

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.



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

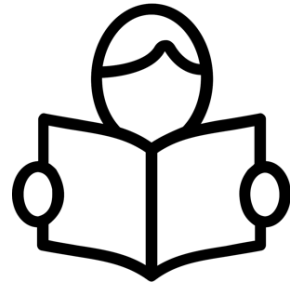


Metrics

Need



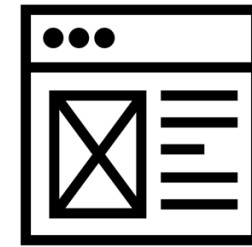
5momentsofneed.com



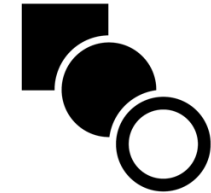
Learner Centric



Business focus



Consumer Ux



New blend



Content

Quality

- MVP
- Ruthless
- Chunks
- Fast

Mode

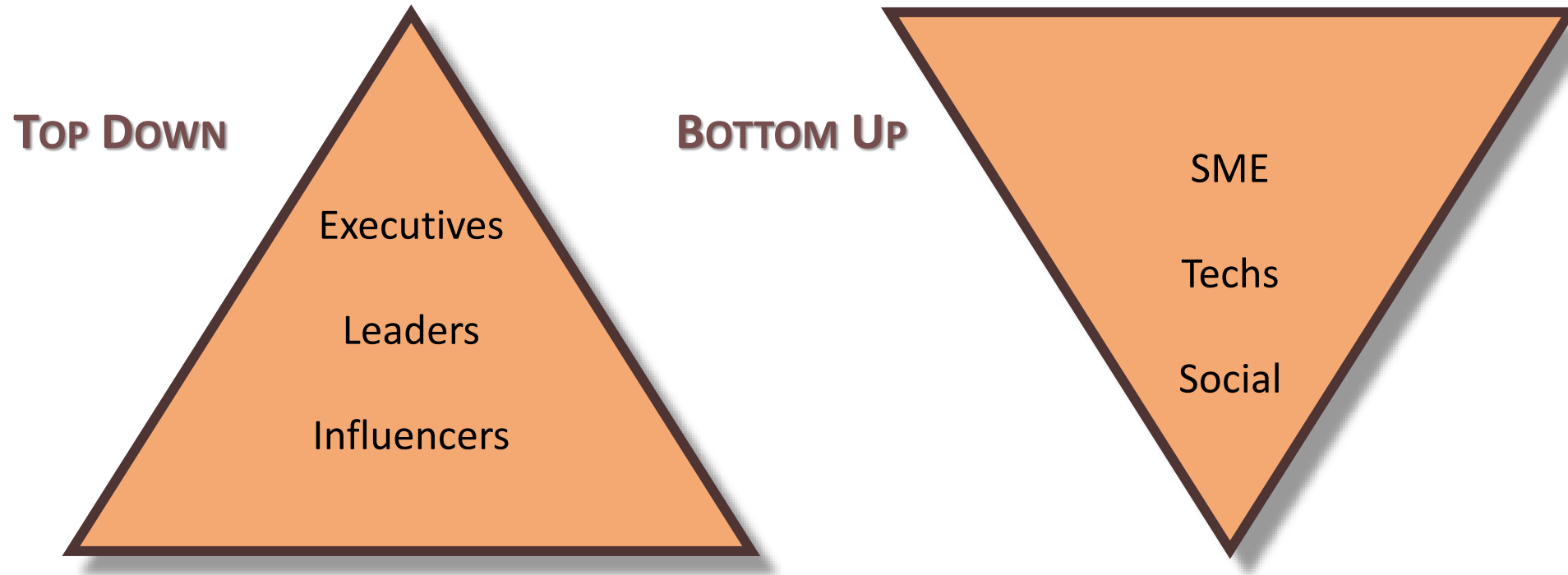
- Curate
- Blend
- Micro
- Formal & informal

