

Branding Learning: A Red-hot Talent Development Strategy

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University Health System's Award-winning Results

- 7 ATD BEST Awards; 2015 ATD Innovation in Talent Development Award
- 9 Chief Learning Officer Magazine Awards:
 - 4 Learning Elite
 - 4 Learning in Practice
 - Best Mid-sized Company Editor's Choice Award, 2015
- Frontline Healthcare Worker Champion, 2017

Blaze a Trail for Your Organization

- Prove value
- Add credibility
- Create buzz
- Garner support

Today's Path to a Stampede of Learners

- Tools to identify and assess your current brand
- Processes to develop and implement your brand
- Techniques to create buzz around your brand
- Links to recognition to strengthen your brand

Branding is Serious Business



Branding is...

- A red-hot strategy
- All the ways you establish an image in your customers' eyes
- A promise of delivery
- Indelible
- Marketing is what you do; branding is what you ARE

What's in Your Wallet?

A Quick Exercise on the Power of Brands:

How many brands can you find in your wallet? Which ones?

How many brands are you wearing?
Which ones?

What's Learning's Brand?

Using Attribute Theory—Is it:

Fun?

Serious?

Cutting Edge?

More compliance than connection?

Tools to Assess Your Branding Identity

- Focus Groups
- Surveys
- Employee Engagement Surveys
- Needs Assessments
- End-of-program evaluations

Rock Star Branding



Rock Star Branding



Rock Star Branding



RICK
LOZANO

Rock Star Branding



What to Assess:

- Awareness—how well known are you?
- Emotional Connection—how do they feel about you?
- Distinction—what sets you apart?
- Trust and Credibility—what's your reputation?
- Inspiration/Motivation—what makes people sign up/log in/attend?

Processes to Develop/Implement Your Brand

1. Determine your current brand.
2. Align your brand to the business goals, culture, etc.
3. Identify target markets/audiences
4. Create key messages

Processes (continued)

5. Inventory your

- Staff
- Website
- Telephone messages/system
- Materials
- LMS
- Facilities

Processes (cont'd)

6. Conduct a self-assessment of

- Brand promise
- Customers
- Competition
- Key attributes—5 descriptive words
- What car/song/celebrity would your brand be?
- Would you date your brand?

Processes (cont'd)

7. Garner internal and external support

- Form a steering committee
- Invite leadership
- Involve your learning team

Creating Buzz

What is buzz?

A lively, positive feeling among a group of people or in a particular place

Why buzz?

It creates excitement about your brand and TOMA, Top of Mind Awareness

How do I Buzz?

“How to Create and Sustain Buzz in Learning,”
ATD webinar, December 16, 2013

“Be the Talk of the Office,”
T&D Magazine, February 2014


More Buzz

- Campaigns
- Themes
- Incentives
- Testimonials
- Champions

Buzz Examples

Learn & earn with Ecademy!

\$100 gift card winner:



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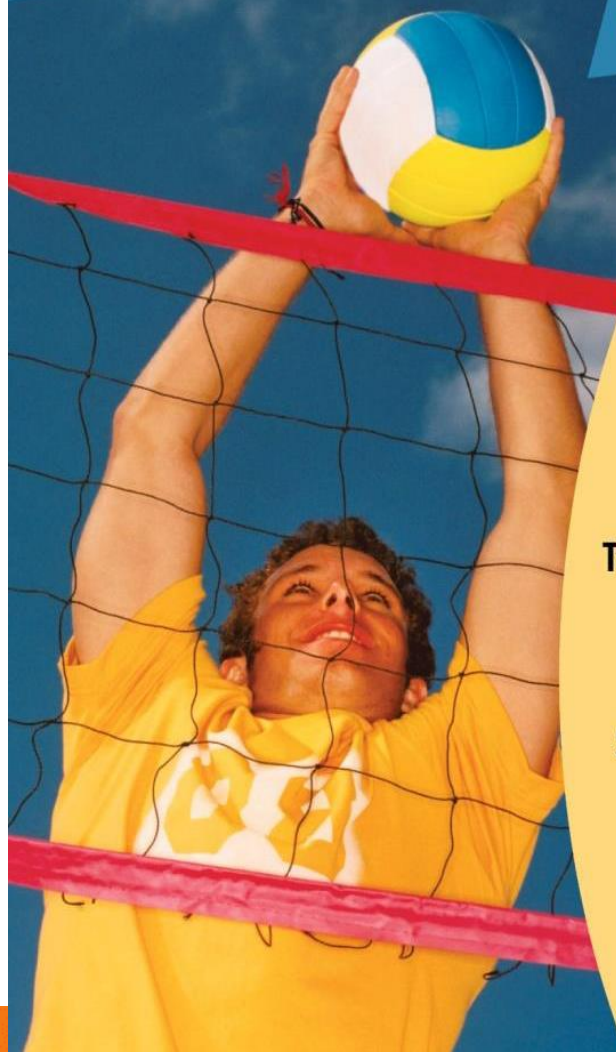
Achieving Recognition

Why bother?

1. TOMA for your brand
2. Recruit staff
3. Recruit learning professionals
4. Retain staff
5. Differentiate yourself from the competition

SUMMER LEARNING OLYMPICS

Have a Ball *with*
Learning!



Summer is coming to an end, but you can still score a few more chances to win Seaworld passes! It's not too late to earn entries into the drawing for each eLearning module or Vcademy video you complete. Just log in to Decision Critical or contact Jim Dixon at jim.dixon@uhs-sa.com.

Two SeaWorld San Antonio One-Year Passes

You could win one year of unlimited admission for two to SeaWorld San Antonio! You'll earn one entry into the Summer Learning Olympics prize drawing* for each eLearning module or Vcademy video you complete through August 30.

JUST LEARN IT



Go for the Gold!

Lead your team to victory with Coaching to Accountability! This online module provides training and resources to help supervisors coach staff to meet UHS accountability standards.

Two SeaWorld San Antonio One-Year Passes

You could win one year of unlimited admission for two to SeaWorld San Antonio! You'll earn one entry into the Summer Learning Olympics prize drawing* for each elearning module or Vcademy video you complete through August 30.

JUST LEARN IT



Recognition (cont'd)

6. Morale-building

7. Benchmarking

8. Free publicity

9. C-Suite Respect

And the big bonus—

10. feedback on areas needing improvement

Resources for Recognition

- ATD
- Chief Learning Officer Magazine
- Bersin & Associates Learning Leaders
- Brandon Hall Excellence
- Training Magazine Top 125
- Elearning! Media Group
- CareerSTAT (frontline workers)

More Opportunities to Shine

- Your industry
- Your city, state
- Your partners
- Best Places to Work

Thank you from the Learning Brandmaster!

- Let's all jump on the branding learning bandwagon and watch it spread like wildfire!
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