

atd
VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

**Driving User Engagement
in Digital Learning
- Becky Willis
WillLearn Consulting**

WillLearnConsulting.com

Driving User Engagement in Digital Learning



Digital learning:

- New places to find content
- Different needs to measure

Driving real usage is new job for L&D.

Learn 5 easy ways to drive real engagement with tools and tips to execute a tried and true engagement plan.

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Adobe Stock | alipko

Welcome to Digital
Learning

If you build it...

Will they come?



The 5 easy ways to drive engagement



Need



Content



Champions



Marketing

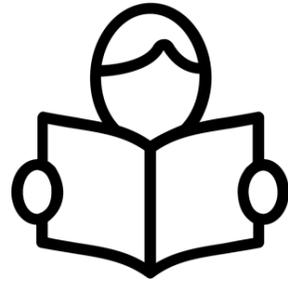


Metrics

Need



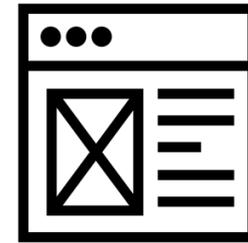
5momentsofneed.com



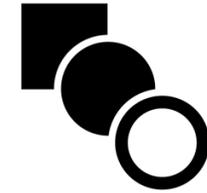
Learner Centric



Business focus



Consumer Ux



New blend



Content

Quality

- MVP
- Ruthless
- Chunks
- Fast

Mode

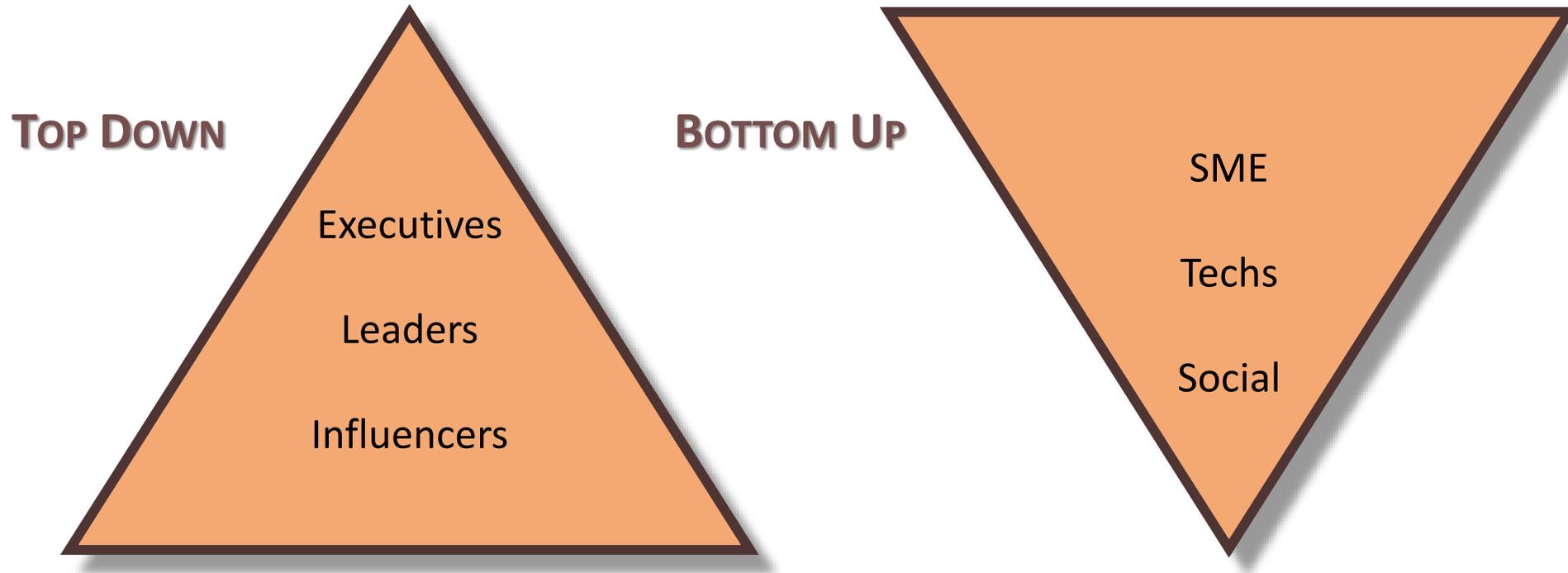
- Curate
- Blend
- Micro
- Formal & informal

