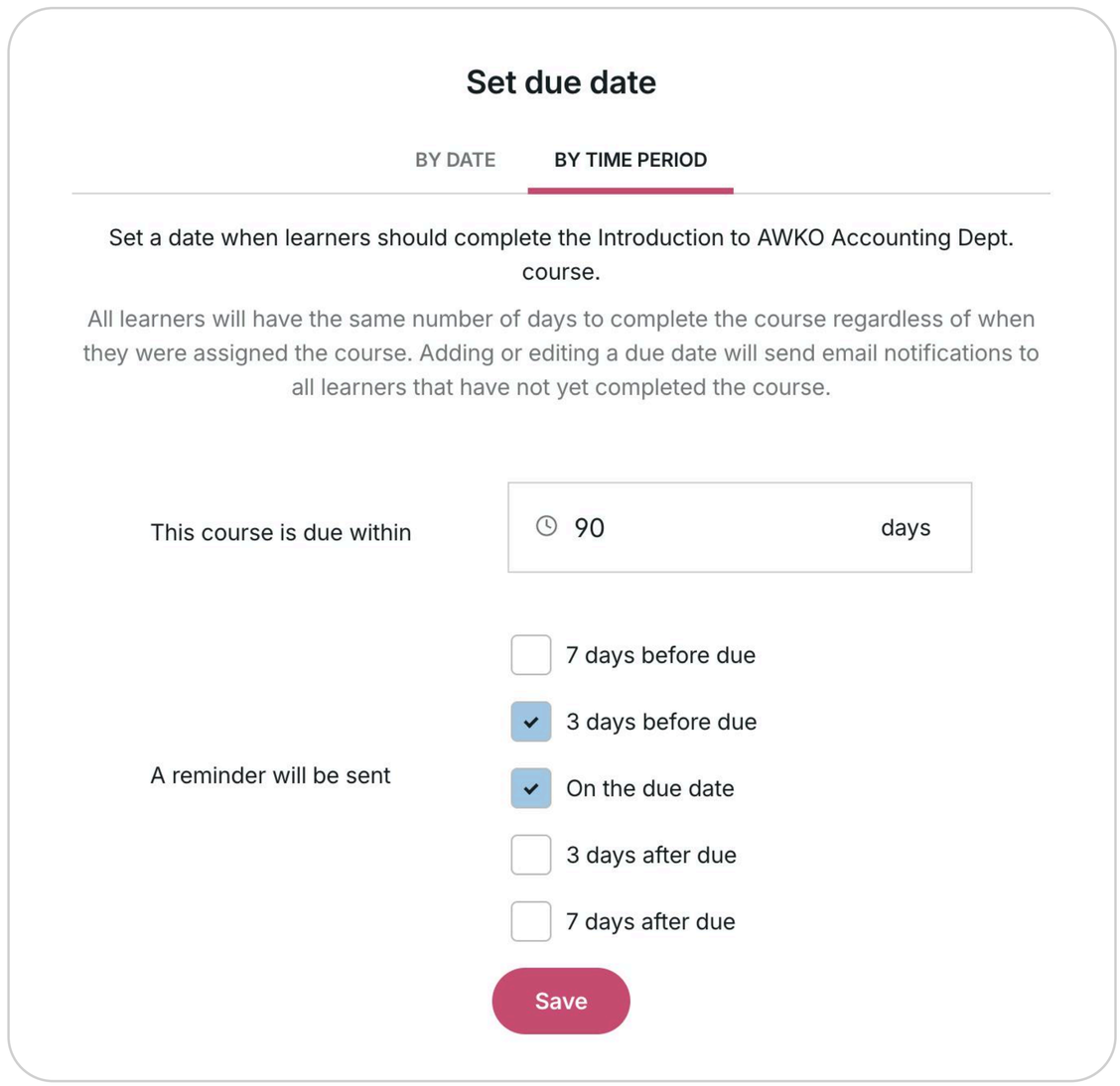
AWKO first adopted GoSkills just before COVID, looking for a simple way to certify case managers in Excel — a critical tool across the firm. But when the pandemic disrupted in-person training, the team began rethinking how to get more from the platform. It quickly became clear: GoSkills could do more than support one-off certifications. It could streamline onboarding at scale.

New hires needed structured, just-in-time training. Managers no longer had the bandwidth to repeat the same sessions week after week. That shift marked a turning point. GoSkills became AWKO's centralized training hub — a single place to deliver custom content, assign off-the-shelf courses from the GoSkills Course Library, and track learning progress across the firm.

