

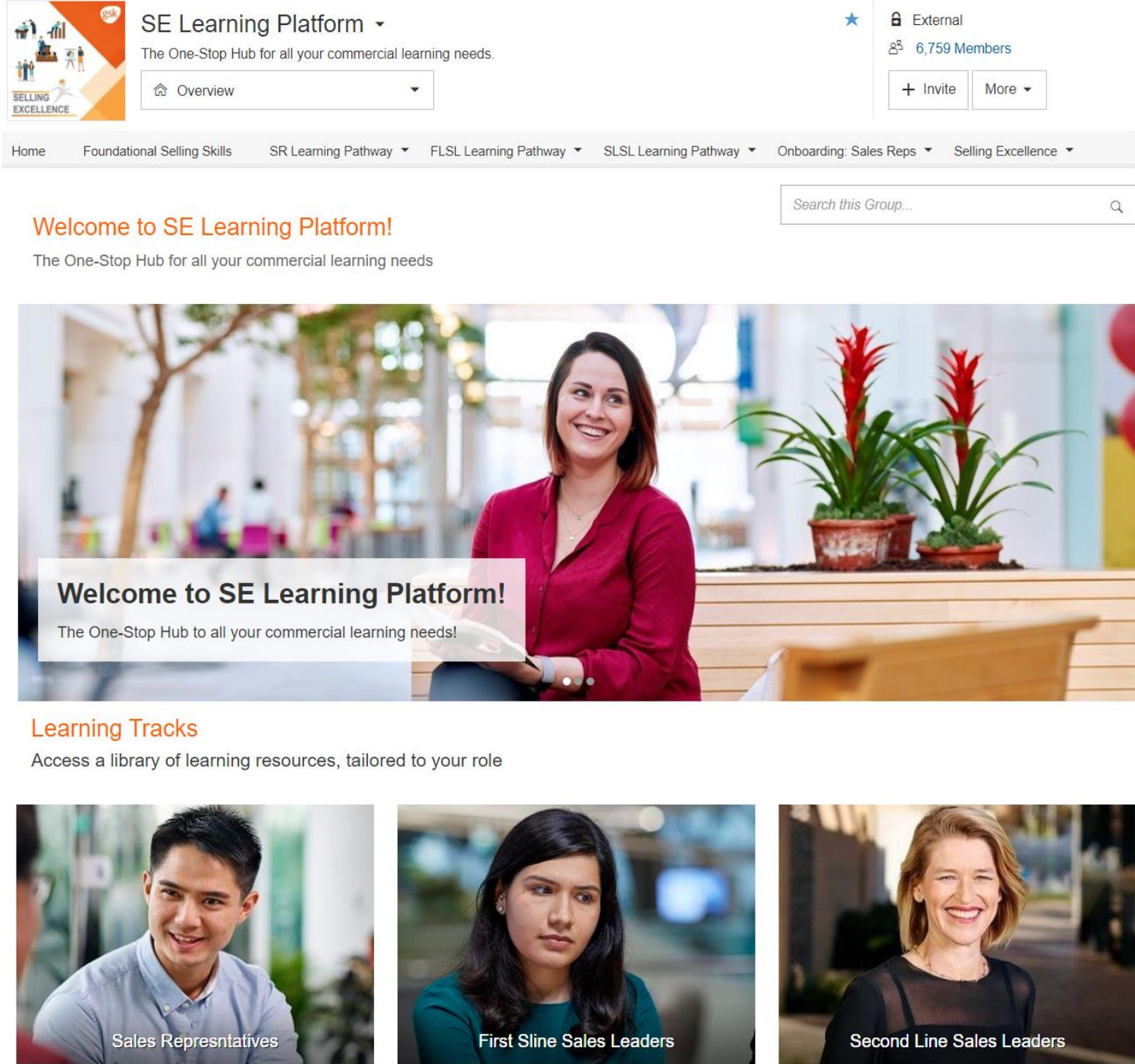
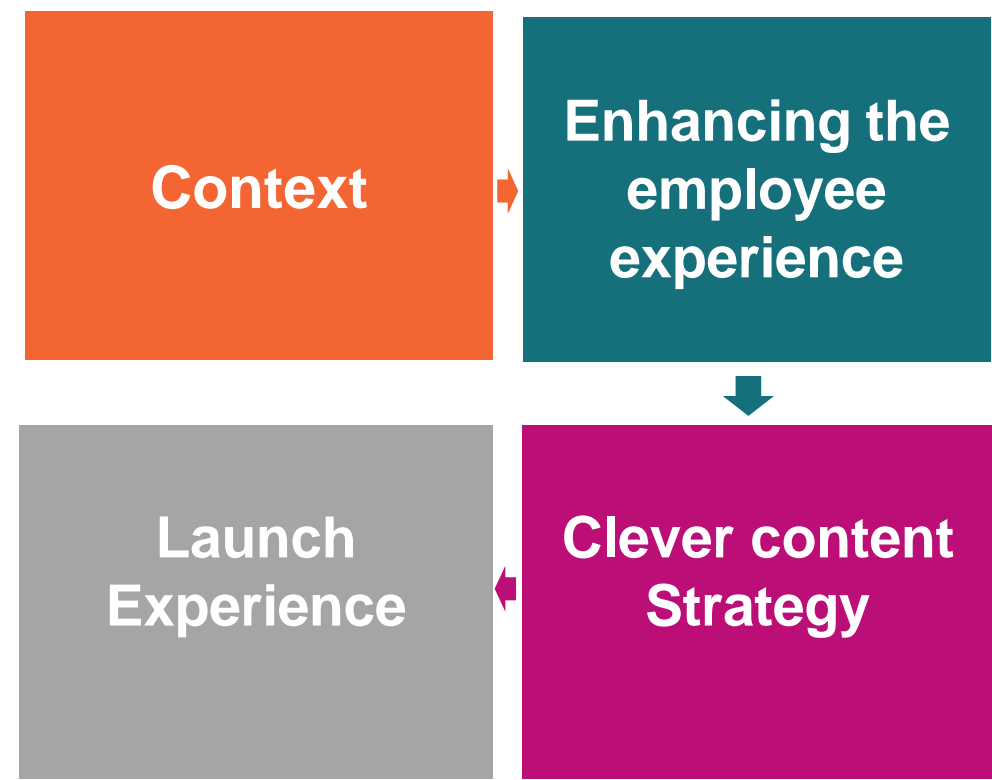
Commercial Learning Platform

