

One global talent journey across 60 countries

How do you create confident, future-ready leaders in one of the most complex industries on earth? Fugro, a global leader in geodata and employer of over 11,000 people worldwide, set out to do just that.

Fugro • Global • Since 2021

60 countries

in one shared cohort, every time zone included

12 months

for the redesigned U.Gro journey, six modules and three peer coaching sessions

2.5 years

International Leadership Track for future leaders, rotation based

2024

Graduate Programme of the Year, British Ground Engineering Awards

The challenge

Onboarding talent in a complex industry

Operating across 60 countries and in highly specialized fields, Fugro faces a continuous challenge: attracting and retaining high-potential professionals, and helping them thrive in an environment that's anything but ordinary. Traditional onboarding was not enough. Fugro needed a development experience that was engaging, scalable, and truly global, yet flexible enough to meet the unique realities of working offshore, on-site, and everywhere in between.

The approach

A new generation of learning

Relevance and Fugro co-created U.Gro, a blended learning journey that brings personal skill development to young professionals from day one.

- **From regional to global** Participants from all time zones now learn together in one shared experience
- **Faster, smarter, more flexible** The programme was redesigned into a 12-month journey, with 3.5-hour virtual sessions that fit any schedule and timezone
- **Future-ready skills** The content was refreshed to focus on adaptability, collaboration, and personal impact: the skills that define modern leadership
- **Self-enrollment** Participants have full ownership of their development, choosing when and how they learn

What changed

Global talent, growing together

With U.Gro, Fugro has turned onboarding into a launchpad for talent. Participants integrate faster, collaborate better, and grow into confident, capable professionals. Wherever in the world they may be.

- **The right people onboard** Fugro attracts ambitious, curious young professionals from around the world. People who share a passion for exploration, collaboration, and impact from day one.
- **A culture of continuous learning** U.Gro helps embed a global learning mindset at Fugro, where development never stops and every experience becomes an opportunity to grow.
- **Stronger skills across teams** Through blended learning and real-world application, participants strengthen vital skills. From communication and collaboration to problem-solving in complex environments.

At a glance

Program
U.Gro (12 months) and the International Leadership Track (2.5 years)

Audience
Early-career professionals and emerging leaders

Format
Blended, global virtual cohorts, self-enrollment

Since
2021, redesigned in 2025

Region
Global

What they did

Blended learning journey · Virtual classroom · Online learning platform · Peer coaching & intervention · Deep dives & business challenges · One-on-one coaching · Internship days & job rotation · Self-enrollment · Custom curriculum, co-created

“Working with people from different backgrounds and from all around the globe was definitely something that stayed with me, especially during the U.Gro challenge, where we developed an idea into a pitch with a team from different departments. I've learned so much about leadership and teamwork in real time, while expanding my presentation skills and confidence.”

Katia
E-learning developer at Fugro

The biggest takeaways

- 1 One global cohort beats regional copies: participants from every time zone now learn together in one shared experience.
- 2 Short virtual sessions with real application fit an offshore workforce better than any two-day workshop.
- 3 Self-enrollment gives participants ownership of their development, and a talent journey can feed a leadership track.



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