Today, every new hire starts their journey on GoSkills, completing **7–10 required courses in their first 90 days.** The curriculum covers foundational skills in communication, productivity, Microsoft tools, and job-specific systems.

Now AWKO training administrators assign onboarding courses, **set due dates, and automate reminders.** The result: less manual follow-up for managers, more clarity for new hires, and a structured path to success from day one.





GoSkills allows teams to assign structured onboarding with clear due dates and automated reminders, helping every new hire stay on track.

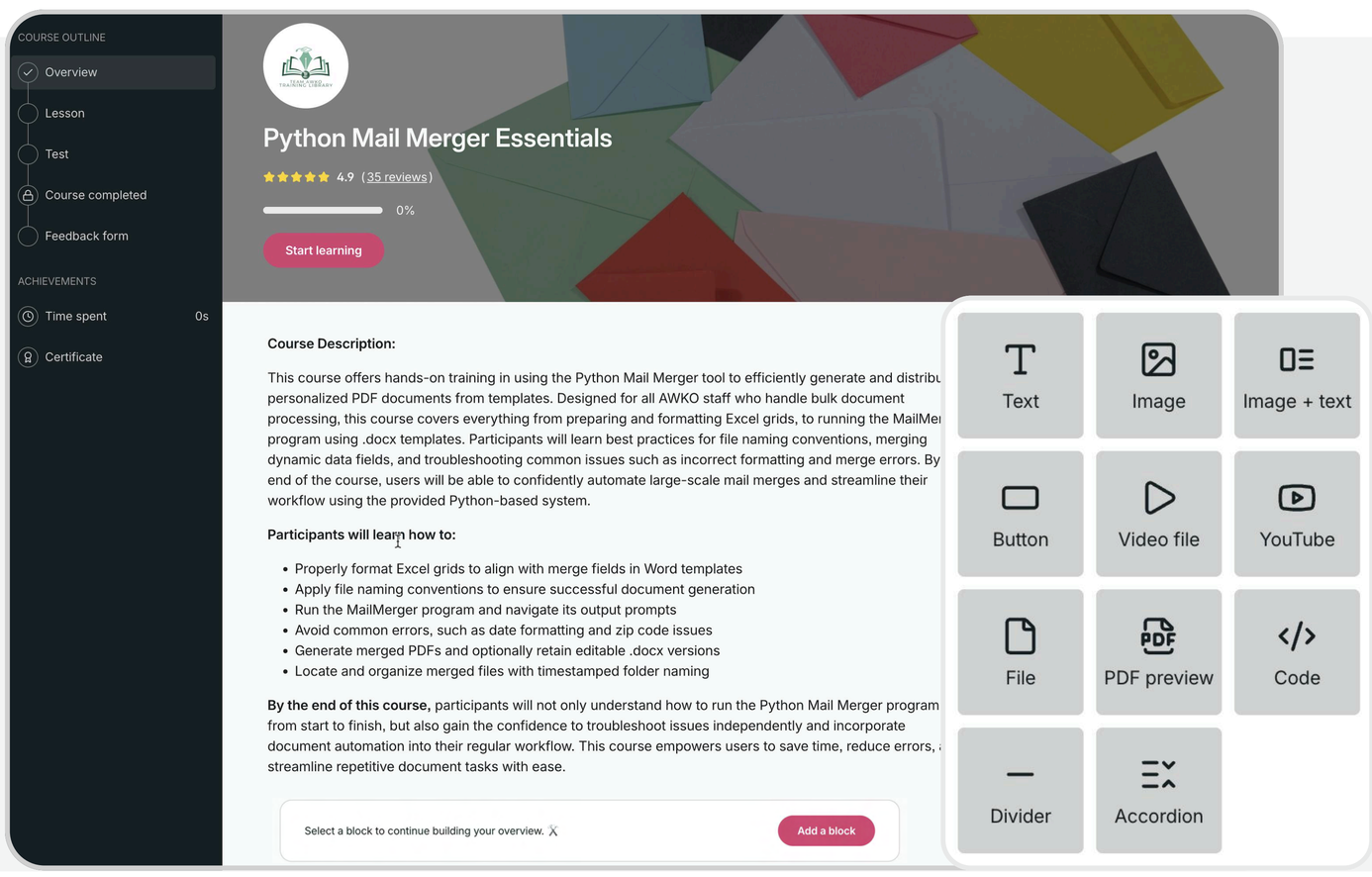
2. Empowering internal experts through custom courses

As AWKO's learning strategy matured, the firm used the GoSkills Course Builder to create 19 custom courses, many of them produced by employees themselves. Sherilyn Sperling, AWKO's Employee Relations and Development Manager, describes this shift:

> **It's a great way for us to highlight our team members and make them feel part of the firm's growth."**
>
> ***— Sherilyn Sperling, Employee Relations & Development Manager***

As Clara Hottinger, HR Admin at AWKO, explains:

> **Sometimes when you start a new job, you feel like you're floating. With GoSkills lessons, you have something structured to focus on, and it feels good to accomplish those trainings in your first 90 days. It helps you feel part of AWKO."**
>
> ***— Clara Hottinger (they/them), HR Admin***



With the GoSkills Course Builder, teams can easily create custom, role-specific training. The Creator role allows any internal expert to build and share content.