**After Launch – How do you
maintain Engagement?**

- Sunder Ramachandran
@sundertrg

Commercial Learning Platform (Launch Strategy)

The whole is greater than the sum of the parts...





Trust

Modern employer

Keep
growing

Development is one of our **values and expectations**, and essential for our ongoing **success**.

**This is
where, we
left last
time?**

**Way
Forward..**



Dedicated Community Manager to scale things up.



Regular monthly connect with all admins to bring vision in practice.



Better Partnership with all learning partners.



Dynamic content refresh



Built and sustain robust on-going communication plan



Integrate with existing HR processes (Perf. Appraisal. Perf. Management)

5 Strategies Which Should help You to Drive Your Learning Platform





Comprehensive Content Strategy



*Right balance of
Proprietary and Off the
shelf content Strategy*



Proprietary

In house developed eLearning for technical competencies, values, ways of working mostly mandatory in nature

Off the Shelf

Specially curated drip feed content in combination of read, watch and listen. Learning Journey with clear objective of WIIFM.



Market your Platform

| 3 strategies to market Learning platform successfully



Know Your Learner

It's essential to understand your target audience, your desired learners. An effective way to do this is by creating a learner persona.

Let Your Learners Know the Value of Your Course

Clearly communicate how the program addresses learners' needs, and convince them of the relevance of the training.