Hot topics

- Resilience
- Adapt/Agile
- Cyber
- Coaching

Champions

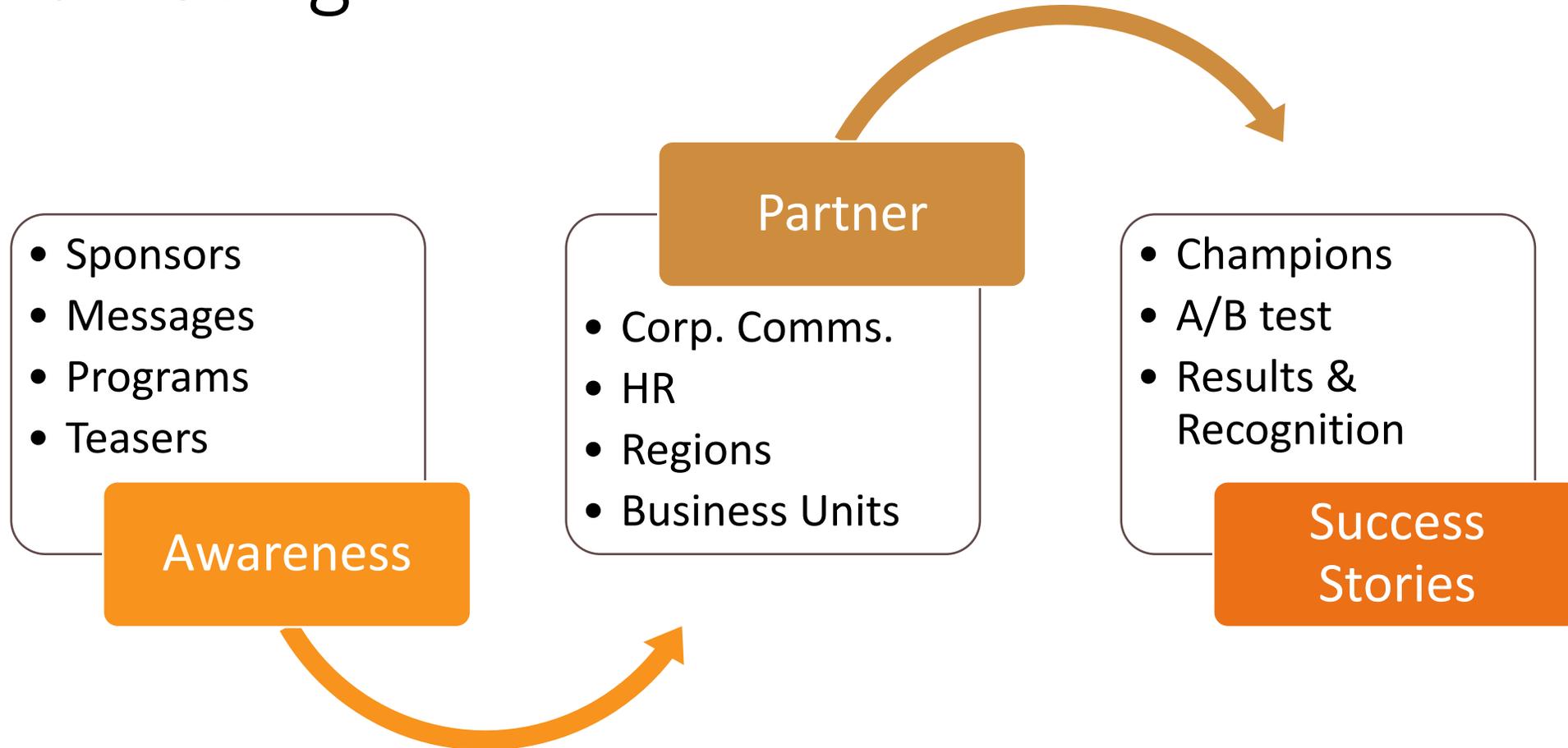
The social aspect



Recruit, find, train, coach, edit and market. Rinse & repeat.



