

## **LTSF20 D3S5: The Invisible LMS**

### **Lori Niles Hofmann - Themed Comments**

**LEARNING or MARKETING?** How far can we push the assimilation /ethic addressed?

Megan: Are we in danger of confusing training for learning? Training is something that an employer has to practically force an employee to learn. Learning is when your brain processes something in a way that allows you to recall it or implement it later.

Megan: Learning isn't about selling something to someone. It's about them knowing why it matters and find ways to engage them.

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Sandi Rodman: There is always an element of persuasion in any effective learning.

Rich Dawson: Marketing what you're doing is so important, without it no-one will know, no-one will come

#### **Tools**

Chetna: What is the Teams learning app called?

Carol Jamieson: Is the Team learning app something that is a paid add-on or incorporated into the product?

#### **EXAMPLE PLEASE**

Holly MacDonald: I'm curious how you've connected campaigns to actual LMS'?

#### **Who benefits?**

peter hartley: all examples in the organisation's interest? can we help people become more autonomous?

#### **OTHER MARKETING APPROACHES**

Richard Price: How does this link to nudge theory?

Richard Price: Marketing for encouraging spaced practice, right? Very clever - never really thought of it as marketing.

James BB: and repetition through multiple touchpoints to embed learning

#### **MARKETING TIPS with no LMS**

Rob Schumann: what are your tips for a learning campaign when an organisation has no way on contacting 150k of its learners? no email, no sms etc

Rob Schumann: our LMS has messages/notifications but we have no way of getting them out of the LMS to the users. they do not have email addresses

Evan Flockhart: Hi Rob, I'm curious what communications channels does your organisation use?

Rob Schumann: Yammer which is voluntary. comms to locations for managers to share with colleagues.

Christine Locher: so, are we keeping the why and the what from LnD and plunder the Marketing toolkit for a lot of the other aspects?

### **USEFUL RESOURCES**

The Target story: <https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/#3a0201396668>

Holly MacDonald: Another marketing automation platform to know more about: <https://mixpanel.com/> (analytics tool)

Travis Groom: Contact Monkey is amaaazing for tracking newsletter click throughs at an individual basis <https://www.contactmonkey.com/>

Digital Body Language by Steve Woods: <https://www.amazon.co.uk/Digital-Body-Language-Steven-Woods/dp/0979988551>

Holly MacDonald: <https://www.5fellows.com/> (Slack-based learning tool)

Donald H Taylor: Lori mentioned a tool called Sparks: <https://withsparks.com/>

Donald H Taylor: <https://www.biancabaumann.com/>