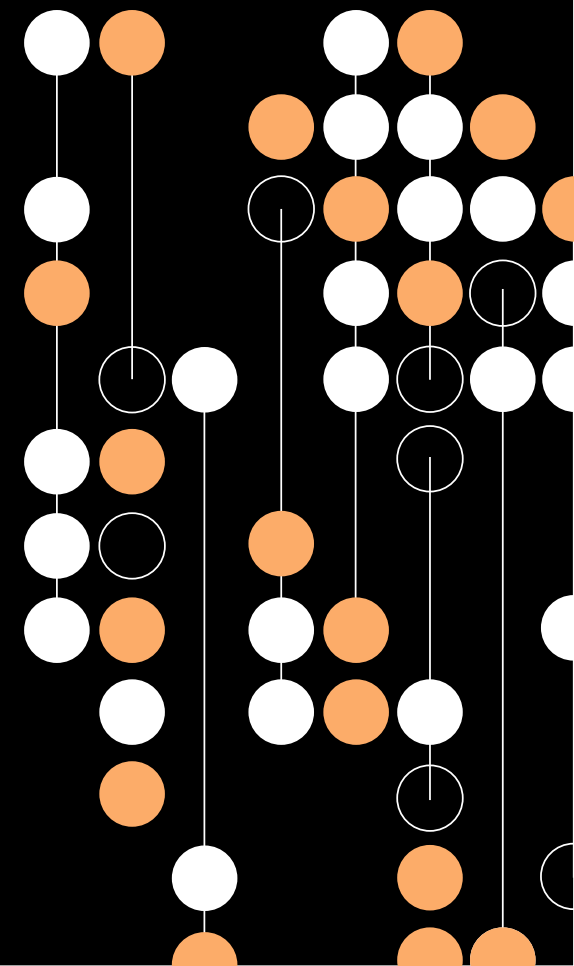


Best Practice

Program Delivery



Best Practice Program Delivery

Delivery tactics that will ensure consistent impact and completion



Reporting strategy to create meaningful and efficient tracking of success



Communication strategy designed across internal and external touchpoints



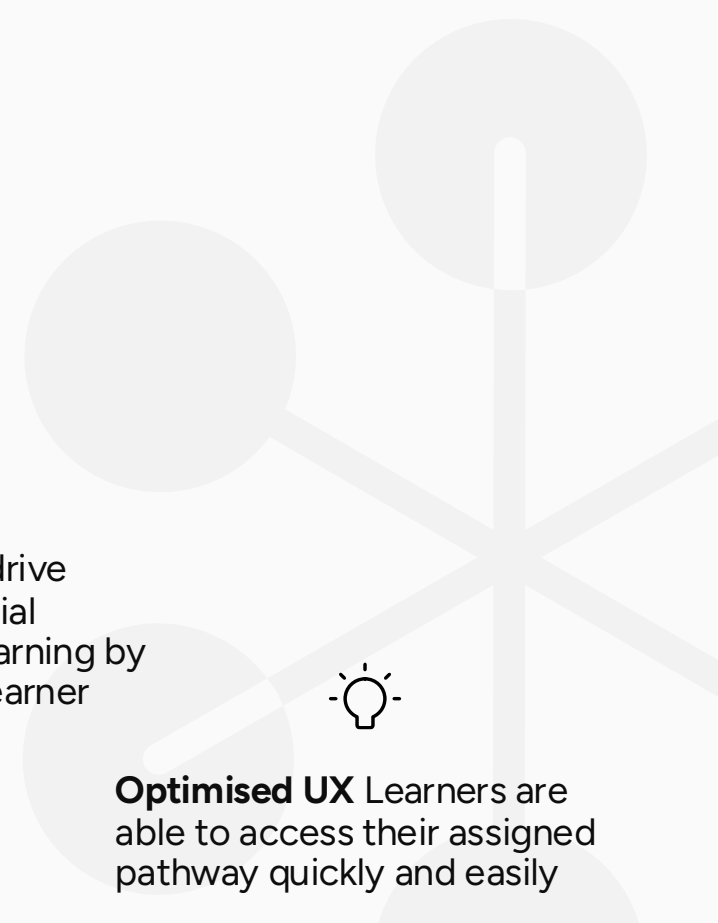
Impactful launch events including senior leaders highly impact program results



Engagement initiatives drive engagement through social campaigns and gamify learning by using leaderboards and learner rewards



Optimised UX Learners are able to access their assigned pathway quickly and easily



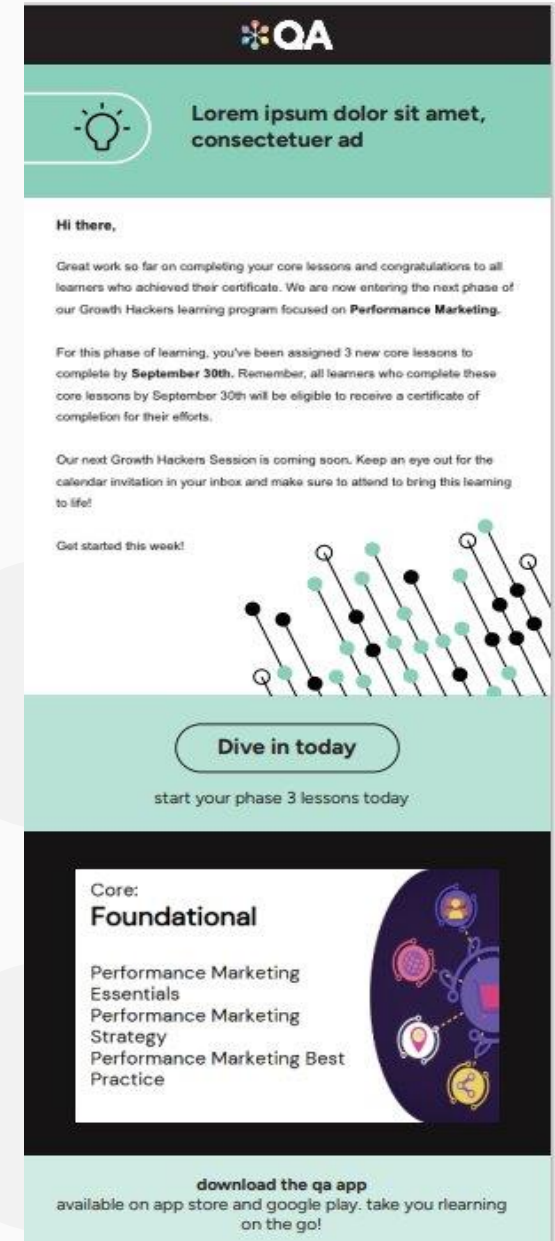
Blended Communications Strategy

A successful comms strategy combines internal and external touchpoints

QA will partner with you to produce an in-depth communications plan, utilising new and existing channels.

Touchpoints include:

- QA reminder emails
- Internal program updates
- Learner testimonials
- Social content
- Competition announcements
- New course released
- Newsletters

QA

Hi there,

Great work so far on completing your core lessons and congratulations to all learners who achieved their certificate. We are now entering the next phase of our Growth Hackers learning program focused on **Performance Marketing**.

For this phase of learning, you've been assigned 3 new core lessons to complete by **September 30th**. Remember, all learners who complete these core lessons by September 30th will be eligible to receive a certificate of completion for their efforts.

Our next Growth Hackers Session is coming soon. Keep an eye out for the calendar invitation in your inbox and make sure to attend to bring this learning to life!

Get started this week!

Dive in today

start your phase 3 lessons today

Core:
Foundational

- Performance Marketing Essentials
- Performance Marketing Strategy
- Performance Marketing Best Practice

download the qa app
available on app store and google play. take your learning on the go!

Communications Support

Targeted emails sent by QA


QA will send monthly email reminders to keep learners engaged


Messaging includes:

- Internal program updates
- Company reminders
- Testimonials of current participants to encourage engagement

*Using hubspot email service provider

AkzoNobel Digital Upskilling Program in partnership with QA
This email contains information about your online learning assignments.

 QA | AkzoNobel

You are nearly there, there 

Hi there,






Well done on your progress and commitment to the Digital Upskilling Program – you are nearly at the finish line and so close to being certified!

There are just **3 months** left of the program so don't stop now, finish the year strong with investing in your personal development. You have until **16th February** to complete your assigned learning.

Join your colleagues who have completed and are diving deeper into their learning on the **Advanced Deepdive** Assignment.

[Continue Learning](#)


Login to complete your courses now


    

[CONTACT](#) [FAQs](#) [LEGAL & PRIVACY](#)

Content-based engagement

Champions and leaders can use pre-written content provided by QA to inspire discussion and engagement

 Elting, Sabine 01/07 15:39



QA DigiGames Challenge

Get Ready for the Summer Olympics with QA!

Participant's Exchange Platform: To all learners of the 2024 program: Get ready for the Game Challenge of your learning program. More details can be found here: [CDBT306 QA Competition for Learners Flyer v1 1.jpg](#) The competition ends July 31st!

Have fun and good luck!

Best regards
Sabine



Your 2024 Wrap-Up

Challenge is here, get involved and top that leaderboard!



Hi there,

As 2024 comes to an end, we're challenging YOU to finish the year strong, sharpen your digital skills by taking part in our 2024 Wrap-up Competition with QA!

Rules are simple: Complete as many courses as you can in December.
1 completed course = 1 entry.

The competition closes at the stroke of midnight on 31st December 2024 and the **lucky winner will be contacted in early January with their prize of £100 Amazon eVoucher!**

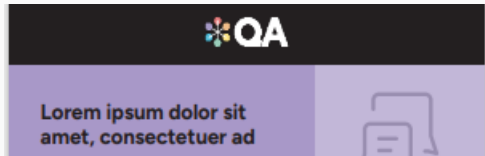
Good luck to all!

[Log-in here](#)

Additional learning initiatives

From QA:

- Leaderboards
- Monthly personalized reminder emails

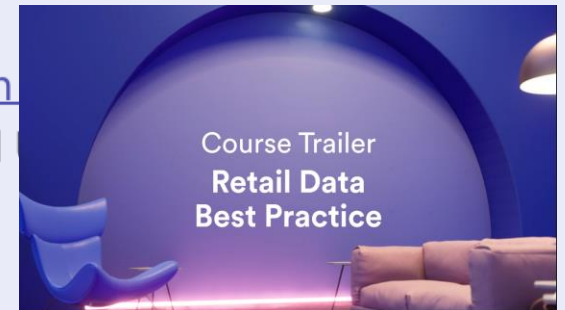


From Champions:

- Monthly regional/functional progress updates
- Internal social posts
- Region/function-specific program updates

Hi everyone!

Retail Data Fundamentals is now live on the QA platform. [Here's a sneak peak to the lesson](#) [Log in to QA today to complete the lessons](#). It counts towards your certification in the Digital



Retail Data Best Practice Trailer on Vimeo ✕

Join the web's most supportive community of creators and get high-quality tools for hosting, sharing, and...

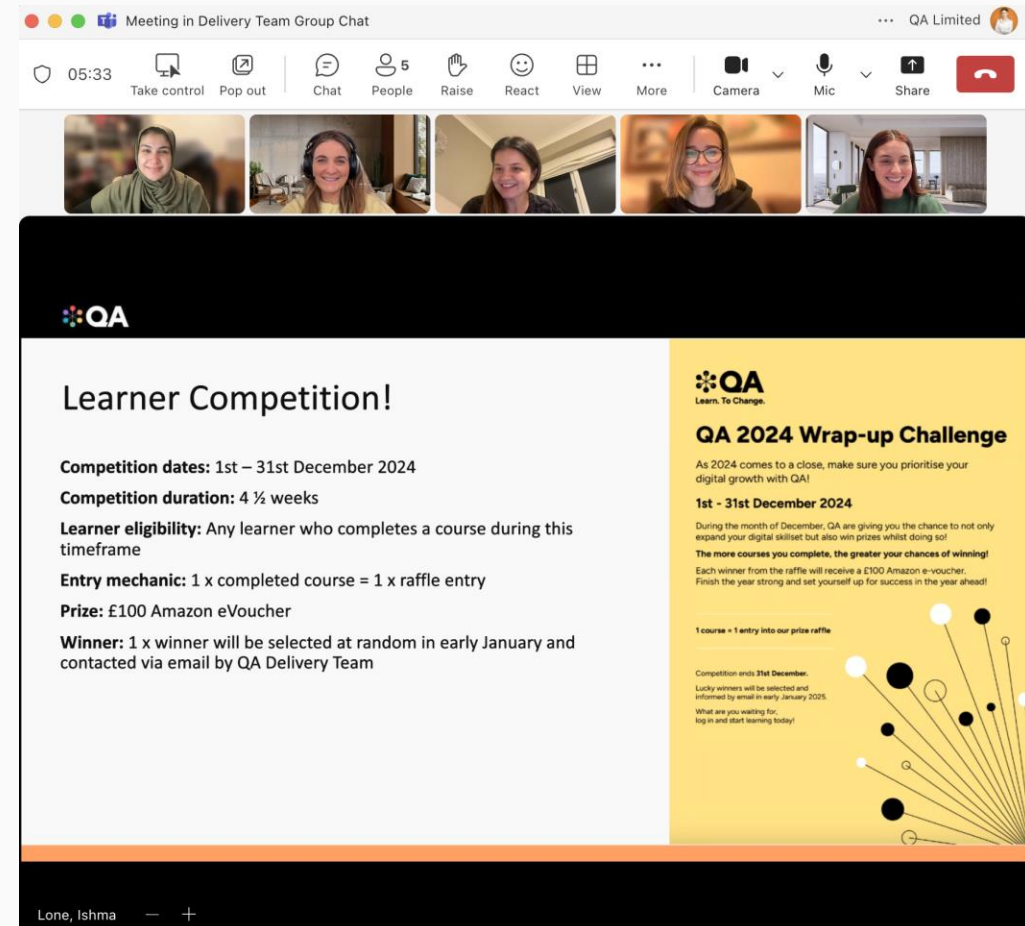
vimeo.com

Internal Learner Connects

End-of-phase learner connect to revisit learnings:

Senior leader in every session 'hosting.'

- Learning recap slides
- Content pop quizzes
- Breakout rooms to discuss learnings & their impact
- Learner testimonials highlighting how they found time to learn, how they are using their knowledge, and suggestions for the future



Meeting in Delivery Team Group Chat

05:33

Take control Pop out Chat People Raise React View More Camera Mic Share

QA
Learn. To Change.

Learner Competition!

Competition dates: 1st – 31st December 2024
Competition duration: 4 ½ weeks
Learner eligibility: Any learner who completes a course during this timeframe
Entry mechanic: 1 x completed course = 1 x raffle entry
Prize: £100 Amazon eVoucher
Winner: 1 x winner will be selected at random in early January and contacted via email by QA Delivery Team

QA 2024 Wrap-up Challenge
 As 2024 comes to a close, make sure you prioritise your digital growth with QA!
1st - 31st December 2024
 During the month of December, QA are giving you the chance to not only expand your digital skillset but also win prizes whilst doing so!
The more courses you complete, the greater your chances of winning!
 Each winner from the raffle will receive a £100 Amazon e-voucher. Finish the year strong and set yourself up for success in the year ahead!

1 course = 1 entry into our prize raffle

Competition ends: 31st December.
 Lucky winners will be selected and informed by email in early January 2025.
 What are you waiting for, log in and start learning today!

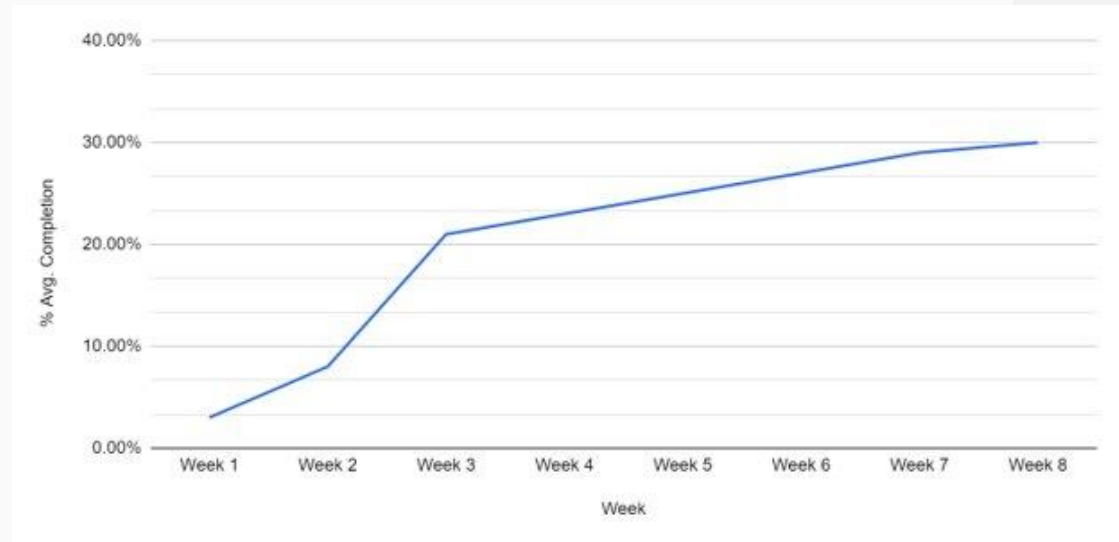
Lone, Ishma

Learner Events to drive awareness

Launch webinars to help drive awareness and application of the program.

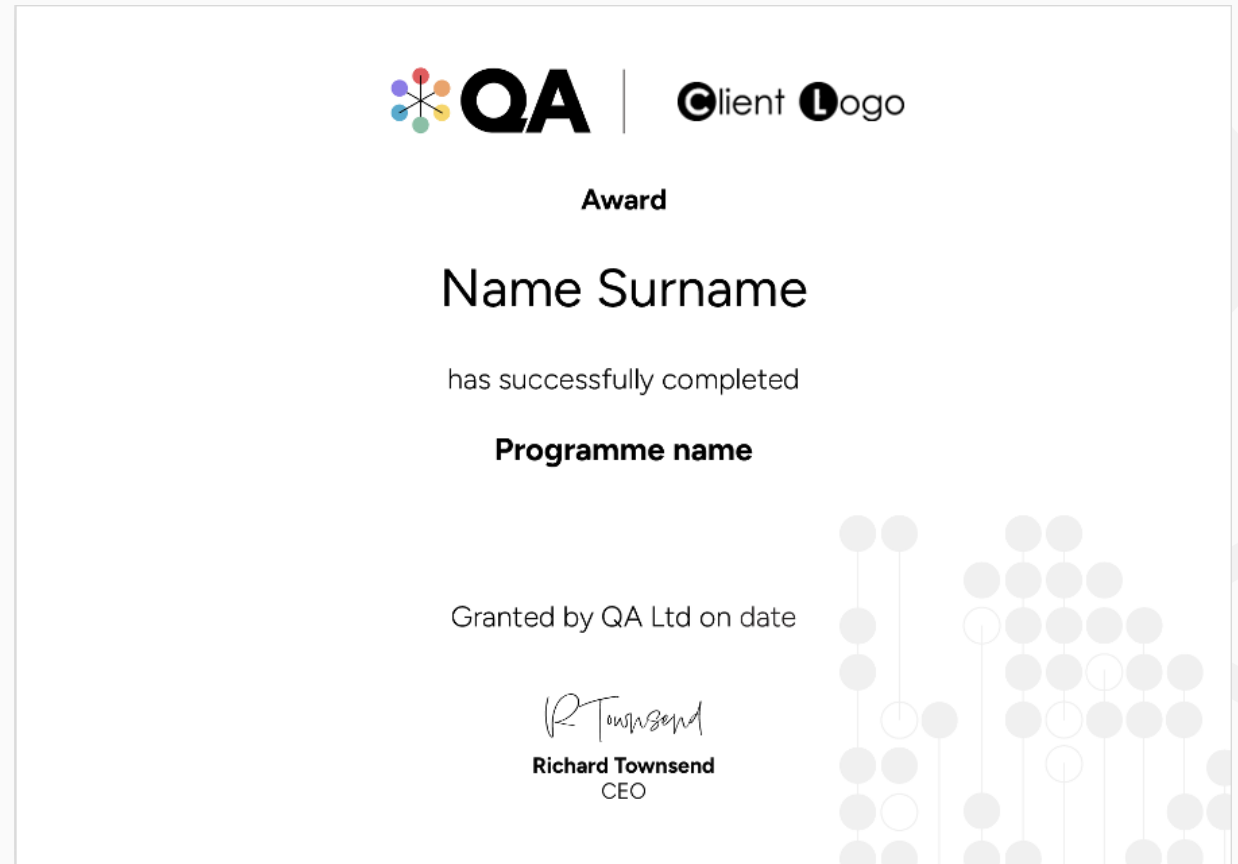
QA support:

- Project management
- Internal comms copy for stakeholders to cascade (long and short term)
- Launch desk resources
- External comms sent from QA



Supporting engagement for individuals through certification

- Certificate distribution to highlight achievement
- Certificates are issued per course automatically via the platform
- Easy integration to share directly on LinkedIn
- Downloadable option to include on personal CVs
- End of program awards are issued after the completion of a program



Proven success within a similar program

Team	Formal launch activity	Gathering learner feedback / pulse checks	Team leader / manager buy in	Distributed QA leaderboards	Engagement learner rate	Assignment completion rate
A	✓	✓	✓	✓	85%	69%
B	✓	✓			57%	26%
C	✓				25%	15%
D					11%	9%

QA CST becomes an addition to your team!

Utilize QA account management formal launch support to build a champion network and launch with impact	Implement a communication and channel strategy to drive engagement and stakeholder buy-in	Encourage participation and drive application in scheduled and intentional learning sessions, discussion forums, application events, etc.	Organize competitions, reward and recognize via leaderboards and certification, etc.	Obtain and share feedback and insights with learners, managers, champions and leaders	Learner Engagement Expectation
✓	✓	✓	✓	✓	High engagement (80%)
✓	✓	✓	✓		Healthy engagement (60%)
✓	✓	✓			Neither high no low (50%)
✓	✓				Somewhat low (40%)
✓					Low (20%)

Reporting

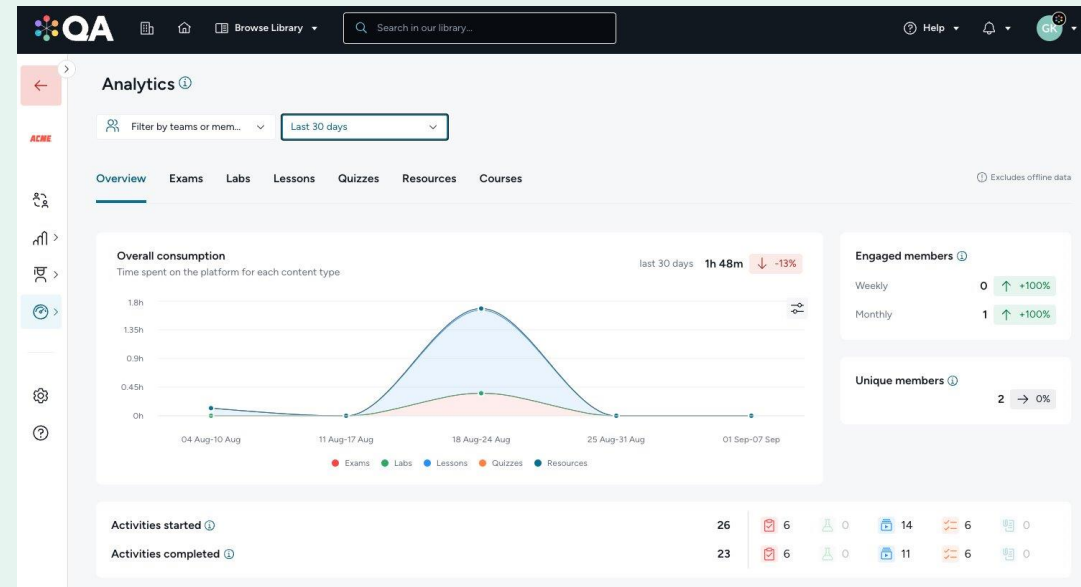
Team managers and admins can access real-time usage data within the platform

Ability to filter by team, individual, date range and content type.

Downloadable reports are also available from the 'Reports' section.

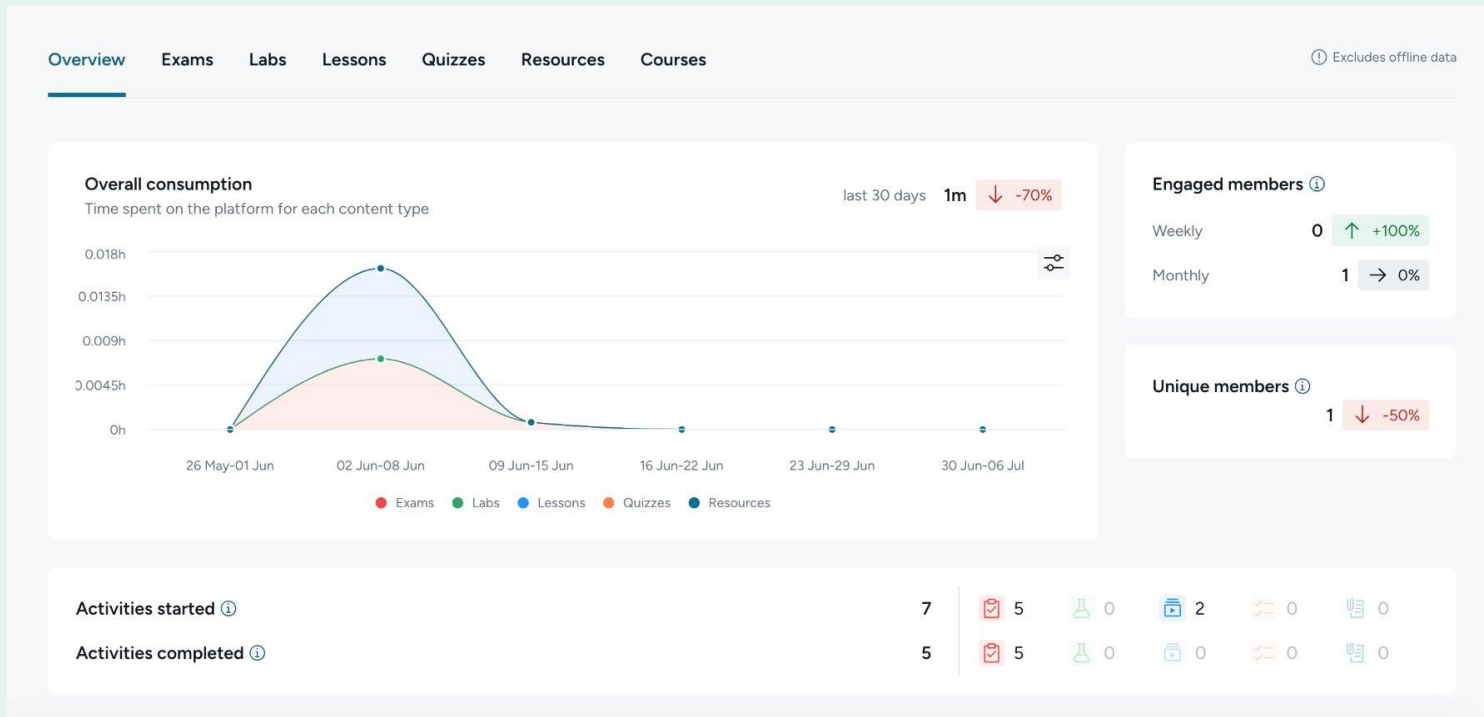
Team Managers see segmented view of their team's data and activity.

Your QA team can advise you on the most relevant reports for your needs.



QA platform demo: admin (champion) experience

The QA platform allows you to access real-time data for your team



- Real time data
- Flexible data visualizations and analytics
- Variety of exportable reports

Monthly QA reporting and leaderboards

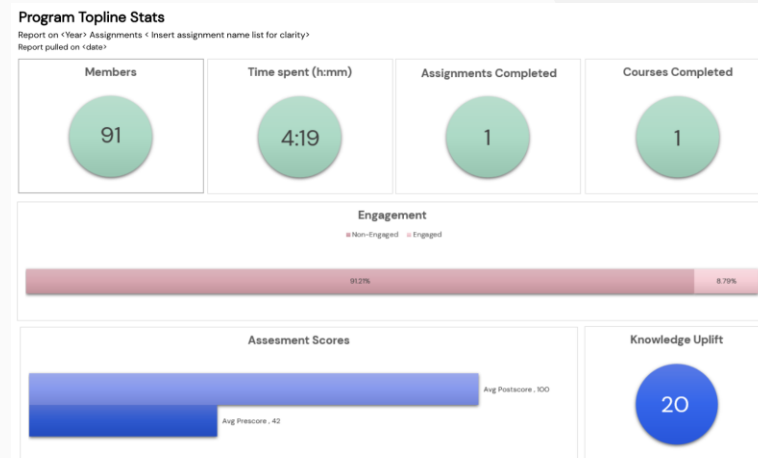
Reporting – filter by region

Learner engagement stats include:

- Number of engaged learners
- Number of courses completed
- Average knowledge uplift

Leaderboards

- Excite and reward top learners
- Useful for competitions
- Made by QA via market request



Communications

In addition to standard completion emails, we have seen success in launching communications that inspire interaction through tools such as Yammer, Slack, or Google Chat



Quiz/Polls

Use existing polling functionality to ask about content.

E.g. What skills would be most useful to your team?

What course is most relevant to your work?



Review videos

Ask a leader to record a video about how a course was relevant to them. Post it on a public channel and have them tag another leader to "Play it Forward."



Connect to meetings

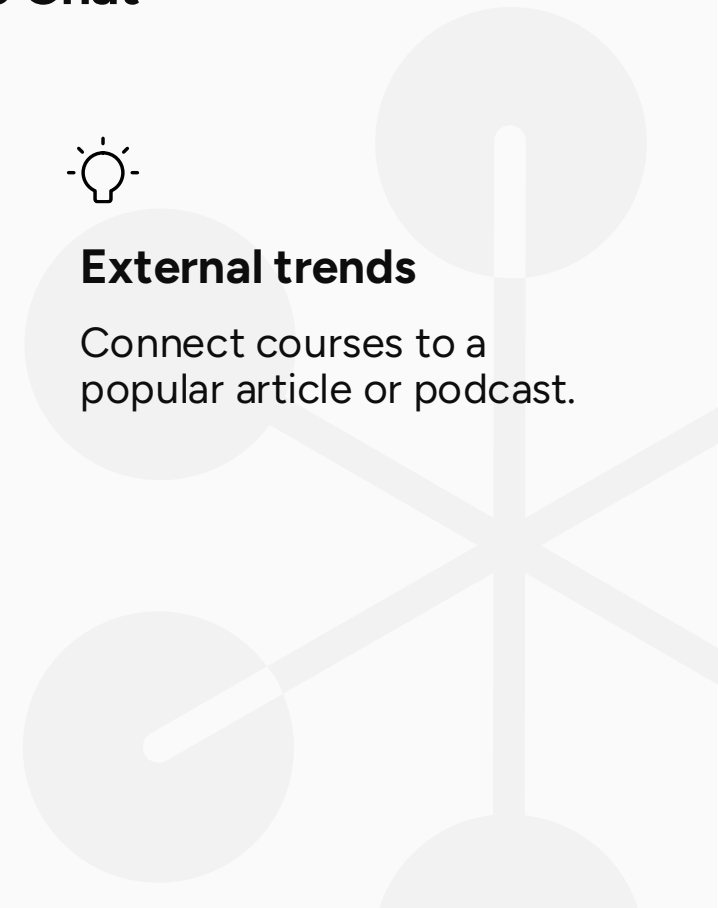
Pull courses that relate to a community meeting such as a town hall or a department all hands.

Share relevant content in advance to spark discussion in meetings



External trends

Connect courses to a popular article or podcast.



Ongoing Education

A strong way to encourage completions is to make it clear that the knowledge outcomes are relevant to internal conversations and interactions

"Throwback questions"

Post questions relating to current or past courses to check your team's memory! Put it at the start of a team meeting using a poll function, or even post it in a chat channel.*

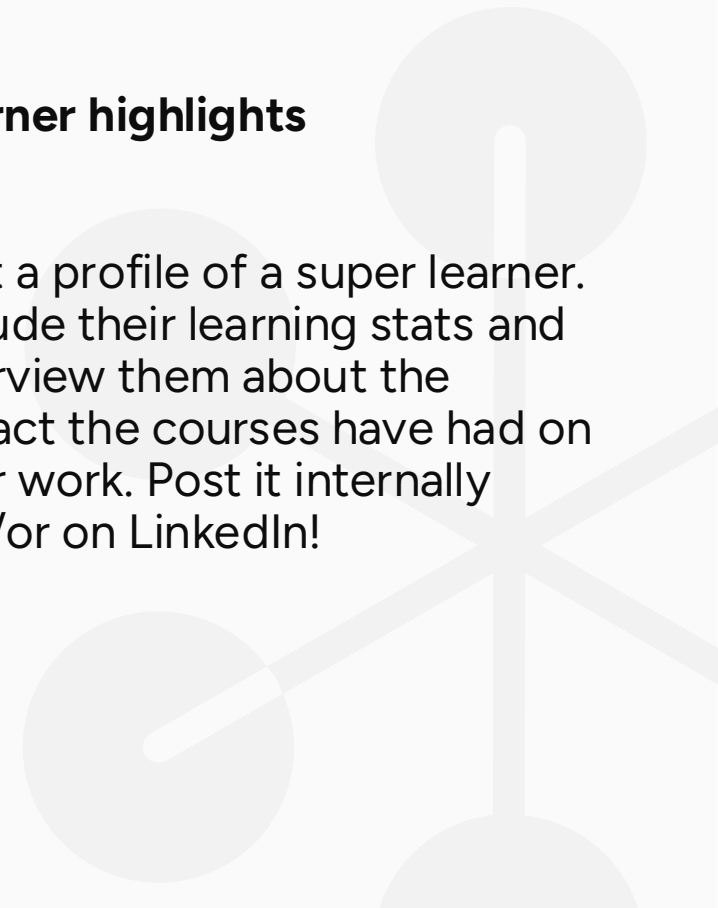
*We will provide the questions!

Brown bag lectures

Ask a leader to deliver a presentation about how a given topic related to the team or wider company. Suggest course completion ahead of time to ensure good questions and outcomes. Reference the course in the presentation.

Learner highlights

Post a profile of a super learner. Include their learning stats and interview them about the impact the courses have had on their work. Post it internally and/or on LinkedIn!



Competitions

Organic conversations are a great way to inspire learning, but old-fashioned competitive spirit is also an effective way to spur learners forward!

Coffee with a leader

Reward the top learner team with coffee or lunch with a senior leader. The conversation can focus on the learning topics or an “Ask Me Anything” style session.

Non-traditional prize

Award learners with entries based on the number of courses they’ve completed.

Raffle non-monetary prizes:

- Team lunch
- [Remote] Happy hour with an activity
- Optimal parking spot

Gift card prize

Award a gift card to the learner with the most knowledge uplift points at the end of a time-frame.