Hot topics

- Resilience
- Adapt/Agile
- Cyber
- Coaching

Champions

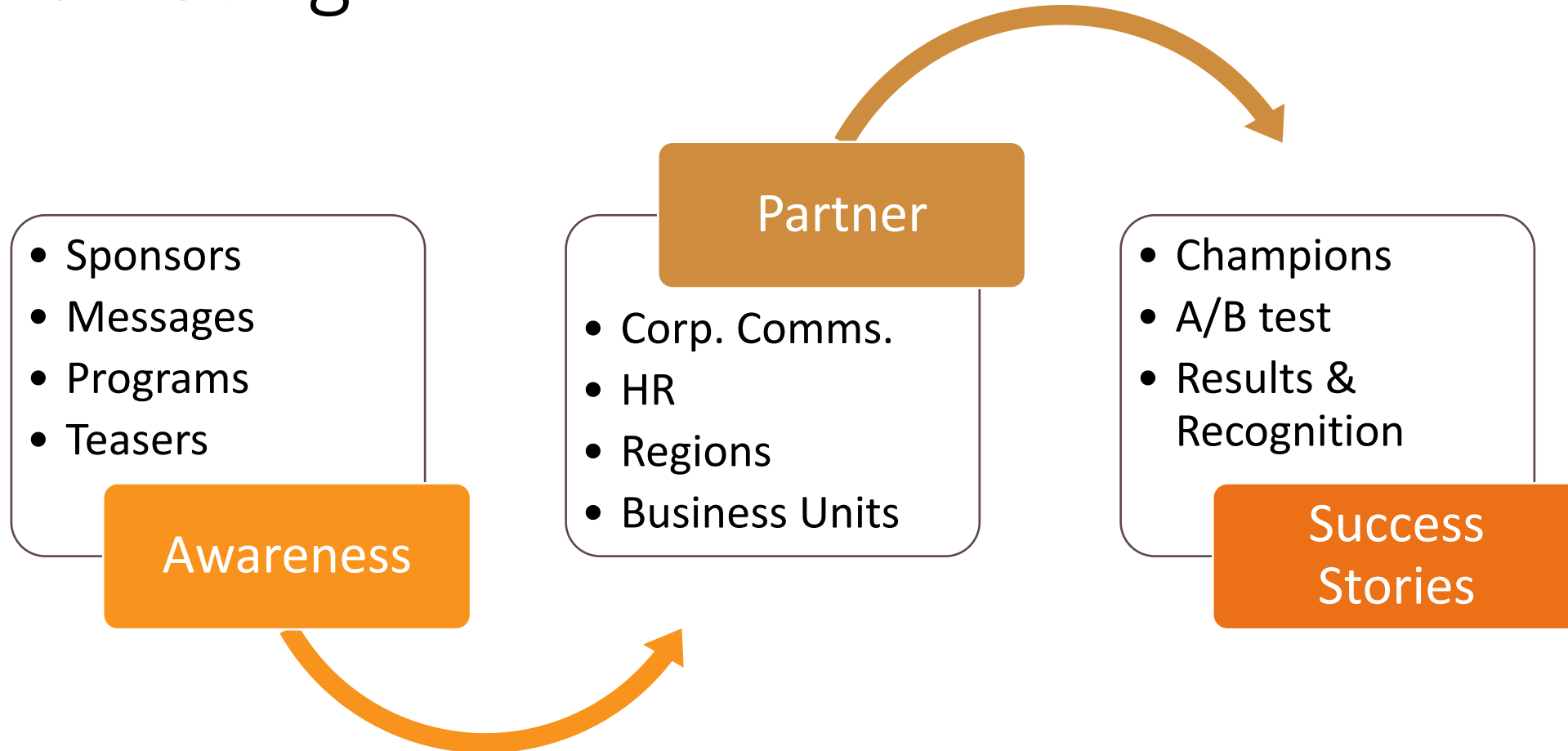
The social aspect



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

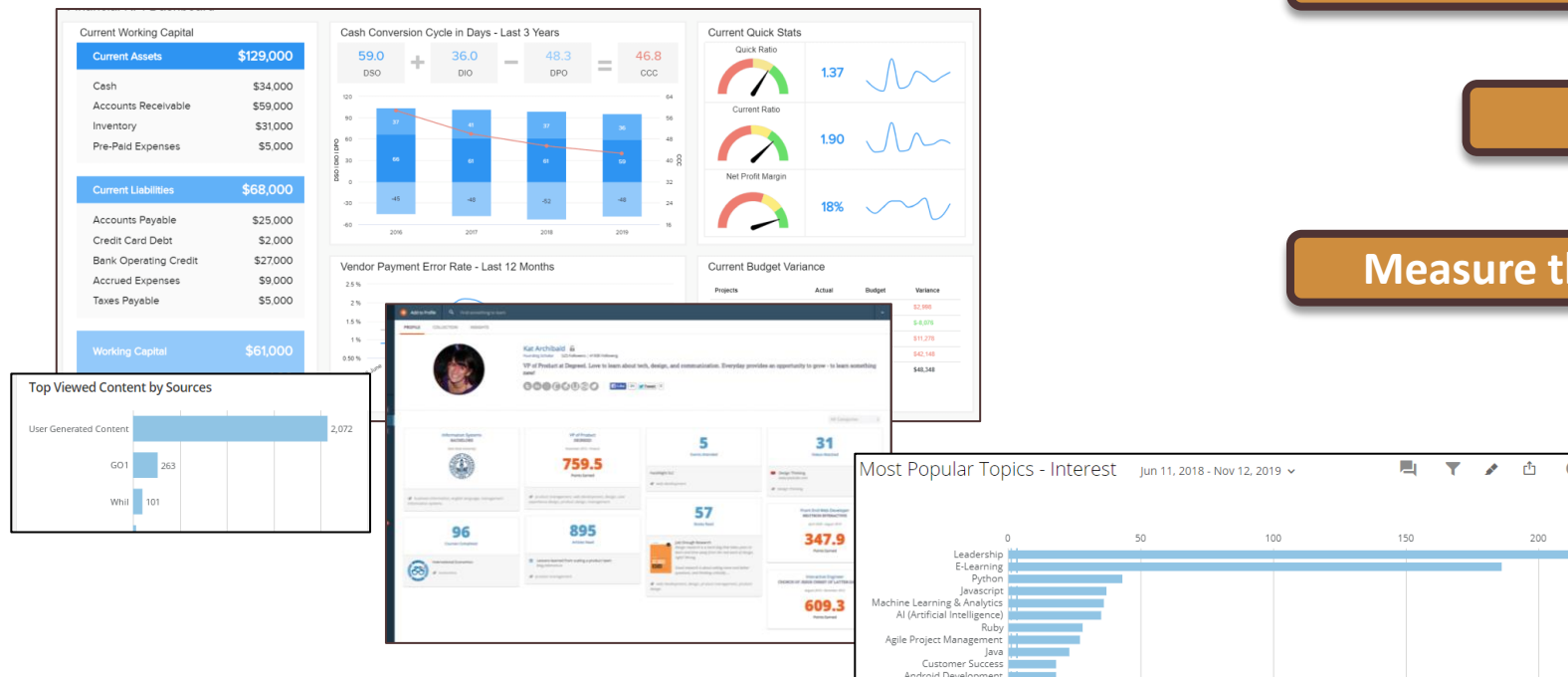
More than consumption

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 |