Team-created courses cover a wide range of firm-specific needs, like:

- System walkthroughs developed by the IT department
- Training for internal platforms and tools
- Reception and call-handling workflows

The Course Builder empowers subject matter experts like Clara to turn their know-how into short, focused lessons — complete with quizzes and downloadable guides. Training becomes easy to access, simple to revisit, and ready whenever employees need a quick refresher.

Clara explains why this approach resonates:



I love synthesizing information in a visual, accessible way. Staff often tell me, 'I thought something was wrong with me for not understanding this, but your training finally made it click.' That's so fulfilling."

— Clara Hottinger (they/them), HR Admin

This peer-driven model has transformed internal knowledge sharing, making training more relatable, scalable, and deeply embedded in AWKO's culture.

3. Organizing training with Teams and Assignments

AWKO currently manages 26 teams inside GoSkills, each aligned to a department, job role, or required training program. With the **Teams** and **Assignments** features, administrators can group employees in different ways — for example, by function — assign the exact training they need, and track progress with ease. This allows AWKO to tailor learning to each role, whether someone is a case manager, legal assistant, receptionist, or part of a specialized unit.

With everything centralized in one place, employees "have somewhere they can just go to," as Sherilyn describes, eliminating uncertainty and creating a consistent training experience across the firm.

4. Driving engagement through culture and incentives

To encourage ongoing development, the company introduced the **"GoSkills of the Month"** program. Each month, employees who complete a selected GoSkills or custom course enter a raffle to win one of three $25 gift cards.

The impact? A culture of friendly competition and shared excitement.

And the numbers tell the story:

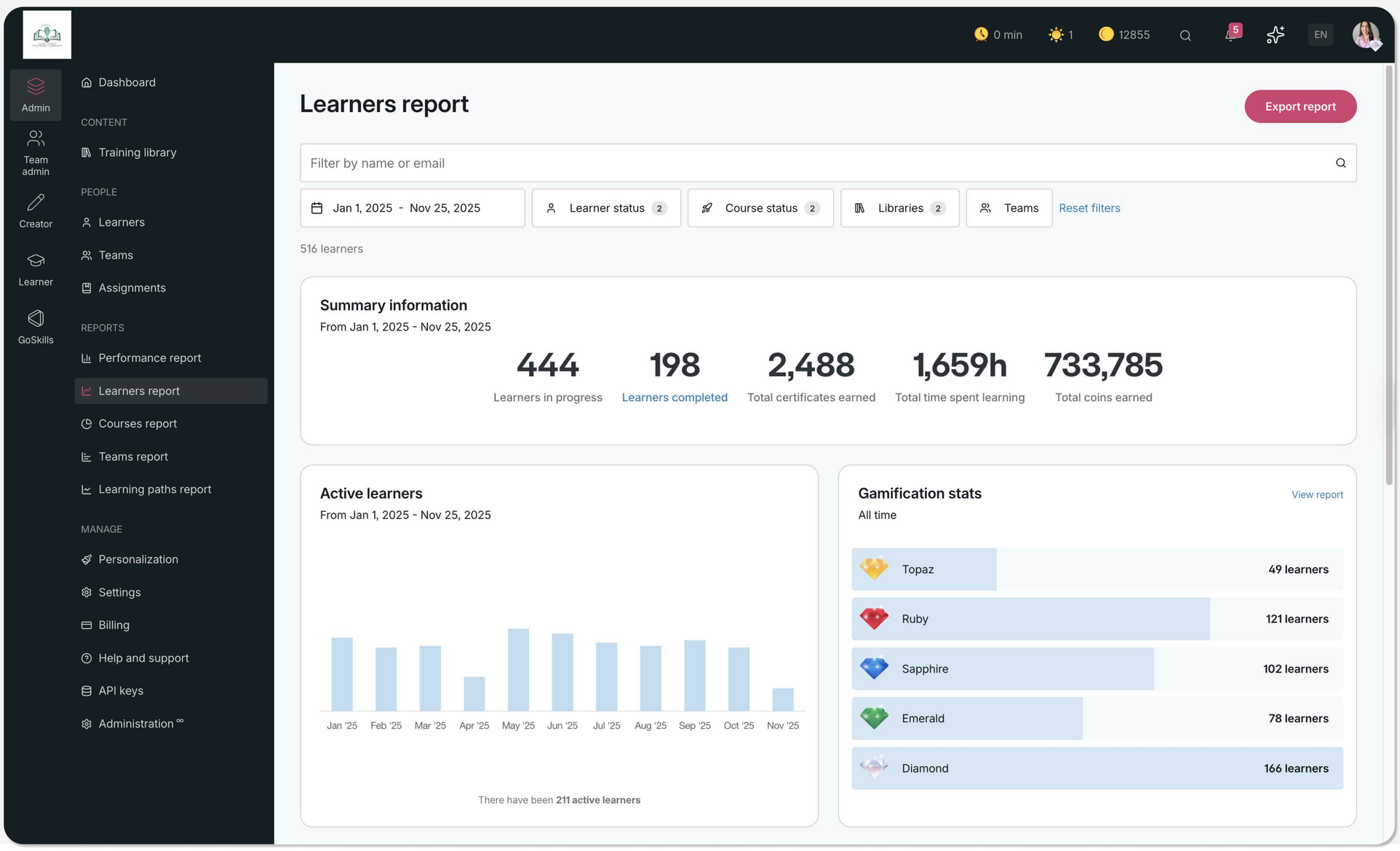
Learning activity has increased steadily over three years (2023 to 2025), rising by **28%** — from **1,293 to 1,657 total hours.**