Marketing

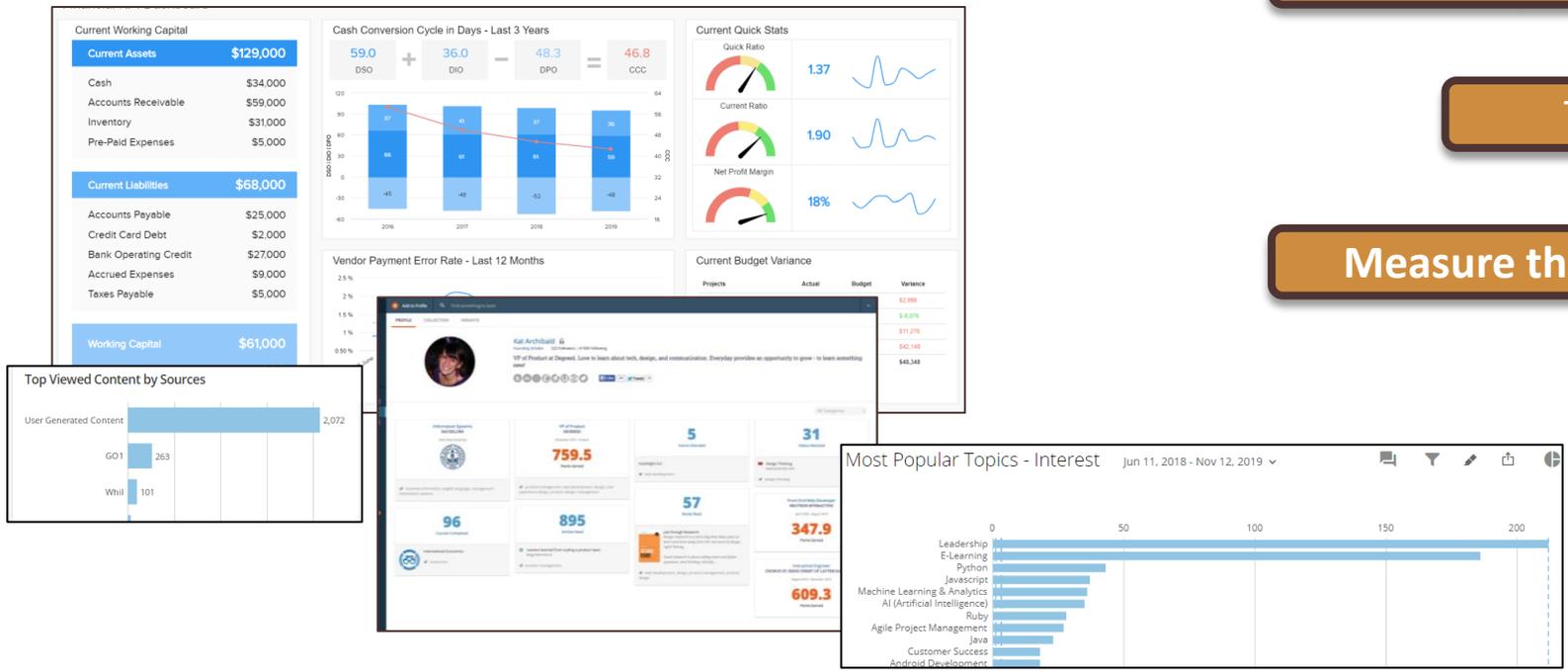


**Create campaigns with diverse media:
Mail, notices, web, leader meetings, focused topics**



Metrics

Actionable data



More than consumption

Stakeholder & business goals

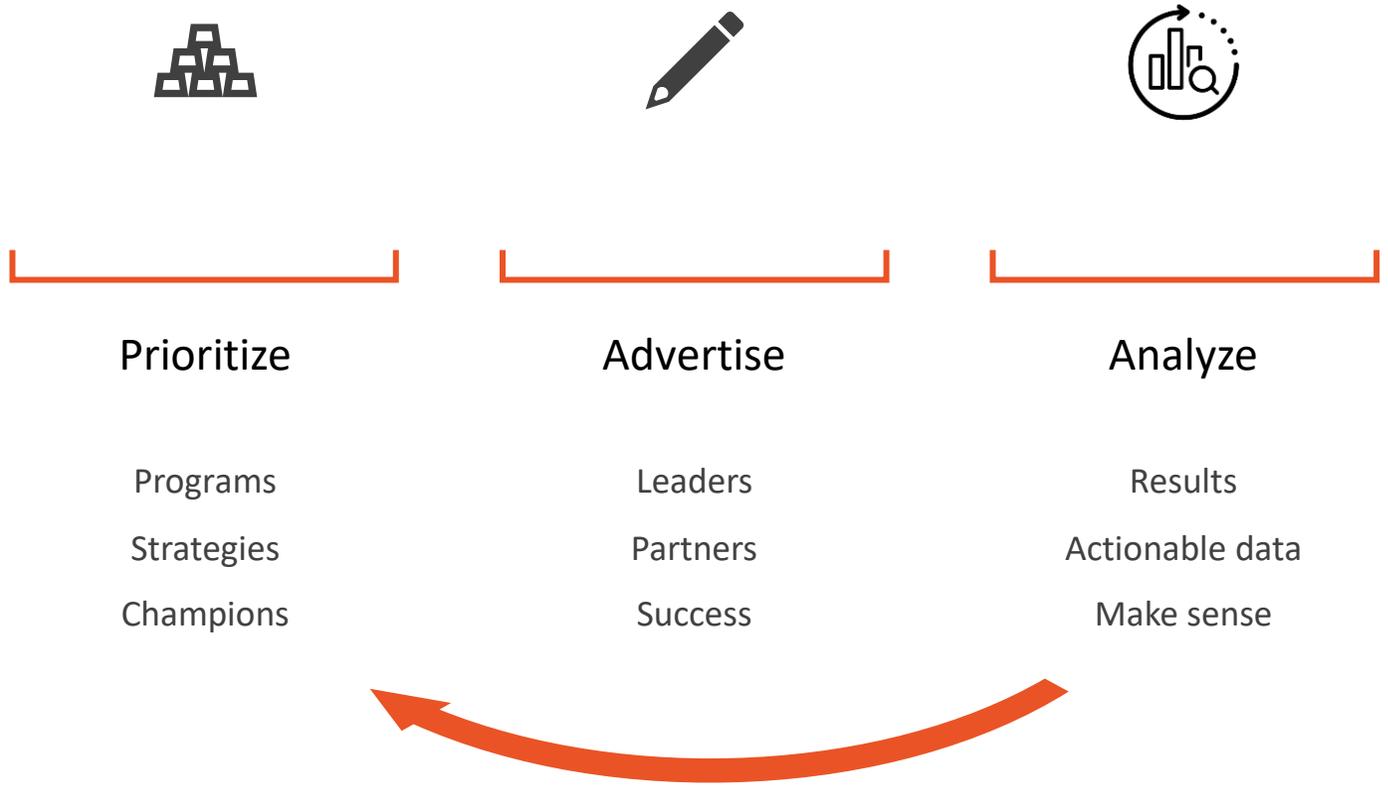
Who's doing what, when, why

Tie to other systems

Measure the right things

The engagement plan

Action	Week #	Owner
Success criteria	1	L&D, BU
Content priorities	1	BU
Champion recruit	3	L&D, BU
Awareness campaign	4	L&D, Mktg
Data analysis	ongoing	L&D, HR
Program market	4	L&D, Mktg CC
SME champions	3	BU
Promotion	ongoing	L&D



Engagement is work

It requires that we approach learning in a different way.

It requires that we be agile and responsive to the constant changes.

It requires that we listen and react.

Focus on the need, prioritize the solutions and then market it all, relying on your data.





Thank You

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ARCHITECTS