

NETFLIX : EMPLOYEE TRAINING TO STAY COMPETITIVE IN GLOBAL MARKETS

A blurred, 3D rendering of the Netflix logo in red, mounted on a wall. The background is a soft-focus office interior with windows.

- **BY: MATTHEW WATKINS, CONSULTANT © 2025**

NETFLIX: EMPLOYEE TRAINING TO STAY COMPETITIVE IN A GLOBAL MARKET.

“Netflix is one of the world's leading entertainment services with over 300 million paid memberships in over 190 countries enjoying TV series, films and games across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time” (Netflix, 2025).

Netflix is a global entertainment and technology company.

It is headquartered in Los Gatos, California (Netflix, 2025)

Its website is www.netflix.com (Netflix, n.d.)

NETFLIX: WHAT TRAINING METHODS WORK

- ✓ **ON-THE-JOB TRAINING:** NETFLIX BELIEVES HEAVILY IN ONBOARDING AND GETTING NEWBIES WORKING ON PROJECTS FAST. (TRISCA, 2025).
- ✓ **COACHING:** NETFLIX BELIEVES IN ONE-ON-ONE TRAINING, COACHING AND MENTORING ON THE JOB. (TRISCA, 2025).

- ✓ **COMPUTER-BASED TRAINING:** NETFLIX BELIEVES IN OFFERING CODING BOOTCAMPS AND ON-DEMAND SESSIONS. (TRISCA, 2025; STEINGOLD, 2023).
- ✓ **SPECIAL ASSIGNMENT & TEAMS:** NETFLIX BELIEVES IN PROJECT-BASED AND TEAM ROLES TO LEARNING (TRISCA, 2025).

NETFLIX: WHAT DOES *NOT* WORK

- **CLASSROOMS**
- **JOB ROTATIONS**
- **EXTERNAL TRAINING**



“WHEN YOU GIVE LOW-LEVEL EMPLOYEES ACCESS TO INFORMATION THAT IS GENERALLY RESERVED FOR HIGH-LEVEL EXECUTIVES, THEY GET MORE DONE ON THEIR OWN. THEY WORK FASTER WITHOUT STOPPING TO ASK FOR INFORMATION AND APPROVAL. THEY MAKE BETTER DECISIONS WITHOUT NEEDING INPUT FROM THE TOP.”

—**REED HASTINGS**, CO-FOUNDER & CEO, NETFLIX
(HASTINGS & MEYER, 2020; TRISCA, 2025).

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NETFLIX: THE *KEEPER TEST* COMPARISON

**"IF YOU WANT TO BUILD A SHIP,
DON'T DRUM UP THE PEOPLE
TO GATHER WOOD, DIVIDE THE
WORK AND GIVE ORDERS.
INSTEAD, TEACH THEM TO YEARN
FOR THE VAST AND ENDLESS SEA."
(SAINT-EXUPÉRY, 2000; NETFLIX, 2025).**



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