

D2L

Level Up Your Learning Strategy

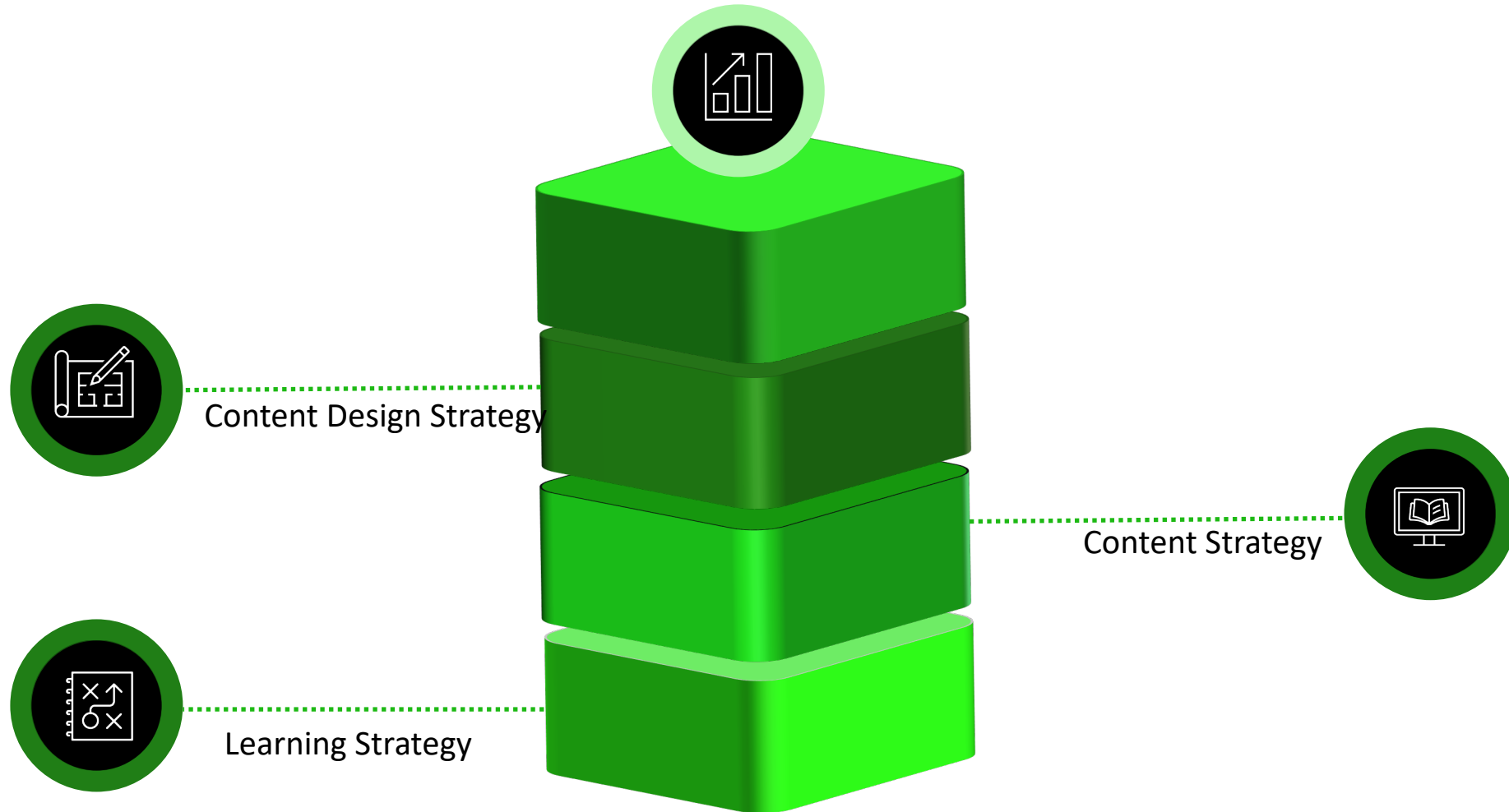
Introduction: Episode Presenter



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Building blocks to support business outcomes



