

The 6 Pillars of a Next-Level Learning Strategy



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Introduction



In today's rapidly changing business landscape, staying competitive requires continuous adaptation and evolution. A solid learning strategy is paramount for organizations aiming to cultivate the talent and capabilities essential for innovation and performance.

Research shows the tangible benefits of workplace learning on the bottom line.

Far from being a mere employee perk, corporate learning plays a strategic role for any business striving for competitiveness, innovation, and agility. Corporate learning helps in attracting and retaining talent, promoting a culture of continuous improvement, and driving business performance and growth.

Organizations with a strong learning culture witness significantly higher revenue and earnings growth compared to those who don't invest in learning.

The 6 Pillars of a Next-Level Learning Strategy

01

Align Learning With Organizational Goals

Develop a strategic vision, institutional goals, and key performance indicators (KPIs) to ensure talent development aligns with overarching business objectives.

02

Analyze & Design Curriculum For Behavior Change

Design learning content that translates into improved on-the-job performance.

03

Innovate Within Content Development

Develop immersive content using AI, games, VR, AR, interactive videos, chatbots, and more.

04

Explore Different Learning Delivery Methods

Know your learners and understand when to use eLearning, virtual training, on-site training sessions, workshops, or events.

05

Build An Overall Learning Technology Ecosystem

Choose one main learning platform (an LMS or LXP, for example) that integrates well with a variety of learning technologies and you can create a strong learning ecosystem.

06

Dive Into Analytics & Insights

Research to unveil patterns of individual and group engagement within your training material and reveal knowledge gaps.

By following these six pillars, you can create a corporate learning strategy that is aligned with your business goals, responsive to your learners' needs, and adaptable to the changing market and technology trends. You can also optimize your learning budget, resources, and outcomes, and demonstrate the value and impact of your learning programs to your stakeholders.



01

Align Learning With Organizational Goals



Align Learning With Organizational Goals

The first and most important pillar of corporate learning strategy is to have a clear vision, mission, and goals for your learning programs. Without a well-defined learning strategy, you risk wasting time, money, and effort on learning initiatives that aren't aligned with your business objectives, don't address your learners' needs, and won't produce the desired results.

A learning strategy design process involves the following steps:

✓ Conduct a learning needs analysis:

Identify the gaps between the current and desired state of your workforce's knowledge, skills, and competencies, and the drivers and barriers for learning.

✓ Define your learning objectives:

Based on the learning needs analysis, define the specific, measurable, achievable, relevant, and time-bound (SMART) objectives that your learning programs should achieve.

✓ Align learning objectives with business goals:

Ensure that your learning objectives are aligned with your organization's vision, mission, values, and strategic priorities. Learning objectives should support your key performance indicators (KPIs).

✓ Develop your learning strategy:

Based on your learning objectives and business goals, develop a high-level plan that outlines the scope, approach, and resources for your learning programs, and how they will be designed, developed, delivered, and evaluated.

✓ Communicate your learning strategy:

Communicate your learning strategy to your stakeholders, including senior management, business leaders, L&D professionals, and learners, and get their buy-in and support.

✓ Review and update your learning strategy:

Monitor and evaluate the implementation and impact of your learning programs, and update your learning strategy as needed to reflect the changing needs, expectations, and feedback of your learners and stakeholders.

Mind the Gap

A curriculum and content analysis will likely reveal knowledge gaps. But it may also reveal bigger gaps:



Lack of resources



Lack of expertise



Lack of access to the latest tools and technology



Lack of alignment or coordination between teams and departments



Staff augmentation is a valuable and viable option for closing those gaps and enhancing your corporate learning strategy. It can help you quickly increase your team's knowledge and skills, speed up your efficiency metrics, and adapt to changing needs and demands. Staff augmentation can also help you support your training team and provide them with the resources and expertise they need to design, deliver, and evaluate high-quality and impactful learning programs.

Understanding Learning Platforms

Within a learning technology ecosystem sits your Learning Management System (LMS) and/or Learning Experience Platform (LXP).

- An LMS is a software program, often software-as-a-service (SAAS), specifically for the administration, documentation, tracking, reporting, automation, and delivery of training, usually within a corporate or academic setting.
- An LXP is a learning experience platform. LXPs differ from LMSs by offering learning journeys, which are personalized paths of course content created specifically by or for each learner.

Both systems provide extensive reporting on course numbers and effectiveness. The two systems are not exclusive and can work together. Often, you can purchase the two within one system as well.

An LMS/LXP administration process involves the following steps:

✓ Select the LMS/LXP:

Based on your learning strategy and objectives, select the best LMS or LXP for your learning needs, and consider the features, functionalities, costs, and benefits of the platform.

✓ Configure the LMS/LXP:

Based on your LMS/LXP selection, configure the platform for your learning needs, and customize the settings, preferences, and options of the platform.

✓ Upload the learning content:

Based on your LMS/LXP configuration, upload the learning content to the platform, and organize the content into courses, modules, lessons, and activities.

✓ Enroll the learners:

Based on your learning content upload, enroll the learners to the platform, and assign the learners to the courses, modules, lessons, paths, and activities.

✓ Monitor the learning progress:

Based on your learner enrollment, monitor the learning progress of the learners on the platform, and track the completion, performance, and engagement of the learners.

✓ Report the learning results:

Based on your learning progress monitoring, report the learning results of the learners on the platform, and generate the reports, dashboards, and analytics of the learning outcomes and KPIs.

