

The Guide to LMS Implementation and Learner Adoption

Get the Strategies and Achieve
Success with your Learning Platform

learningbank 

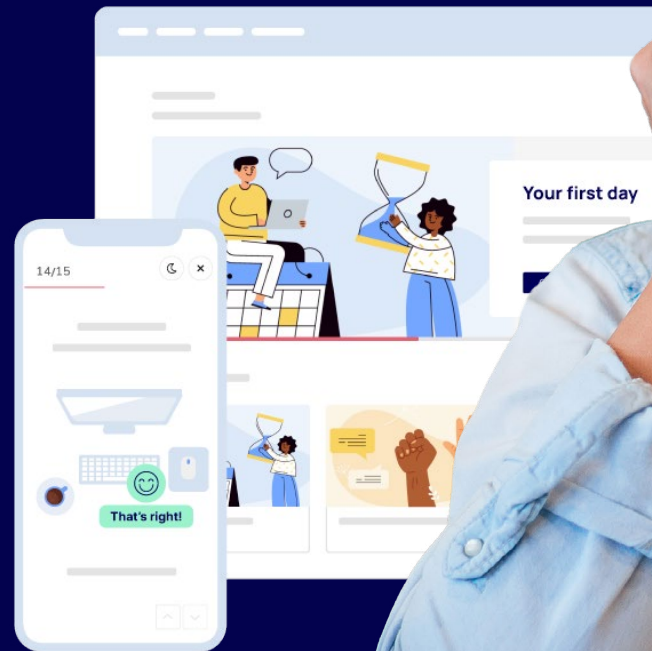


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Intro

You did it. The learning platform shines bright and clear, and you cannot wait to try out all the brilliant features, create engaging learning content, and get it out to your employees. But this can also seem a bit overwhelming, right? And where to start?

At the same time, your thrill about your new platform, might not translate directly to your employees’ emotions. A new way of learning is not something you just notify employees about in an email. They might need a bit more convincing that goes beyond ‘this is good for our economy’.

But do not worry. We have got your back and will provide you with the best tips and strategies to get them all on board.

In this way, both you and your employees get the most out of your new learning platform and get the best start on your new digital learning journey.

Explore your New Learning Platform

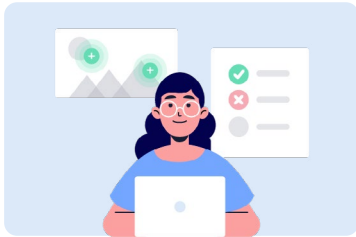
One of the main reasons you probably invested in an LMS/ Learning Platform is that you wanted to structure and make your learning efforts visible in your organization. And – of course – let your employees live up to their full potential with relevant learning activities and upskilling.

Today, upskilling and reskilling are crucial for company growth. [The World Economy Forum](#) anticipates that 75 million jobs get displaced by 2022 in 20 major economies. Underlining the importance of reskilling. Furthermore, on a global scale, only one in five employees mention they have the skills they need for their current roles and future careers. Moreover, [70 percent](#) say they have not even mastered the skills they need for their jobs today. On a macro level, [19 percent](#) of skills will be irrelevant in 3 years.

Therefore, ensuring the learning activities to grow your employees are key. And it is important, that you know about the relevant features in your learning platform to make this happen.



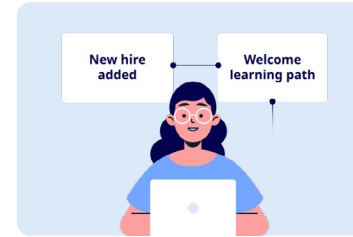
Common features in an LMS:



Creating Learning Content

Learning content is usually created in a form of content builder, where you can use different formats such as text, video, sound, or in some cases more interactive and gamified formats to build your learning modules or [learning paths](#). Combining these formats (and knowing how to create the best combination) makes learning more engaging for the learner and boosts completion rates and individual results.

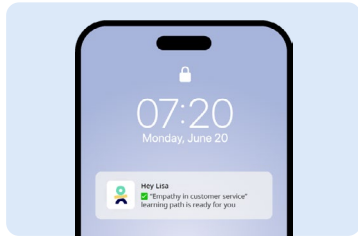
If you're looking for specific learning content for your employee training, most LMS systems offer the option for uploading content as SCORM files other vendors sell. Some of the best learning management systems also offer prebuilt content, such as [IT security](#), [conflict management](#), or [sales training](#). Prebuilt content is great to kickstart the learner adoption process and to save time for admins.



