SHIFTING YOUR LEARNING CULTURE:

5 CRITICAL LESSONS FROM L&D DEPARTMENTS

LITMOS HEROES

Saving the world *from* boring learning

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The elusive modern learner. Yes, your learners are modern now (we're not sure what they were before, mind) and whether you like it not they are used to constantly having a smartphone affixed to their faces. Never have they been more dexterous with their thumbs. Never has more time been wasted on crushing candy and killing birds with pigs. We digress, but we did have a point...

The point is, things aren't like they used to be (for better or worse). And therefore, the approaches L&D departments use to connect with learners and capture the hearts and minds of employees also has to change. But your LMS is clunky and siloed. Your learning content is outdated and built in Flash. That's OK. You're not. You're a superhuman, evolving L&D professional and you can get past this.

So here's some inspiration for you. Here we share with you five different ways our customers have driven real culture changes in their organisation by making changes to the way they create, deliver, launch, and measure training. Small changes, big steps forward.

SOUNDS GOOD RIGHT? LET'S GET GOING.

1

CAMPAIGNING YOUR LEARNING

Field of Dreams taught us: "If you build it, they will come." Sorry Kevin et al, but this is just not enough for L&D. You can build it and literally NO ONE will come, especially if they don't know it exists. One of the major pain points many of our clients come to us with time and time again is the fact that they can't get learners to willingly come to their LMS. They spend precious time (and serious budget) on elearning that learners never see. What a waste.

In order for your training to have any impact at all, your learners need to know it exists. They need to be aware of your training. They need the knowledge. Much like marketers need to get the word out there about their products, so do you need to raise awareness of training in your organisation.

HOW TO DO IT:
Our campaign template

WEEK 1
Announce your theme or 'Skill of the Month'. Ensure learners know that the course is available and promote using the trailer video, course description, and imagery.

WEEK 2
Publish the infographic as a reminder of the benefits and importance of the course.

WEEK 3
Issue the workbook and set a deadline for filling it in.

WEEK 4
Hold one-to-one meetings, run webinars, or host lunchtime sessions to discuss the topic.

HERE'S HOW TWO OF OUR CUSTOMERS ARE CURRENTLY DOING THIS:

TRAVIS PERKINS' SKILL OF THE MONTH
To drive continued, ongoing awareness and engagement with their staff, Travis Perkins' L&D team run "Skill of the Month" campaigns around specific skill areas such as 'Customer Service Month' or 'Health and Safety Month'. They collate and curate different training modules from our content library, combine them and then use our supplied resources such as infographics to drive awareness of this month's skill.

CELTIC MANOR'S THEMED TRAINING
Celtic Manor has a challenge in that their 1100 staff are distributed across four different sites, meaning they struggle to connect with staff consistently. Their L&D team use key themes to campaign out learning, often tapping into information that is trending in the news.
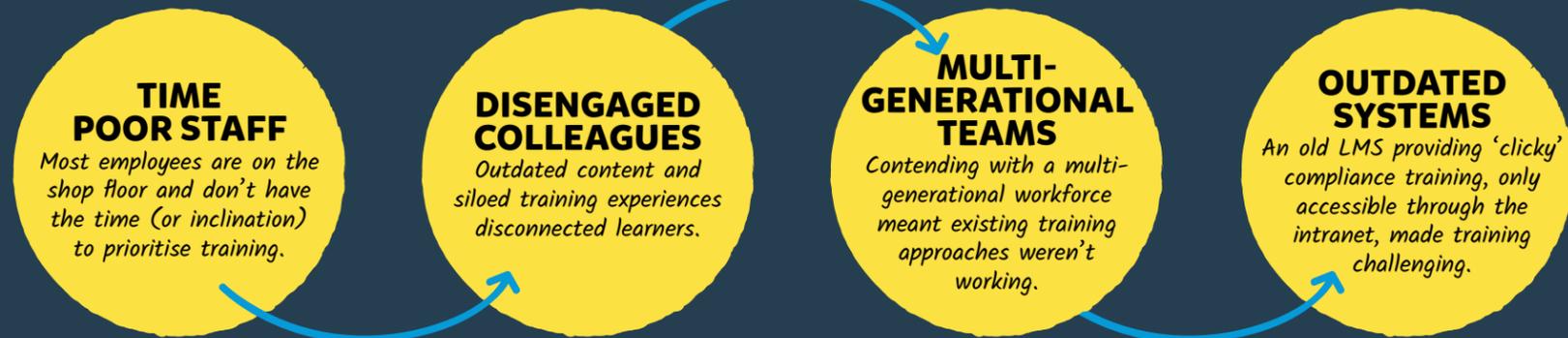
So, if there's a food contamination scare in the news, they focus on that as a theme, curate content from across our vast content library and market it out to employees using the supplied video clips and images. This has helped them see a significant shift in attitudes toward learning, with employees taking ownership of their training and being more proactive in their approach to learning on the job.