✓ Support the learning platform:

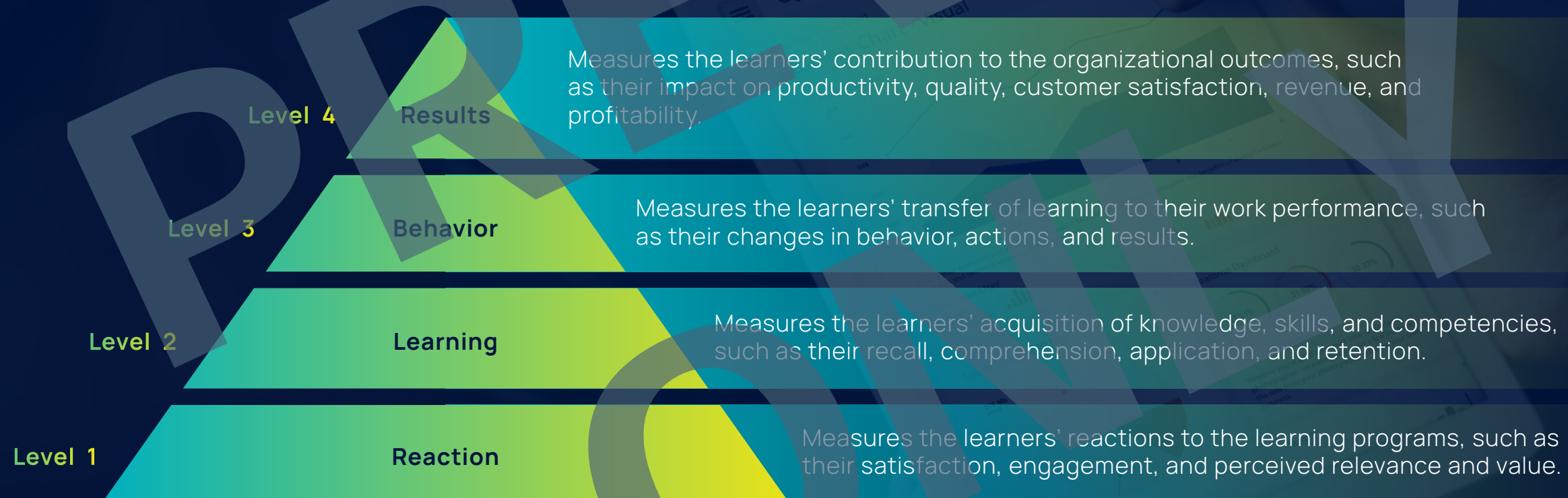
Based on your learning results reporting, support the learning platform for your learning needs, and provide the technical, operational, and instructional support to the learners and stakeholders.

By following these steps, you can manage and maintain a robust and reliable learning platform(s) that hosts, delivers, and tracks your learning content, and provides a user-friendly and intuitive learning experience for your learners.

Dive Into Analytics and Insights

The last, and arguably most important pillar of corporate learning strategy is to evaluate your learning for insights, watching for behavioral changes and revealing knowledge gaps. In this step, you'll collect, analyze, and interpret the data and information related to your learning programs based on your learning strategy and objectives.

Analytics and insights can be categorized into four levels, according to the Kirkpatrick Model of evaluation:



Analytics and insights are important in corporate learning because they help corporate learning leaders make informed and evidenced-based decisions. Analytics affect decisions about what learning programs to offer, how to offer, and to whom, as well as the value and return on investment of their learning programs, such as how they support the business strategy, goals, and metrics.

Using metrics, learning leaders can also identify and address the gaps and challenges in their learning programs, such as how to improve the design, delivery, and evaluation of the learning activities and resources.

Finally, metrics help enhance the quality and effectiveness of learning programs, such as showing where and how to optimize the learning outcomes and impacts for the learners and the organization.

Implementing analytics and insights in corporate learning requires a systematic and strategic approach.

- ✓ Define the learning objectives and outcomes and align them with the business goals and metrics.
- ✓ Select the learning activities and resources and design them according to the learning objectives and outcomes.

- ✓ Choose the data sources and methods and collect the data related to the learning programs.
- ✓ Analyze the data and generate insights and recommendations for the learning programs.
- ✓ Report the data and insights and communicate them to the relevant stakeholders.
- ✓ Act on the insights and recommendations and implement the changes and improvements to the learning programs.
- ✓ Monitor and evaluate the results and impacts of the changes and improvements and iterate the process as needed.

Conclusion



PREVIEW ONLY

By following these pillars, companies can create a corporate learning strategy that is aligned with their business goals, responsive to their learners' needs, and adaptable to changing market and technology trends. This will help optimize learning budgets, resources, and outcomes, and demonstrate the value and impact of learning programs to stakeholders.

The ELB Learning Way

We understand that the modern learner is overwhelmed, impatient, and distracted, especially within companies with dispersed (remote/hybrid) work environments. Keeping people engaged with the right amount of content, and the right levels of interactivity can be a daunting task. This is where ELB Learning can help you.

We will:

- ✓ Audit content to determine the core focus for business objectives and make recommendations to reach true objectives.
- ✓ Trim content to make learning more digestible for the learner.
- ✓ Bring in new learning technologies to enhance the learning experience.
- ✓ Capitalize on current learning trends.
- ✓ Design, develop, and deploy learning experiences to reach learners where they are.
- ✓ Measure KPIs, success metrics and results.
- ✓ Execute strategies to turn insights into improved results.

Further, ELB Learning is committed to adhering to DEI commitments through interface, language, and characterization and ensuring courses are accessible and 508 Compliant when necessary.

Together, we can [create better learning experiences](#) for your learners. Maximize learning opportunities and drive growth with ELB Learning.

Schedule a demo and speak with our learning strategists to transform your learning and build better results.

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