User Management

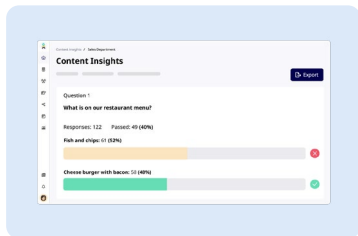
User Management or Learner Management is a very important feature in an LMS. In some LMSs you can automate actions based on learner profiles, and you can scale learning content to larger parts of the organizations based on departments, responsibilities, and job roles.

Furthermore, you can often tailor specific learning paths for, for example, onboarding of new employees or department specific paths for special system training. Moreover, you can create development plans for the learners individually and follow and boost their process. User Management especially comes in handy, if you have an integration with another HR software, and upload, deletes, and updates of users/learners happen automatically and demand no action from admins. Read more about the integration-feature below.



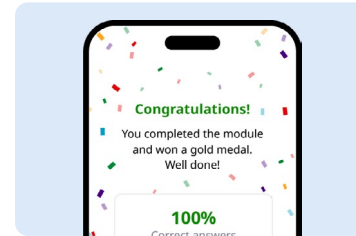
Notifications

A notification center where you can send direct messages to learners about new learning paths to complete or general messages is a key feature in an LMS. Notifications can be sent in different formats such as mail or SMS and can go to multiple devices such as laptops, smartphones, and tablets. This process can in most learning platforms be automated too, so, reminders about completing learning content can be sent out automatically.



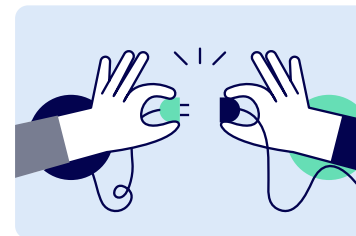
Analytics & Reporting

A huge part of your learning and development should be following up on how your learning was received and who completed what in certain periods. An analytics and reporting tool is essential in many LMS platforms, where you can track specific learning paths and learners' development. Here, you can see where you should update content to another difficulty level or boost it in other ways to improve the content and engage learners.



Display of Awards and Certifications

It gives a certain boost to learners if they receive medals, awards, or certifications when completing learning paths. A common feature in LMS software is a display on user dashboards with their streaks, medals, and the like, and comparisons with team members, job profile, etc.



Integrations to Other Systems, Software, and Apps

Platforms for learning management are not the only platforms that HR spends time on during their workday. Most often there is a need to [integrate the LMS system to other systems](#) like your intranet, work schedule planners, and more. This feature is key to get the best out of your LMS.

Get Employees Involved – From the Start

Let's back up a little ... And this can of course seem a bit overdue when you already got your new learning platform. But if you have not picked the right learning platform yet, now, it is time to get employees involved.

You will use the platform. As an admin. The other side as a user or learner is a completely different view. Both from their own perspective and in the platform. These learners will be your employees, and that is why it is important to get them involved in the process from the start. If you have not picked a learning platform yet, let the employees be a part of the process. Pick a few employees from different areas of your business and let them see the platform you plan to pick. This will give you an indication about whether you are on the right track – especially, if the employees have a great user experience (UX) on the specific platform.



When learners and admins connect, a great UX must be in order. Think about the apps you already use in your daily work and the ones on your smartphone. They are often very user-friendly. The apps that are not easy to use, we typically avoid. The same thing will happen if the UX is terrible in the new learning platform. Make sure that buttons and features are easy to find and be aware that the platform should be available from any device the learners could use – both laptop, tablet, and smartphone.