Level Up Learning 3-Part Course

Creating Learning Content
that Drives Business
Outcomes



Level Up Your Learning Strategy

Craft an organizational learning strategy to support business goals

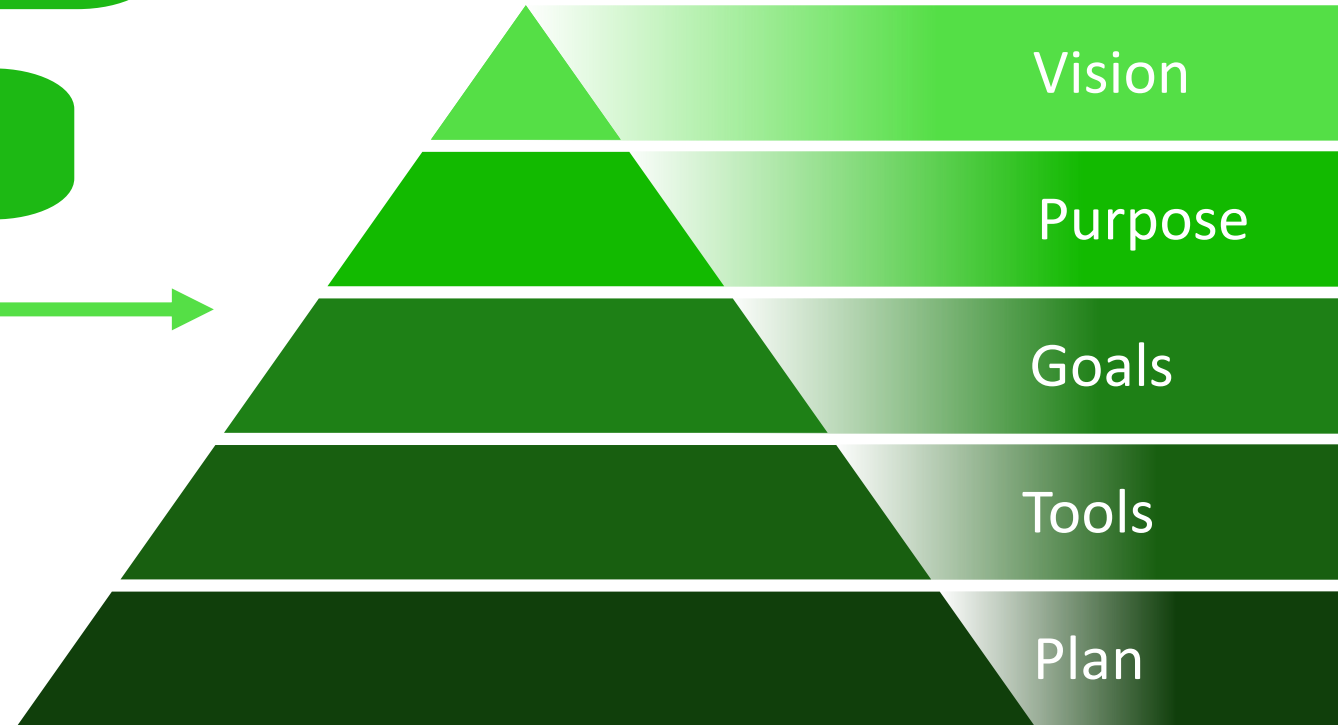
Level Up your Content Strategy

Create a content roadmap to support the implementation of the learning strategy

Level Up Your Content Design Strategy

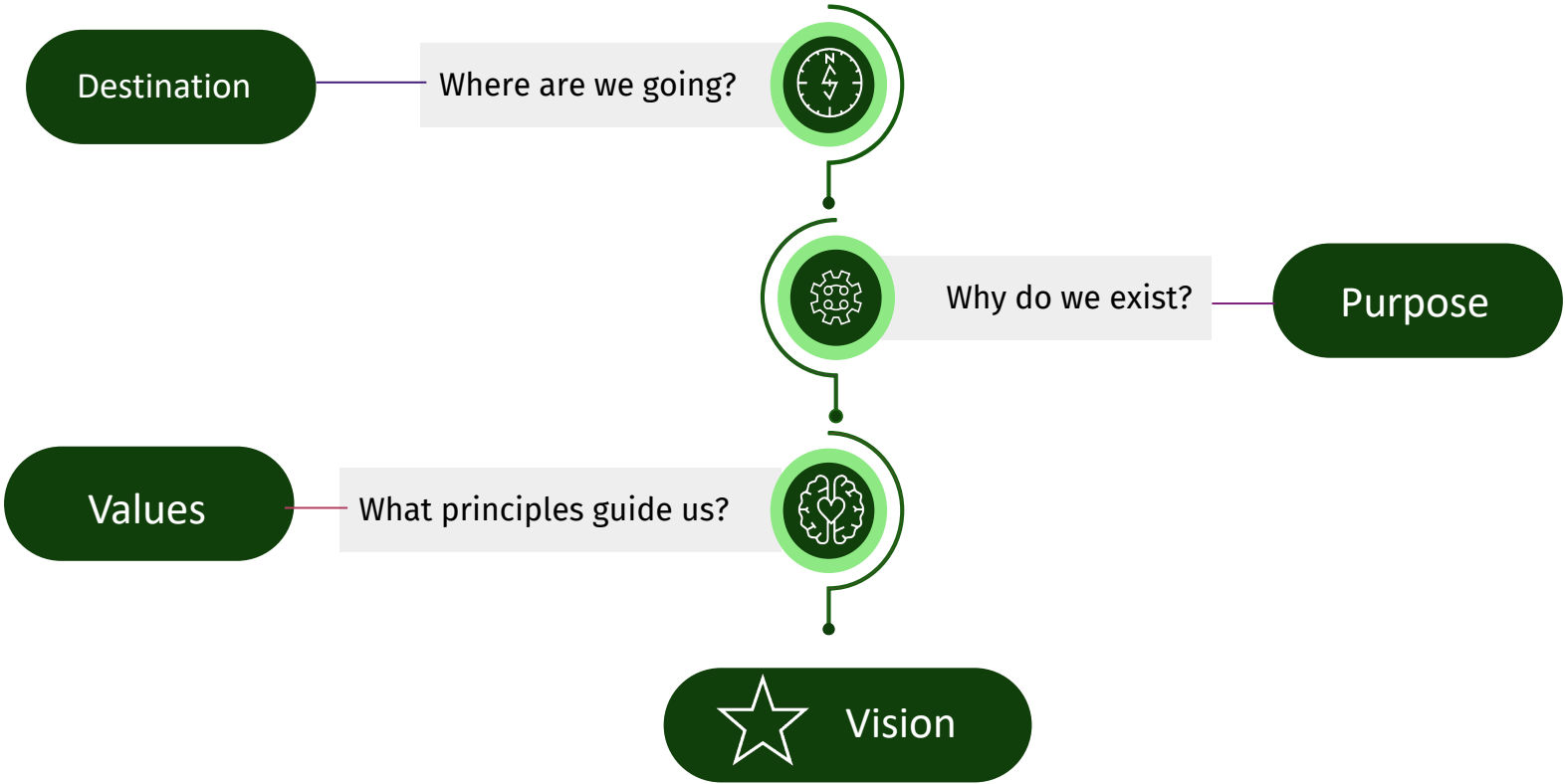
Design content that supports desired learning outcomes in the strategy

What is Learning Strategy?



Organizational Vision for Learning

- Describes the future state of learning for the organization
- Provides direction
- Sets the tone for learning activities and culture in your organization



Sample Vision Statements



We provide industry-leading learning and development opportunities that reflect our belief that our people are our greatest strength.

At our organization we foster individual and organizational effectiveness by offering learning programs that support the enrichment of our people and partnerships.

Our learning experiences inspire our teams to develop and grow through applied learning that is aligned with roles and skills in our organization.

We offer a workplace culture where we invest in our people's development so they can achieve their full potential.

Align business goals with learning interventions

Business Goal		Learning Intervention
Increase new members in first year	✓	Integrate the business and learning functions - program
Reduce number of incidents	✓	Establish a learning council or advisory committee - resources