2

REMOVE AS MANY BARRIERS AS POSSIBLE

Hurdles. Silos. Barriers. Learning and Development is full of complicated things that essentially make it hard (nay, impossible in some cases) for your learners to access their training easily. Perhaps your tech stack is completely outdated, or maybe your LMS only supports SCORM elearning modules. Either way, we don't make it easy for ourselves or our learners.

Is it really that hard to make learning as accessible as possible? Yes, but in many cases it may be time to discard the LMS you built in 1989 and evolve to something that better suits the needs and requirements of your learners. It will be hard. It will be painful. But as the cliche tells us, it will be worth it. Here's how one of our customers, Carpetright, have accomplished breaking down their barriers and completely changed their learning culture:

TIME POOR STAFF
Most employees are on the shop floor and don't have the time (or inclination) to prioritise training.

DISENGAGED COLLEAGUES
Outdated content and siloed training experiences disconnected learners.

MULTI-GENERATIONAL TEAMS
Contending with a multi-generational workforce meant existing training approaches weren't working.

OUTDATED SYSTEMS
An old LMS providing 'clicky' compliance training, only accessible through the intranet, made training challenging.

AFTER GATHERING FEEDBACK, CARPETRIGHT DISCOVERED AN APPETITE TO EVOLVE AND MODERNISE TRAINING TO OVERCOME THESE CHALLENGES. THEIR PLAN WAS TO DEVELOP:

✓ A new learning system that housed all training, encouraging colleagues to learn from and share with one another.

✓ A comprehensive range of engaging content, in bite-sized video format.

✓ An always available solution, powered by mobile technology.

TIP
Look into National Awareness Months and weeks to support your employees with content and activities that reflect what's going on in the world.

The requirements of the new platform were vast and aimed at radically simplifying and modernising the way learning was delivered and breaking down the current barriers of their training systems.

After choosing their learning platform, the next step was to find bite-sized training that would fit with their learning approach. The range of courses available in Litmos Heroes complemented their style and approach, and the content Carpetright was already creating—so they signed up and had their **learning content and resources available within just 2 weeks.**

Since launch, **Carpetright have amassed over 100,180 views of the Litmos Heroes content and over 5,300+ courses completed.** Mobile usage is also now over 65% of all logins. Their new platform has 80,000 page views per day, rising to over 100,000 on busy days, compared to their old platform which only had 12 mandatory health and safety modules that had to be completed as part of induction.

If you're interested in a new modern LMS, our friends at Litmos really do know what they're doing. They'd love to have a chat with you

"**Before the implementation of our new platform and working with Litmos Heroes,** we had outdated systems and small range of un-engaging training content. We have now moved into the world of social learning where engaging, fun, bite-sized micro-learning is available whenever and wherever our colleagues want it and it's fundamental in helping us to achieve our business vision."

Lyn Rutherford
HR DIRECTOR

carpetright.

3

GO MOBILE
(Or at least be mobile friendly)

Remember when we said earlier that your learners are used to having a small screen permanently affixed to their faces? We're not saying they've taped their iPhone to their head, but the reality is small screen devices have completely changed life as we know it. We know you know this.

How long do you spend on your phone per day? One hour? Two? According to comScore's 2017 Cross Platform Future in Focus report, the average American adult spends 2 hours, 51 minutes on their smartphone every day. That's about 86 hours a month (we think we all need to get a hobby!) In fact, in November 2016 for the first time ever, mobile visits to websites exceeded that of desktop visits (51.3% vs 48.7%). The scales have tipped in mobile's favour. Ignore it at your peril, L&D.

The data says mobile popularity is growing, so does that mean your learners expect it in training environments? Absolutely. We know that sounds like a tall order when you're still running on Windows Vista, but introducing mobile into your L&D strategy isn't as challenging as you think. Specsavers share their story of how they've made this a success.

SPECSAVERS INCREASES USER ENGAGEMENT BY 60%

After investing in a new learning management system, Specsavers were looking for new ways to reach their learners and get them willingly coming to the LMS to learn. Like Carpetright, they had learners across the UK, mostly based on the shop floor. Their employees didn't have access to desktop environments daily, and they knew that a new LMS wasn't enough on its own to capture the hearts and minds of their learners and they know it definitely wouldn't be enough to affect the changes in behaviour required to create a positive learning culture.

So Specsavers sought a different approach by getting content in the LMS that was mobile-friendly, encouraging staff to access training at the point of need. The bite-sized nature of the Litmos Heroes content library also meant that staff are able to access training quickly, without spending hours on a training course to get the information they need. This content is, of course, accessible on desktop too--but it's ready for mobile learners too, should they need it.