During that same period, the number of active learners nearly doubled, from **112 to 211**, showing that engagement is spreading across the firm.

Even as the learner base expanded, employees still averaged **8–12 hours of learning per year**, reinforcing a strong culture of continuous development.

As Clara Hottinger, HR Admin at AWKO, explains:

> **My team loves it — they race each other to finish lessons. Even with a hundred people joining the raffle, everyone feels they have an equal chance. It's incredibly motivating."**
>
> ***— Clara Hottinger (they/them), HR Admin***



GoSkills provides real-time reporting to track learning progress, completion rates, time spent learning, and certificates earned.

5. Supporting continuous learning and confidence

For many AWKO employees, GoSkills has become a tool for just-in-time learning. When a challenge arises, they simply search for the relevant lesson, recap the material, and apply it immediately.

One GoSkills course in particular made a profound difference: “The OneNote training changed my life. The Clara I was before is gone.”

Clara described the impact on her leadership role:

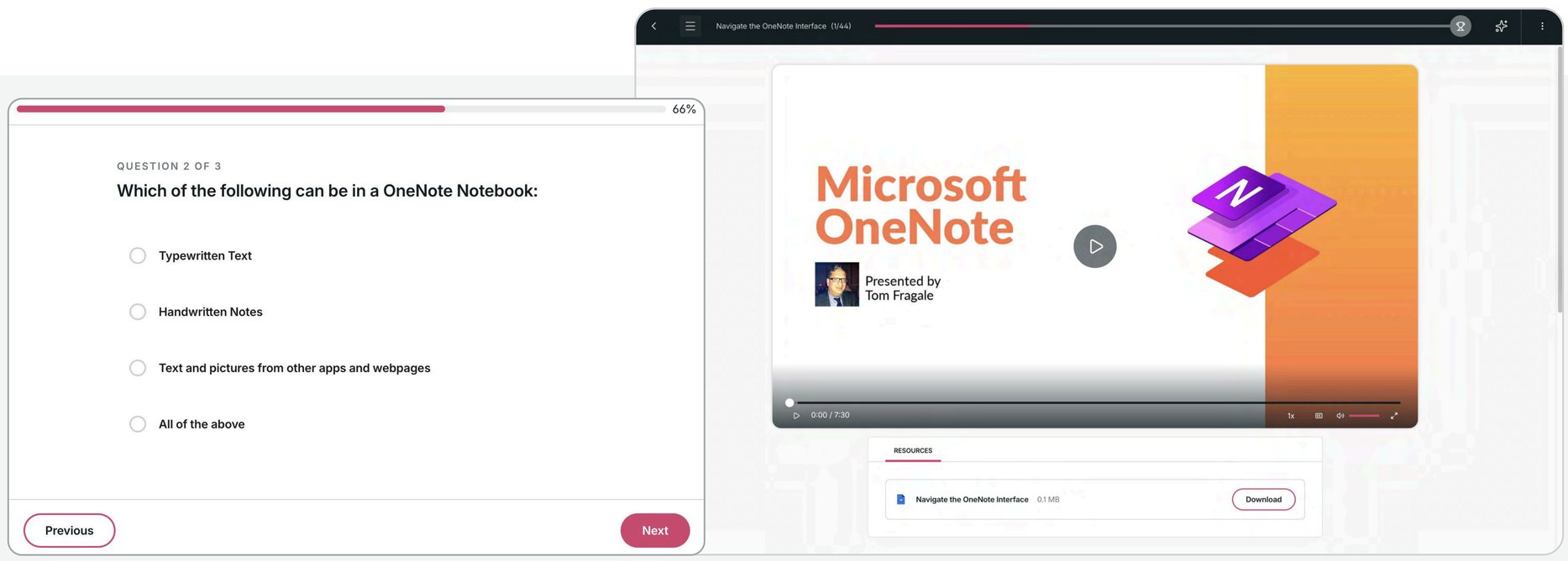
It’s helped me feel more self-sufficient. If I don’t know how to handle a situation, I check if there’s a GoSkills lesson. It’s really built my confidence.”