Give Sneak Peaks to Your Content

Use sneak peaks to enable learners to see what they can expect from your course and to make them curious. This is where all your communication plans comes in picture





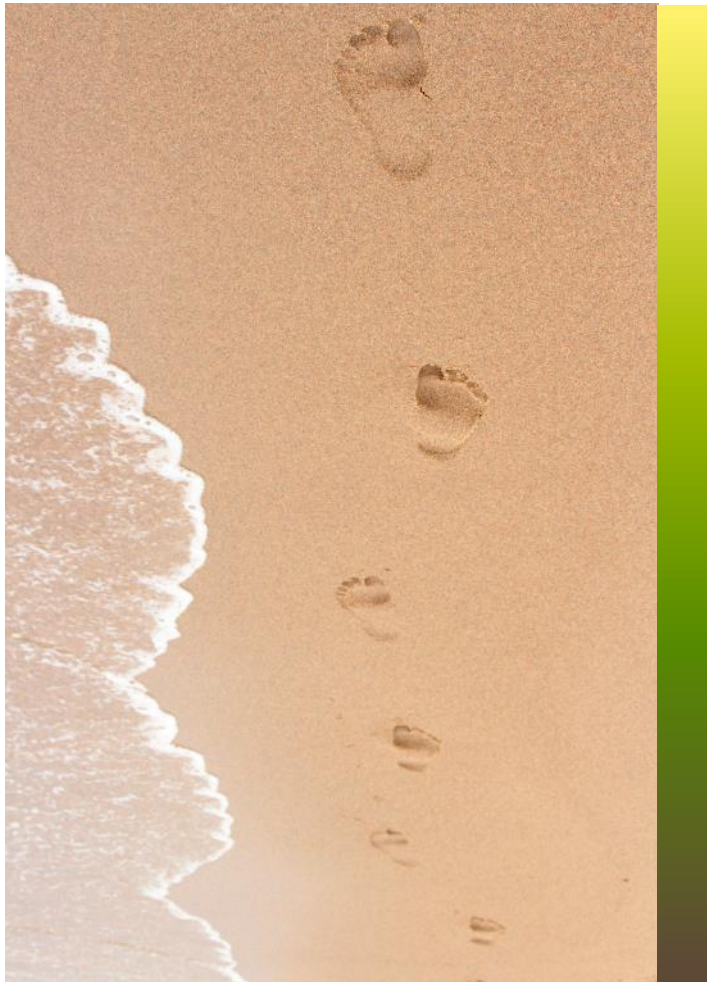
Nurture Your Learner

Repeat Visitors

These repeat visitors are the key to success for any platform. Though there is no one-size-fits-all strategy to attract repeat visitors, there are some important points which should be considered.