Build sales team	✓	Introduce learning programs that support business goals - program for the sales team
Develop leaders for succession planning	✓	Identify how to measure impact of learning programs - identify key leadership competencies and develop an in-house leadership academy

Build Plan

Vision

Our learning experiences inspire our teams to develop and grow through applied learning that is aligned with roles and skills in our organization.

Goal

To support retention of team members by developing an online onboarding course.



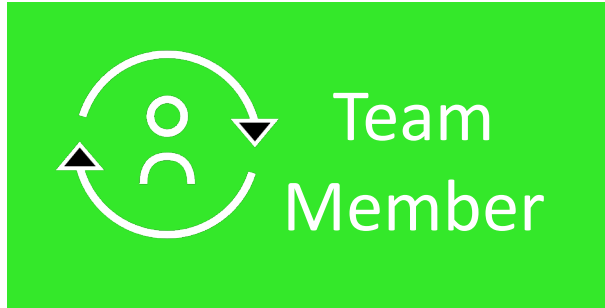
Define Success Metrics

Business Goal	Learning Intervention	Success Metrics
Increase retention of team members in first year	Develop or revise an orientation and onboarding program	<ul style="list-style-type: none">• Completion and engagement rates• Learner feedback• Amount of attrition in first year (and over time)
Reduce number of workplace incidents	Launch just in time technical training resources	<ul style="list-style-type: none">• Comparative workplace incident numbers• Resource use across teams
Build sales team capacity	Develop a coaching or mentorship program for the sales team	<ul style="list-style-type: none">• Engagement rate• Pre and post knowledge and comfort survey data
Develop leaders for succession planning	Identify key leadership competencies and develop an in-house leadership academy	<ul style="list-style-type: none">• Competency achievement

Identify Learners

Who is the audience for this learning?