— Clara Hottinger (they/them), HR Admin

Clara now uses OneNote as the core knowledge hub for her entire team, transforming their workflows and communication.

Most popular GoSkills courses at AWKO in 2025

1. De-escalation Techniques for Customer Service Professionals
2. Microsoft OneNote Training
3. Microsoft Teams Training
4. Microsoft Outlook
5. Time Management & Productivity



GoSkills delivers bite-sized lessons that support just-in-time learning, making it easy for employees to apply new skills immediately.

Results

Over the past three years, AWKO has seen strong, measurable improvements across engagement, completion, and learning activity:

Metric	2023	2024	2025 (Jan–Nov)
Course completion rate	85%	95%	91%
Certificates earned	847	1,967	2,488
Active learners	112	176	211
Total time spent learning	1,293 hours	1,513 hours	1,657 hours
Total GoSkills reward coins earned	535,405	582,075	733,285

What these results show:

Completion rates far above typical industry norms

While most online courses average 5–15% completion (per eLearning Industry), AWKO consistently reaches **above 90%**. This success comes from a combination of clear course assignments, 90-day deadlines, automated reminders, and a structured flow of onboarding courses that guides learners from one step to the next. GoSkills features like Learning Paths make this kind of organized progression easy to build and ensure learners always know exactly what they need to complete.

Massive growth in certifications and active learners

Certificates earned nearly **tripled** since 2023, and the pool of active learners almost **doubled**, indicating widespread adoption and consistent engagement across the firm.

Sustained learning engagement

Total learning hours grew from **1,293 to 1,657**, while the number of active learners nearly doubled. This data also shows that employees consistently logged **8–12 hours of learning per year** — a clear sign of a stable, healthy learning culture.

Strong signs of a learning culture taking hold

The jump in **GoSkills reward coins earned** — from 535,405 to 733,285 — reflects increased participation in gamified features such as lessons, quizzes, and course completions. This suggests the firm's learning environment is becoming more engaging and motivating than a typical compliance-only setup.

Together, these results illustrate not only a thriving training ecosystem but a learning program that successfully scales with the firm's growth, encourages ongoing development, and builds real skills and engagement across teams.

What your team can learn from AWKO's success

Centralize onboarding to scale faster

A structured onboarding program, supported by clear deadlines and automated reminders, helps new hires stay on track and reduces manual follow-up for managers.

Empower employees as knowledge creators

Giving subject matter experts the tools to create custom training builds internal expertise, boosts ownership, and results in more relatable, role-specific learning.

Use bite-sized lessons to support real workflows

Short, focused lessons allow employees to learn during natural pauses throughout the day and revisit information whenever they need it.

Incorporate simple incentives to keep learners engaged

Programs like AWKO's "GoSkills of the Month" raffle encourage friendly competition and help maintain momentum across teams.

Build a culture of self-directed learning

When employees know exactly where to go for support, they feel empowered to seek answers independently and grow their skills over time.

Conclusion

By adopting GoSkills as their centralized learning platform, AWKO has transformed how onboarding and ongoing training operate across the firm. With consistently high completion rates, role-aligned training, and a growing catalog of custom courses, the firm has built a scalable system that supports new hires from day one and helps experienced employees continue developing their skills.

From streamlined onboarding to a thriving learning culture, AWKO's story shows how the right platform can drive engagement, improve consistency, and make learning accessible for everyone.

Ready to streamline your onboarding and empower your teams? Book a demo with our success team and see GoSkills in action.