OpenSesame

How to Increase
Elearning
Utilization

As Senior Manager of OpenSesame's Customer Success team, Abby spends her days supporting customers with world class training programs. With over 14 years in the industry, Abby has a deep understanding and enjoyment of all aspects of elearning: customers, LMS, marketing, support, training development, and product engineering.

"If you build it, they will come," right?

Unfortunately, this is rarely the case in elearning. Creating a successful elearning program at your organization goes beyond selecting courses and implementing a learning management system (LMS).

In my role as Senior Customer Success Manager at OpenSesame, I speak with hundreds of companies about their top strategies for increasing learner engagement and consumption of content. What I have learned is that any organization can increase its elearning utilization. This guide will help you create a conversation at your organization to optimize your elearning program and will give you concrete steps to do so.

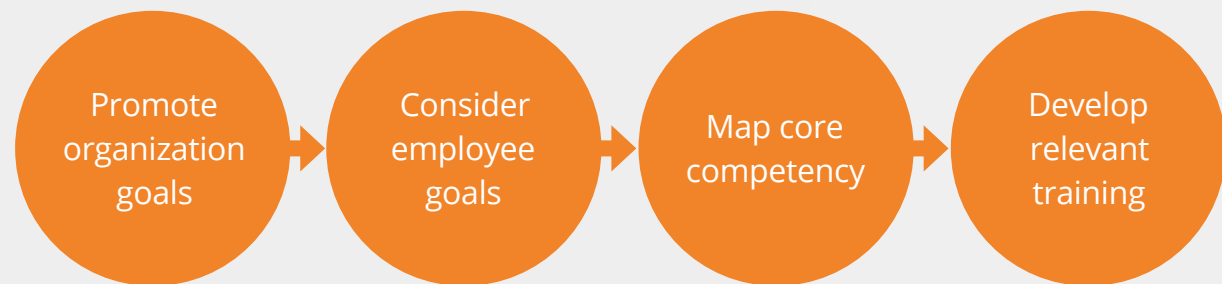Abby Miles

OpenSesame Senior Manager Customer Success

Align elearning with **company goals**

Identify core values of your company and use elearning as a means to support that mission.

70%

of companies that tie training with goals see an **increase in profits.**[1]

Promote organization goals → Consider employee goals → Map core competency → Develop relevant training

Align elearning with company goals

[1]Brandon Hall Group's 2014 Learning and Development Benchmarking **Study**

Take action

1 Promote organization goals

2 Consider employee goals

3 Map core competency

4 Develop relevant training

- Display goals in meetings, employee handbook and other relevant material
- Relate how team deliverables relate to overall company goals

- Understand employee goals for personal and professional growth while developing training
- Train for current and future career within organization

- To achieve organization goals, what basic skills should all employees be equipped with?
- What skills should specific departments have? (ex: customer service, Microsoft Office)

- Communicate the benefits of elearning for employees clearly
- Integrate elearning completion into performance reviews
- Identify course applications in accompanying materials

Incorporate into **onboarding**

To show the importance of learning in your organization's culture, start elearning-based or blended training at orientation itself. This allows the employee to also learn how to access training courses as training almost always continues beyond onboarding.

Helpful courses for new hires include Sexual Harassment, Data Security, Diversity and Microsoft office.

Some benefits

- Incorporating elearning into onboarding allows you to keep a record of completed courses and helps make the onboarding process more self-paced and dynamic.

**Incorporate into
onboarding**

Get support from **management**

- Involve managers before development and understand their expectations upfront

- Tie training goals and completion into performance reviews

- With management, create training tracks for advancement within the organization

Establish ways to measure success

Qualitative

- reactions to courses

- manager reactions

- employee feelings of engagement

Quantitative

- sales performance

- employee retention

- course completion rate

- skills gained

Get support from management

Communicate
early and often

- Select a "course of the month" to feature

- Provide directions for accessing training

- Give quick updates and successes in team meetings

- Determine a contact person for further questions

Establish a rhythm using a variety of channels.

- Internal communications

- Team meetings

- Email/newsletter

- Intranet

Communicate
early and often

Make learning **social**

Host a book club
Host a monthly meeting to discuss a highlighted elearning course, similar to a book club. Prepare questions to start a discussion about the course and applications.

Hold an open house
Invite employees to an elearning open house to demonstrate how to access the learning program, demo courses, and answer questions.

Use internal channels
Use Slack (or other platform) to create an elearning channel. Regularly post updates and collect feedback (ex: what courses do they recommend?).

Anticipate learner needs

- Have workstations dedicated to training
- Have IT support available and communicate who to contact if courses don't work
- Provide documentation on how to access courses and basic troubleshooting

**Make learning
social**

Create **rewards** and **recognition**

Tailor rewards and recognition to your organization's culture. Depending on your budget, this can be anything from an acknowledgement to a lunch to a printed certificate.

Take action

- Incorporate learning outcomes and successes into meetings

- Use incentives like simple useful items
  (ex: funny mug or laptop stickers)

- Hold mini contests
  (ex: highest hours of learning or greatest participation)

- Share learner success stories in newsletter and other platforms

Create rewards and recognition

Collect and **apply** feedback

- Be specific in the purpose for collecting feedback.

- Be sure to identify who the contact person is for receiving and reporting feedback.

Survey

methods
of collection

Informal
feedback

Focus group/
committee

Collect and apply feedback

Conclusion

Increasing elearning utilization can initially seem daunting, but using these strategies, there are a number of actionable measures you can take. You can market your elearning program, create greater incentive for learners and align learning with company goals. Through these actions, you can create a dialogue at your organization about what success means and achieve it.

Checklist for success

1. Align elearning with company goals

2. Incorporate into onboarding

3. Get support from management

4. Establish ways to measure success

5. Communicate early and often

6. Make elearning social

7. Anticipate learner needs

8. Create rewards and recognition

9. Collect and apply feedback

About
OpenSesame

OpenSesame

With the most comprehensive catalog of elearning courses from the world's top publishers, we are here to help you every step of the way, from finding courses, mapping them to your core competencies, syncing them with your LMS to increasing utilization and improving your L&D programs. Not only will you have the flexibility of multiple purchasing options from OpenSesame, you'll find it simple to use and administer your elearning courses.

For more information, please visit **www.opensesame.com.**