The result? Specsavers have seen a 60% increase in course completions and LMS visits--a significant improvement in employee engagement and progress towards evolving and changing their training culture to a more modern approach.

4

INCENTIVES, RECOGNITION & GAMIFICATION

Woohoo. Goodies. Now, we do all love free stuff; I once spent two hours doing an online survey because of the promise of an Amazon voucher (for a shamefully meagre sum). But getting your learners to undertake training for a reward probably isn't viable in every environment. But when used strategically to introduce new courses, or push engagement in an underdeveloped area of your training programme, it could be just the ticket.

Can you believe we made it to point four before we started talking about gamification? Buzzword du jour, but for good reason. The same reasons we're addicted to all those apps, the same reasons we played snake on our old Nokia 3210s for days on end. Games are addictive and they trigger reward receptors in our brains.

So how can they contribute towards shifting your learning culture? Engagement, interaction and activity. By tapping into the reward receptors in learner brains through leaderboards, incentive programmes or badging, you can trigger real connections in learners with training.

As part of their launch plans, **Mott MacDonald** ran an incentive campaign which involved promoting certain courses, measuring uptake, and rewarding staff for their levels of engagement with Litmos Heroes chocolate bars! As a result, their engagement went up by an outstanding 346% and their learners are more engaged and excited to learn!

"Our employees now have the desire to learn. This is the sort of shift that we wanted to see in our learning culture here at Mott MacDonald; Litmos Heroes is the miracle cure that is fuelling that."

MOTT MACDONALD

TIP

Why not use the LMS badge we provide for all our courses as a completion badge for your learners, which they can display in the LMS or even on their LinkedIn?

5

BLEND IT.
(Seriously. Say goodbye to just classroom training.)

This is an intervention. Please stop making your learners click the 'next' button incessantly. Please stop sending them to day-long classroom sessions where their only saviour is a lone biscuit at tea break. Please stop killing them with boring learning. It doesn't work, it disconnects your learners and we can tell you now that they did not learn anything. They probably got the answers off someone else for the assessment too.

Many L&D programmes still are structured this way. Identify a training need. Build a classroom-based training programme. Deliver it to your learners. Expect engagement. Wonder why your employees have taped their eyelids open, or are suspiciously donning sunglasses indoors. Ignore and pretend you're getting engagement and your learners are riveted. Recycle and repeat.

Sound familiar?

In tandem with the 'modern learner' discussions we've been having, these static, one off training interventions don't align with their expectations. Your learners expect to be able to access information on any device they wish, as well as in different mediums. We can now read a book on our e-reader, our tablet, our smartphone, as an audiobook, or even go really analog and read an actual book. The point is, we expect information to be broken down into different, suitable mediums depending on our requirements.

Many of our customers are using blended approaches in very different ways, all of which are helping them to modernise their training approach and shift their training culture. Here's just one example of a mini-blend our customer has introduced to break down large training programmes.

HERE'S HOW A MINI-BLEND JD SPORTS HAS INTRODUCED TO BREAK DOWN LARGE TRAINING PROGRAMMES:

Traditionally delivering classroom training to their academy of managers meant JD Sports was spending a lot of time and money. To minimise the time spent in the classroom, they decided to deliver some online learning content to managers prior to the classroom training. Or prE-learning (see what we did there? Sorry).

This introductory content ensures everyone is at the same level at the start of the course and they can progress through the day at a quicker pace; it enables them to maximise the tutor's time and expertise. To finish this mini-blend they also follow up and complement the day's training with takeaways from the day. They do this using the additional blended resources we provide, such as workbooks and reminder infographics, ensuring maximum memory retention and delighted learners.

TIP

Why not take all the content we've provided in the workbooks and create them as an online assessment for your learners, giving them the choice for how they'd prefer to test their knowledge?

So there we have it! Plenty of examples of how organisations are doing more to shift their learning culture—was itas painful as you thought it would be?

We know that some require huge changes in your systems or strategy, but the key take away here is doing more to understand the needs of your learner. All of the businesses discussed are using Litmos Heroes to help them support their transformation journey. Why are they having so much success with us?

✓ We provide them with a huge library of video-based training content, all of which is short, snappy, and bite-sized to maximise learning engagement.

✓ They're supplied with a vast range of blended resources to help them deliver their training across channels and increase awareness. Some organisations use these to complement their existing elearning, whilst others use them as marketing content to better reach learners. Either way they're doing it, it's working for them.

✓ We add new courses to our library every single week, free of charge. We take requests too--so if they need something we currently don't have, we'll do our best to create it for them.

✓ Our customers are extremely happy. So happy, in fact, that current levels of customer satisfaction are 8.9 out of 10, with over 84% of customers scoring a satisfaction level of 8 or higher.

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Why not see how Litmos Heroes could work for you? Get free access to our entire content library in action by requesting a no-strings-attached free trial.