What do they need to be successful in learning?



Values

- Inclusivity
- Accessibility
- Talking directly to a peer, colleague, instructor in real time
- Building connections

Environment

- Completed post-secondary education, either 2-year or 4-year
- Used to information at their fingertips
- Expects learning to be accessible on any device
- May not have any experience with online learning

Needs

- Time to learn
- Experiential & interactive learning
- Easy to use training

Challenges

- Needs more time for learning
- Often pulled away from training for other work
- Has not had success in previous training undertaking

Goals & Motivations

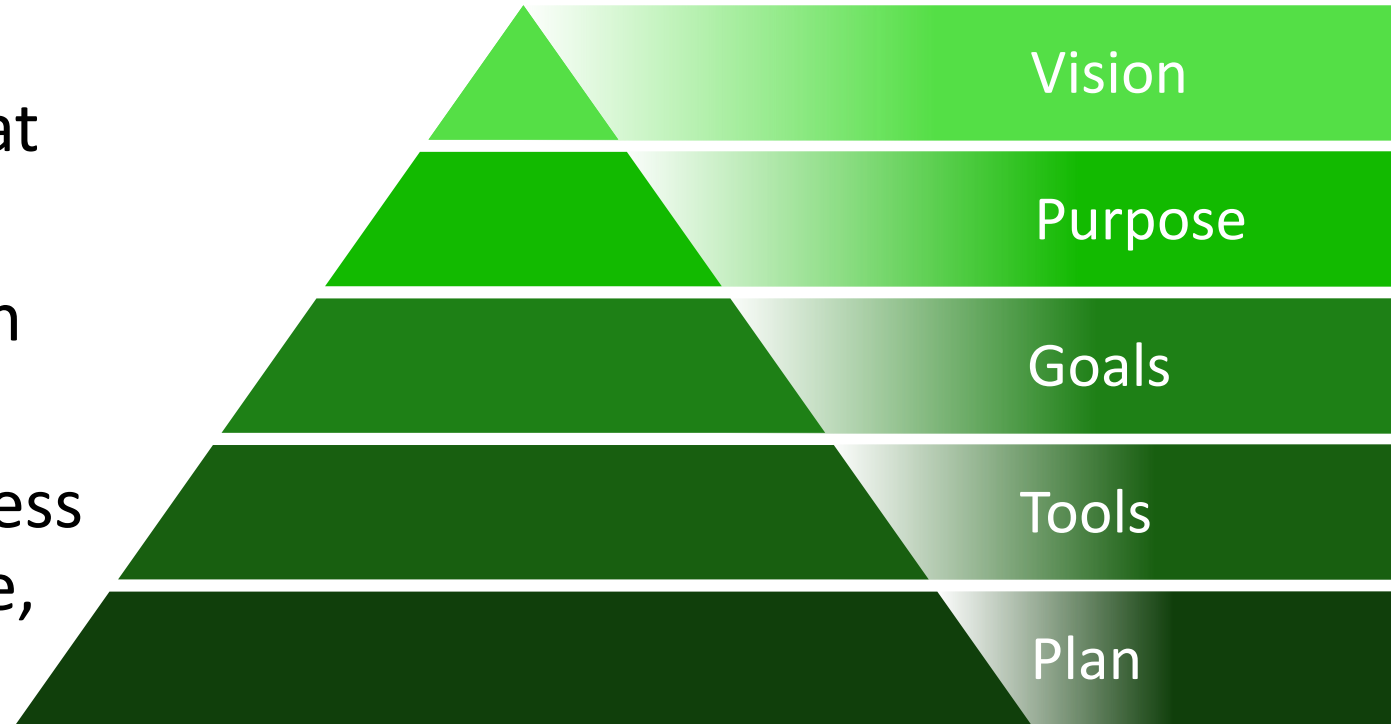
- Incentives for completing training
- Competition
- Feeling valued and listened to
- Career growth

Learning Strategy Canvas		Learning Intervention:	
Vision for Learning			
Goals		Context	
Business Goal	Learning Goal	Delivery Method(s)	Audience (Learners)
KPIs		Tools and Resources	
Phases & Timeline		Actions & Content Planning	

Summary

Build a solid foundation for learning in your organization by:

- Developing a vision for learning that inspires
- Aligning learning interventions with business goals
- Creating a plan that identifies success metrics, delivery methods, timeline, and learners
- Preparing to plan content strategy



Next Episode

Level Up Your Content Strategy
May 2, 2023



Episode Resources

Learning Strategy Planning Canvas

Learner Persona Canvas

Learning Goals Alignment Template