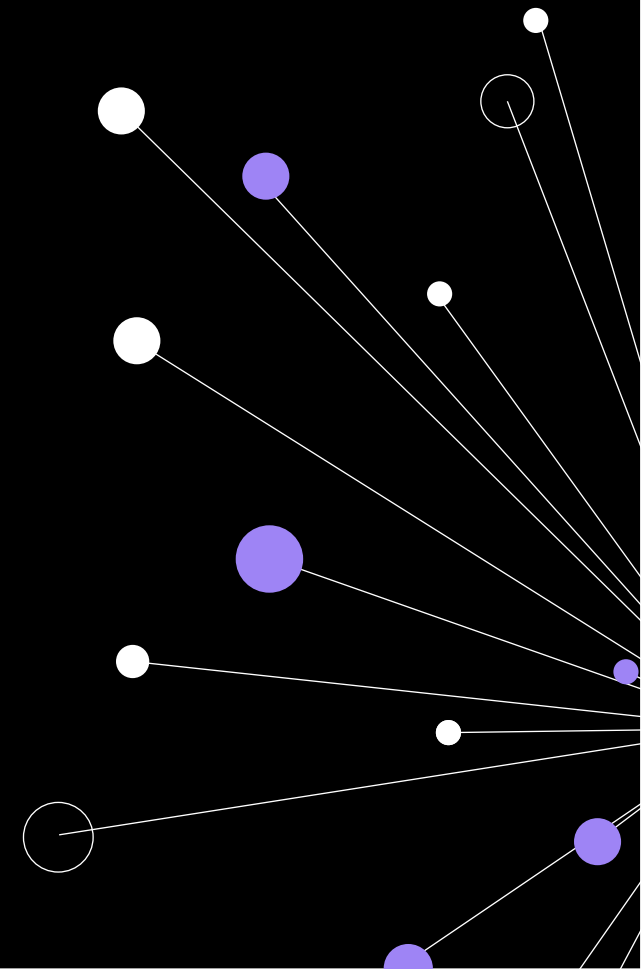


Learning Champions



Goals of a learning champion program

The role of a champion is to drive engagement in learning programs

01

Increase awareness

In large organizations, one of the biggest challenges is awareness. Grassroots leaders talking about the program and keeping it front of mind can have a huge impact.

02

Show relevance

By showing engagement in the program, Champions can connect learning to job performance, upskilling, and company culture.

03

Connect to meetings

Champions can suggest urgency through modeling and language. However, it is not their responsibility to mandate completion.



Champion activities

Supporting activities can range in level of effort, and we can provide resources to ensure that your champions are never working solo

Posting in internal channels

Posting questions, trailers, or simply interacting with content-oriented posts can boost awareness

Resources:

- Calendar
- Poll questions
- Pre-written copy

Sending update emails

Send biweekly or monthly updates on learner progress. Use leaderboards to foster friendly competition

Resources:

- Reports
- Compiled insights
- GIF leaderboards

Reaching out to active /potential learners

Have grassroots leaders actively reach out to learn what's going well and what might be a blocker

Resources:

- Supported feedback sessions
- Survey copy
- Best practices / troubleshooting

Coordinating a competition

Encourage learners with competitions - popular prizes include coffee with a leader, gift cards, or swag.

Resources:

- Competition brief
- Learner tracking
- Communications drafts

Conducting a lunch and learn

Host a topical presentation about course content, and how it relates to internal goals and activities.

Resources:

- Best practices
- Comms support