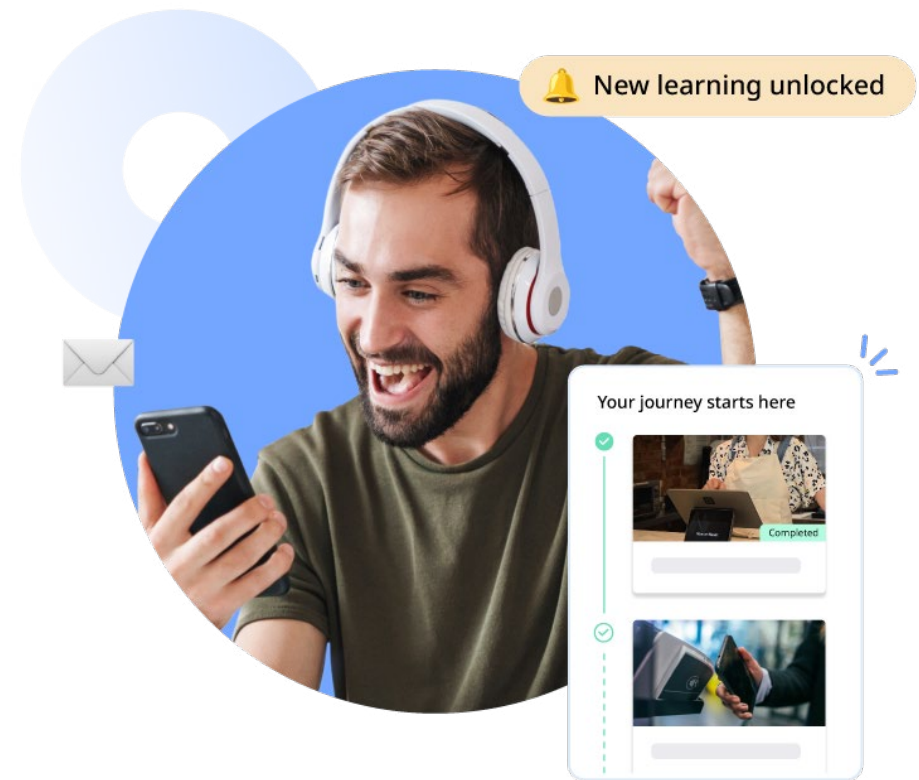
Let the employees be a part of the entire process, also when you start creating the learning content. If their needs are met, it is likely, that the rest of the workforce in your organizations will feel the same, when you go live. And this is always a good first step, when you want to adopt learners to your platform. And now we are talking about needs, it is a good idea to have in mind that needs can vary, and so can your audience.

Know your Audience

Are your employees even ready to do digital learning content if you look at your current learning culture status? How are their IT skills? Do you have updated browsers? And do they have a digital mindset? These are questions you can ask yourself, and the employees you already have involved in the process.

Communication is everything, when you need to create awareness about the new digital learning content, that your employees can explore in their own version of the learning platform. The message you want to go out to the employees, should be formulated without typical HR wording. Speak directly to the employees. Think: What's in it for them? Not: What's in it for me? Tick off 'The Relevant to Learners' and double-check:

- Does it focus on problem solving and process rather than pure information?
- Does it connect to their experience?
- Do they have the opportunity to complete at their own pace and time?
- Is the content specific and actionable?



In that way, you start creating a learning culture going from 'I have to' to 'I want to'. Let them know why they should spend time going through the learning, and why it is important for their area of the business.

What's the point of creating learning for the employees? What are the objectives? What do you want to achieve? When is your learning campaign a success?



Create Attention

Teasers

An example of what is in it for the employees could be: They can complete the learning whenever and wherever it suits them. Pick that message along with a lot of specific messages directed to certain job roles and put them into different formats. Create a teaser video with, for example, key people from the learning content, for your company's intranet or as a mail notification but be sure to make posters as well to set up in hallways and the cafeteria. In this way, you build up excitement and employees will be more eager to do the learning content as it is released.

Campaigns

To boost more excitement you can, as an example, create 'Skill of the month'-campaigns to get employees on board. Here, the skill must, of course, be relevant to employees' jobs to increase engagement and motivation. Examples could be 'Conflict Management', GDPR Training, or 'Working Efficiently at Home'.

FOMO

Put down a discussion group to reflect on what they learned or set it up as a social feature in your learning platform, for example on a Social Learning Wall. Ask questions to the learning content for everyone to see or review the digital content to create a FOMO-situation (Fear Of Missing Out) for the employees. It is especially a good idea if the question or debate relates to specific work tasks that employees can relate to.

Community Building

Some people learn the best alongside others, that is why the [social learning](#) element is important too. Social learning happens when you observe others do, but also when you discuss, talk, and share learnings with each another. Build a shared community around the learning, a specific channel to discuss, or on the social learning wall. Encourage learners to share on the social wall or the intranet about their learning experience.





Go Live

Go big when you push the button. Throw an event with a pop-up quiz, bubbles to drink, and cake to eat. Set up new posters with tricky questions from the learning content. This makes people reflect, and they get curious to see the answers. You can also give more of your 'create attention'-activities a boost in the go-live-phase. Furthermore, from an employer branding perspective it is a good idea to post this on your company's LinkedIn-page and in Facebook groups to tell: 'Hey! At our company, we care about our employees' learning and development.'

