

Learning Campaign Checklist

1. Practicalities & Brainstorm

Make a short description of the campaign. Why is this project relevant? What's the purpose?

Who is the project owner, and who's the project lead?

Create ideas for text/headlines/style/colors, etc.

Consider the use of various platforms/office space/meetings for communication

Make a draft of the project plan, including launch dates and deadlines

2. Preparation, Involvement & Coordination

Inform managers about the project, practicalities, and brainstorming

Check the budget and align it with the strategy

Define the area responsible for departments and people involved

Finalize the Project Plan with the launch date, deadlines, and the people involved

Inform the involved people about the goal, project plan, responsibilities, and deadlines

3. Academy/ In the Platform

Create a storyboard

Consider illustrations/pictures/gamification, AI avatars, video, sound, and events on the platform

Test the setup

4. Internal Communication

Prepare internal communication for the launch and the end of the campaign

Prepare an evaluation to send out after the campaign (e.g., a survey on the platform).

5. Launch

Assign Learning Path to the relevant users

Distribute physical materials (QR-codes, posters, decorations etc.)

Setup digital materials on platforms & send out prepared communication for launching

6. End of the Campaign

Send out prepared communication for ending and prepared evaluation

Push employees who haven't completed the learning path or evaluation

7. After the Campaign

Remove physical and online materials (if needed)

Download analytics for the completion of the learning path

Download data from evaluation in the platform and analyze it

Notes: