



OpenSesame

Lessons from marketing to increase  
your learner engagement

# Agenda

- Introductions
- Top strategies for increasing learner engagement
- Common pitfalls
- Takeaways and Q&A



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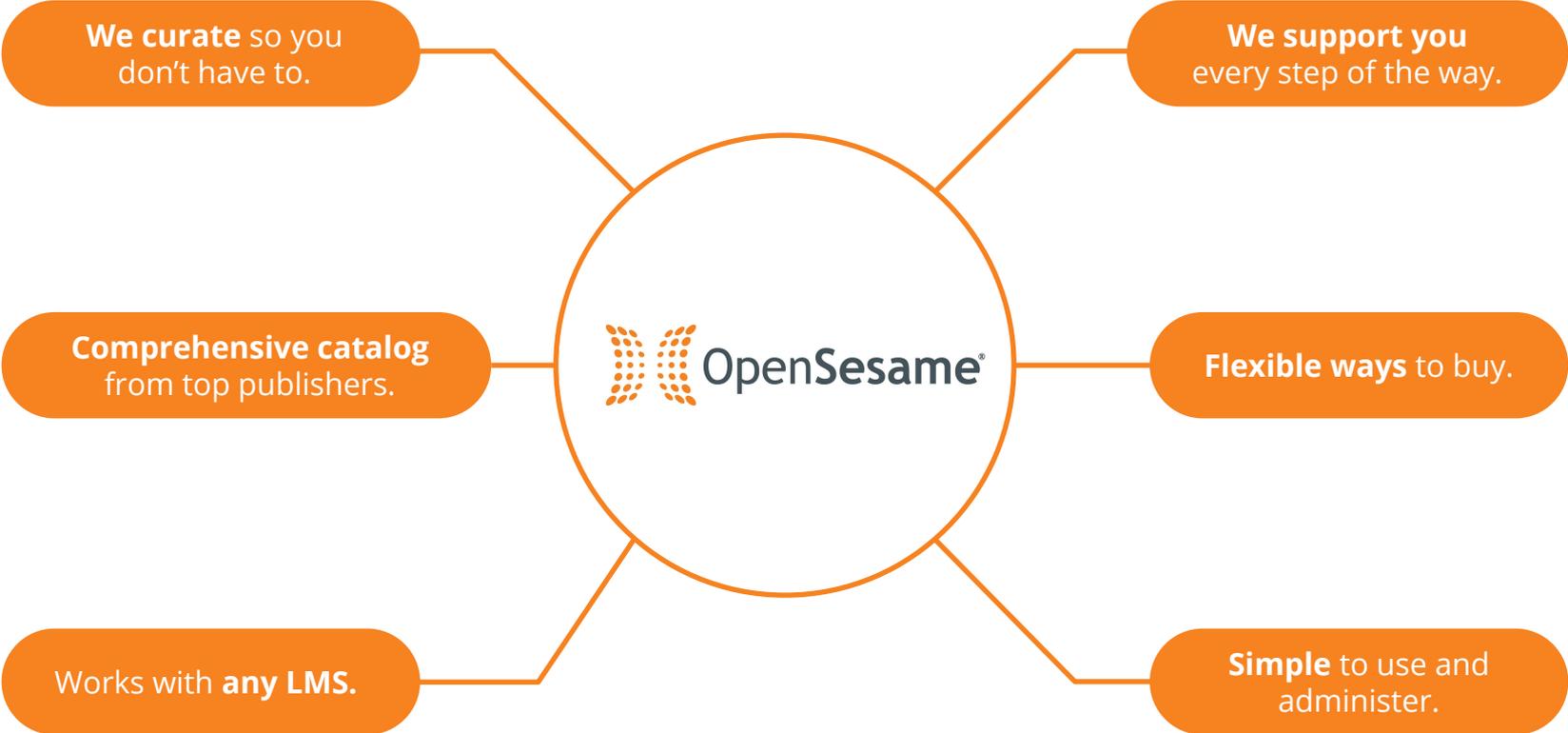


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# Most comprehensive catalog from world's top publishers



# How OpenSesame can help you



# Top strategies for increasing learner engagement

# #1 Know your learners

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- Understand limitations or needs relevant to physical location
- Understand prior exposure and experience with elearning
- Understand what will incentivize learners and how does that relate to your company culture?



# #1 Know your learners



Collect feedback:

- Pre- and post-launch of learning program
- Surveys and focus groups

# #1 Know your learners

Select courses based on what you know about your learners:

**Evaluate  
which (native)  
languages  
are needed**

**Formats and  
delivery  
styles**

**Learner career  
paths and  
goals**

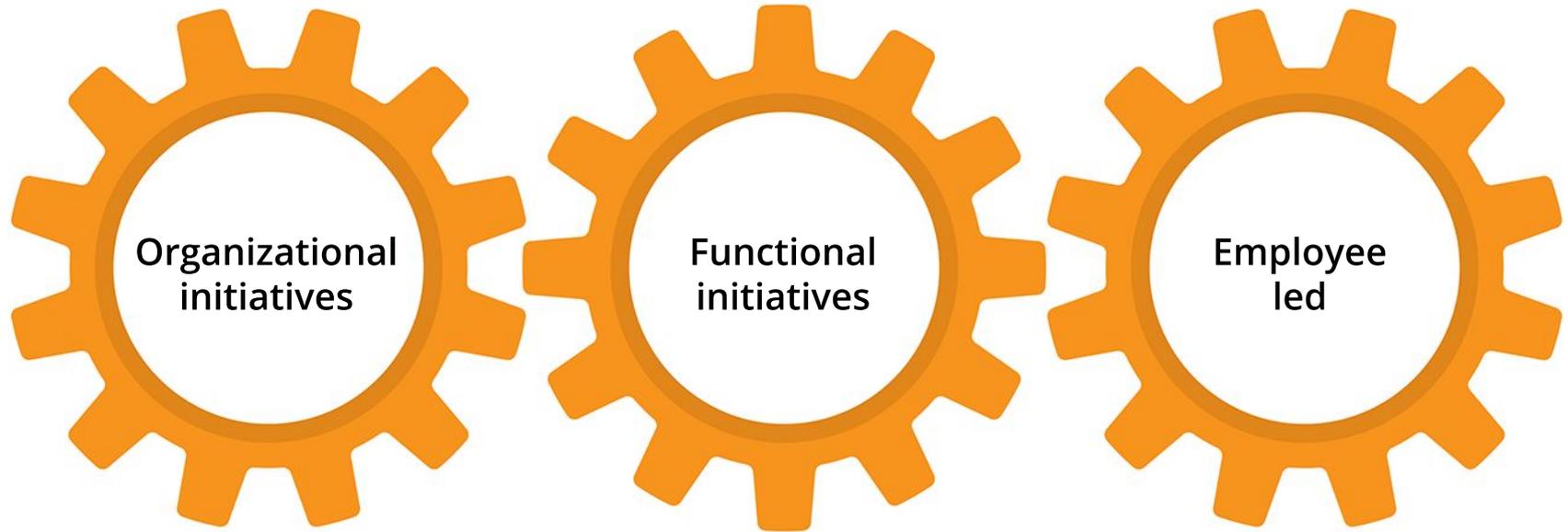
**Regional and  
cultural  
differences  
within the  
workforce**

# #1 Know your learners

The **more relevant** your training courses are to the learner, the **more likely** they will engage with your program

## #2 Align program with organizational initiatives

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# #3 Gain executive and managerial buy-in

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- The more L&D is valued by a company's senior leadership, the more it factors in to how those leaders approach human capital-related strategy and the allocation of resources.
- **Effective training isn't an accident – it is often found in companies led by executives who value training as a crucial part of strategy.**

Why is this important to **increasing engagement**  
and **how you communicate** about  
your program?

## #3 Gain executive and managerial buy-in



To get leadership participation, it must be a joint effort

Socialize courses to front-line managers

Offer dashboards to leaders and their teams

# #4 Communicate with your learners

## #4 Communicate with your learners

- Communicate plans and expectations transparently and proactively
- Openly communicate relevant and aligned company initiatives
  - Performance reviews
  - Earnings calls
  - Goal setting check ins



# #4 Communicate with your learners

- Build a 12-month training plan to promote all year long
- Have pre-populated communications plans or templates



| MONTH    | THEME   | COURSE  |
|----------|---|---|
| JANUARY  | National Mentoring Month<br>Data Privacy Day  | How to be a Successful Mentor<br>Cyber Security Basics  |
| FEBRUARY | National Time Management Month<br>National Innovation Day                           | Productivity & Time Management<br>Creating & Innovating   |
| MARCH    | Ethics Awareness Month<br>Listening Awareness Month                                 | Business Ethics & Code of Conduct<br>Active Listening   |
| APRIL    | Sexual Assault Awareness and Prevention Month<br>Workplace Conflict Awareness Month | Preventing Discrimination and Harassment for Employees<br>8 Keys to a More Respectful Workplace |
| MAY      | Global Employee Health & Fitness Month<br>Mental Health Awareness Month             | You Are What You Eat: Meal Planning<br>Mental Health Awareness                                  |
| JUNE     | National Safety Month<br>June 30 - Social Media Day                                 | Health and Safety in the Office<br>Social Media Awareness                                       |

# #4 Communicate with your learners

Hi %%Name%%,

In management, giving praise in an impactful manner is a practiced skill that can help you build support, respect, and better relationships at work. Managers should watch this ten minute course, **Recognize Accomplishments and Contribution** [{insert link to LMS}](#), on how to create effective strategies for recognizing your employees and conduct these conversations with professionalism and clarity.

Contact your manager, or [{insert name}](#) with any questions or to discuss this topic further. Thank you.



## NATIONAL EMPLOYEE RECOGNITION DAY

Learn more by watching the course:  
**Recognize Accomplishments and Contributions**

# #4 Communicate with your learners

Be ready to communicate quickly about current events

- i.e. coronavirus, weather, data breaches
- Build out templates ahead of time for these circumstances



# Common pitfalls

# Common pitfalls

1. Experience early success then **stop promoting**
2. Users have a **poor launch experience** that keeps them from coming back
3. **Not utilizing** the full catalog
4. Not recognizing **the cause** of surges and slumps
5. Failing to **upskill and reskill** your learners



# Curb the usage slump

Identify surges and slumps



# Upskilling and reskilling



# Key takeaways

# Key takeaways

**1** Get to know your learner and map relevant courses to their needs

**2** Gain executive buy in by socializing how training supports company initiatives

**3** Plan now to communicate all year long with learners through course promotions and pre-approved templates

**4** Save time, money and prevent usage slumps through timely communication, utilizing your whole catalog, and reskilling your workforce

# Customer Resources

## Training program success worksheet



Use this worksheet to establish measurable short and long-term goals for your company and training program. Listed below are example goals and other consideration to help you get started.

| Company or training program goal  |   | Success metrics (how will this goal be measured?)  |  |
|---|---|--|--|
| <p>Reduce turnover</p> <p>Get project management employees get certified</p> <p>Eliminate workplace accidents for 12 months</p> <p>Learners complete two courses per month</p>  |   | <p>Reduce turnover from 12% to 6%</p> <p>Improve sales call rates by 25%</p>   |  |
| Deadlines for completions   | Action items  | Current obstacles  |  |
| <p>31 January, 2019</p> <p>1 June, 2019</p> <p>31 December, 2020</p>  | <p>Survey employees on course interests</p> <p>Email learners weekly promoting new courses</p> <p>Curate safety courses for new employees</p>                 | <p>Time and staff to curate elearning courses</p> <p>Conflicting company and training program priorities</p> <p>Staff turnover</p> |  |
| Who is responsible?   | How can OpenSesame support you?   |  |  |
| <p>LMS administrator</p> <p>Project manager</p> <p>Chief Learning Officer</p>   | <p>Curate best Leadership courses</p> <p>Recommend strategies to market elearning internally</p> <p>Help me maximize my budget</p>                            |  |  |
| Things to consider when developing goals  |   |  |  |
| <p>What categories of courses will you need? (Leadership, soft skills, project management professional certification, workplace conflict, office safety, etc.)</p> <p>What technology will courses be delivered on?</p> | <p>Is it ready for use?</p> <p>What has worked and not worked in the past?</p> <p>How do training goals support organizational short and long-term goals?</p> | <p>What does success truly look like?</p> <p>Who is accountable for setting, implementing, and measuring training goals?</p>       |  |

# Customer Resources



**OpenSesame**

## Steps for a successful elearning program launch

|  |  |
|--|--|
|  <h3>Understand your organization and learners</h3> <ul style="list-style-type: none"><li>❑ Determine what your organization wants to achieve with its training program</li><li>❑ Assess your learning culture and employees' learning preferences</li><li>❑ Establish what percentage of your elearning courses will be required vs. recommended</li><li>❑ Decide if corporate training will be included in the employee benefits package</li></ul>  |  <h3>Set your program up for success</h3> <ul style="list-style-type: none"><li>❑ Get buy-in/support from leadership and department managers</li><li>❑ Consider how environments (warehouse, office, remote, etc.) may affect how learners access training</li><li>❑ Coordinate with IT to understand set-up and equipment needs</li></ul>  |
|  <h3>Make training relevant to learners</h3> <ul style="list-style-type: none"><li>❑ Decide what you will map courses to:<ul style="list-style-type: none"><li>- Company vision, mission, values, initiatives</li><li>- Competency framework</li><li>- Management development programs</li><li>- Career development plans</li><li>- Onboarding program</li><li>- Employee languages/locations</li></ul></li><li>❑ Involve your learners in the curation/content selection process</li></ul> |  <h3>Promote your training program to learners</h3> <ul style="list-style-type: none"><li>❑ Know your budget for internal communication materials and/or incentives</li><li>❑ Decide which communication channels you can leverage and cadence for communication<ul style="list-style-type: none"><li>- Events, flyers, employee email and newsletters, company intranet, LMS landing page</li></ul></li><li>❑ Infuse elearning into cross-functional initiatives</li><li>❑ Create a 12-month training plan to promote courses all year</li></ul> |

# Customer Resources



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# Thank you!

We are here to help you  
every step of the way

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