Prioritize

Programs
Strategies
Champions



Advertise

Leaders
Partners
Success



Analyze

Results
Actionable data
Make sense



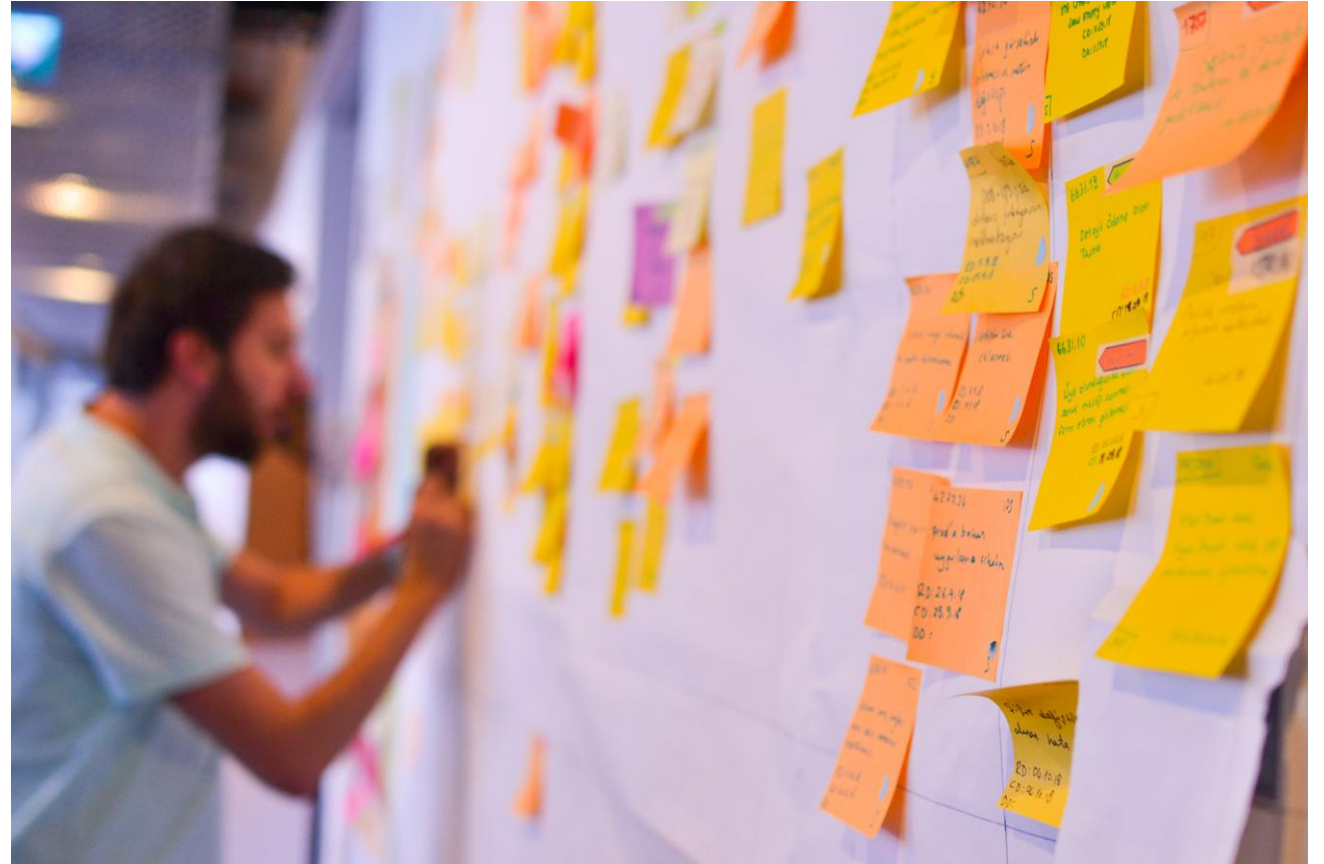
Engagement is work

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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