It can also be a good idea going forward to celebrate new big launches with 'go live'-events.

Content Is King

Once the learners are in. It is important that you enchant them with compelling learning content to achieve success with your learning platform.

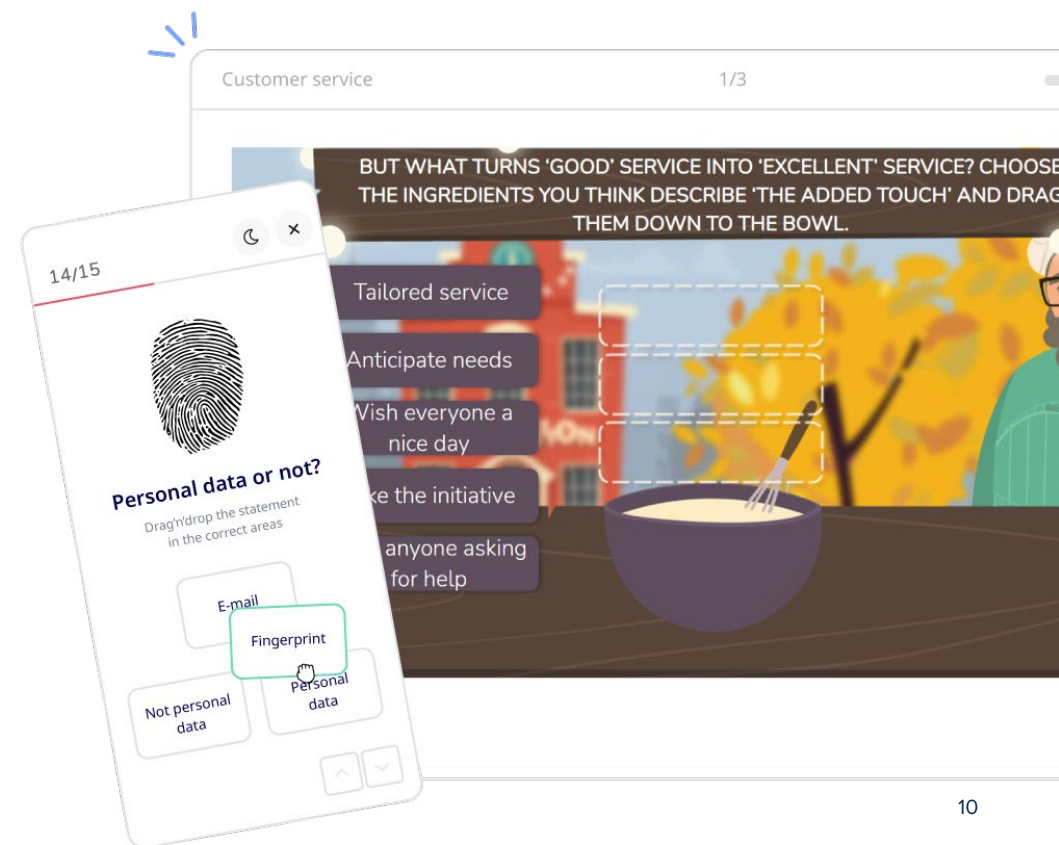
Deliver premium content that is relevant to your audience, and in a format they prefer. Create learning paths and modules with a mix of video, gamification, and other interactive elements, so, it is not just heavy (and dull) text-on-text information modules to complete. [Visual and live learning content](#) boosts knowledge retention, so keep that in mind. In a lot of learning platforms, you can also buy extra off-the-shelf, and engaging learning content to, for example, [sales training](#), [hygiene](#), [GDPR](#), [IT security](#), and [much more](#).

Add the content in a [blended learning](#) path where you mix different types of real-life and digital learning activities.

Think about creating personal learning experiences that relate to learners' [employee journey](#) to keep them engaged and returning to the platform. Furthermore, you can think about gamification elements to personalize even more, when you design learning

content. Here, you can, for example, let the employees choose their own character in a learning game to make them identify and keeping them involved with the content.

It is important to restate that content is not the solution on its own. Like we mentioned in the beginning, if you just provide your employees with access to your learning platform and think: "I have done the trick", you are wrong. Connect it to why the content is relevant to employees and use the tricks above in 'Create attention' and 'Go Live'.

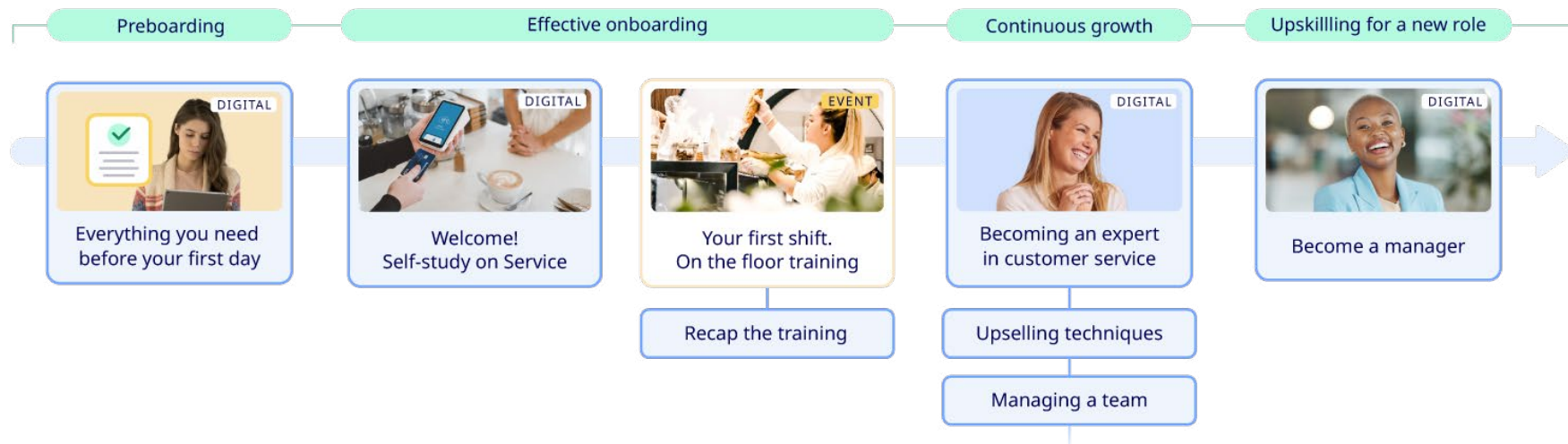


Retention

Think about releasing some of the content over time. This is called [stretched learning](#). In that way, you do not overload employees with information and content to complete. At the same time, you give time to employees to catch, grasp, and reflect upon each learning content. When learners complete learning paths and content, it is a good idea to award them with medals, certifications or the like to boost engagement further.

You can also explore the opportunities of [AI technology](#) and how recommendations to specific industries, departments, and job profiles can make learners visit and re-visit the platform for more personal and relevant content.

Who's responsible for getting the learning out to the employees in your organization? Is it the managers' responsibility? Or an L&D person? For an L&D person it might be easier to follow-up. On the contrary, management might be more in touch with their own employees from their teams, so, management should be frontrunners even so, and drive a top-down approach. In some learning platforms, you can give permission to managers to see their own employees' growth. As an example, [Change](#) has built a hierarchy where Store Managers can see their own employees, their progress, and easy follow-up. You can also create ambassadors for the learning content, so they can keep up with employees and help them complete the content.



The Engagement Circle

When you are live with your platform or content in the organization, it is not a linear process. Meaning, that you do not just press the launch button and wait for the completion rate to go up and do nothing more. That should be clear by now. Instead, you need to step into a circular process called the engagement circle.

The engagement circle goes on and on - all year - all the time. It is not a one-off event, but it is a process in which you re-visit, optimize, and update your learning materials. If you have a heavy or difficult learning topic for the organization or a specific department to complete, a tip is to have an eye on completion rates. If it is lacking a bit, a good idea is to create some healthy competition to get everybody on board. Who can get the highest score rate? And maybe a prize for the department, that did the best?

If you still must chase learners to get onto the platform and do the learning content, it might be a good idea to talk to them and

ask why this is the case. Wise up, and use the feedback to create even better content, that they want to do, and not 'have to' do. In many learning platforms, you can also see where you have low completion rates, where there's a high drop-off point, and other analysis tools, you can use in addition to boosting the content further.

The engagement circle is about developing your learning material, but also getting all the learners to engage with the content, and make them login to the platform, to let them develop and grow.

Remember to evaluate. Were the learning objectives achieved? Did you achieve success as planned? Reach the goal for success you planned in the beginning? And evaluate with the learners too. Send out surveys where you ask them about whether they have used the learning in their daily tasks or not, and let them give feedback to the content in general: What was good? Was something missing? Etc.

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by making them **better**

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