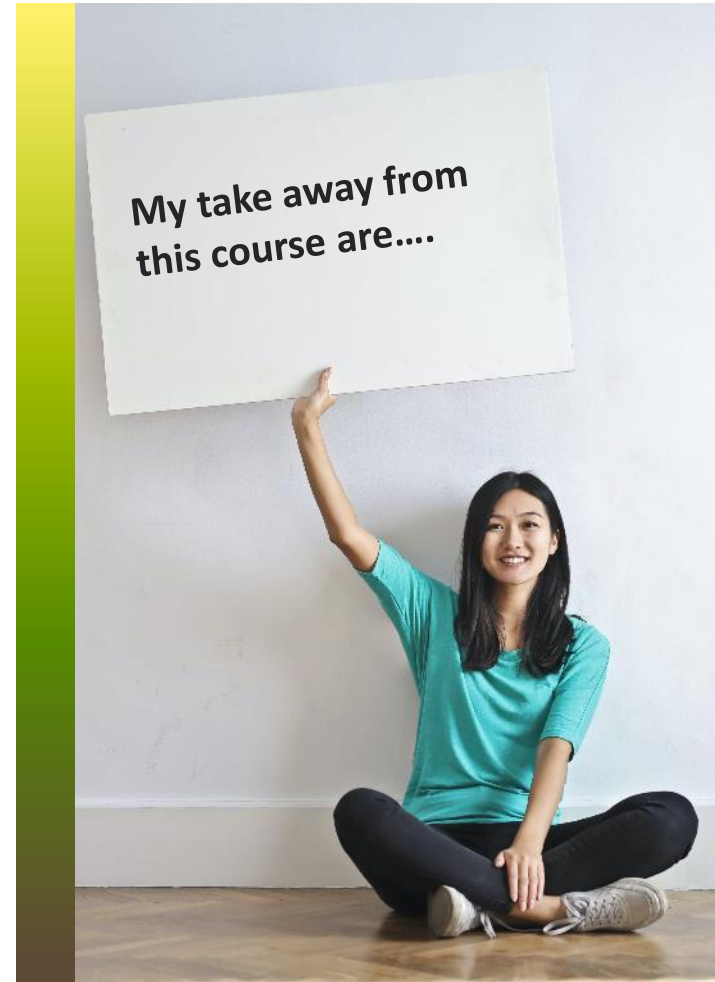
Tips for Engagement

- Surface unique & relevant content
- Provide useful links
- Build community
- Using social network tools (like Workplace by Facebook)
- Track learners and activities regularly



User generated content (UGC) improves organisational knowledge

On a social LMS, every piece of content your learners share with each other can be commented on and rated. This helps relevant content to gain popularity, and the more popular the content, the more visible it will be.



Benefits for learners

1. Recognition for users
2. Better acceptability
3. Real and relevant
4. On demand
5. Can be “pulled” rather than the traditional “push”



Publish Testimonials



CORE Ecosystem Marketing Capabilities create a framework within which provides a guide to the skills and behaviors that are expected of professional marketers at varying levels of proficiency to identify, analyze and define best practices in terms of way of working, solutions, tools, strategies and executions.

CORE Ecosystem is an ideal marketing capability tool with its intuitive Interface, ease of use and interactive content.

Cem Isildak - CEP Portfolio Manager, Turkey

Feedback and Endorsements

Ask for testimonials from early adopters that you can feed into your courses to boost credibility.



From the first visit to CORE ecosystem during pre-launch trials, I realized it would be the platform we are looking for. Exciting developmental journey in your fingertips. Waiting for the great launch!

Mohamed Hashish - Marketing Manager - Classic Respiratory



I aspire to grow and for that I need resources to sharpen my skills and improve capabilities. I came to know about this platform. I found this one very useful for all my Learning needs.

- Inderpreet Singh, India



The good part of this learning platform is that all the course are aligned with sales competencies and I can easily search the content which is best suited to my need.

- Honey Gupta, India

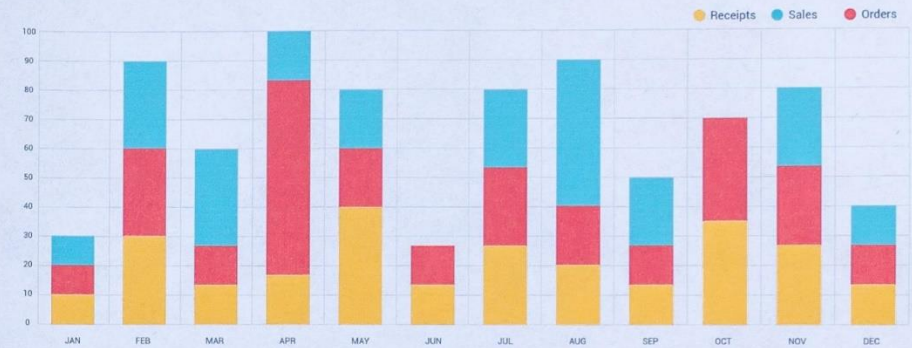


For the first time, in my many years in GSK, I was able to find a real one-stop-shop of content and training for the benefit of the marketing team. Not only is the content available very useful and robust, but it is also supported and powered by well-known global learning platforms. The platform is easy to access and has a very nice and bold design. I am ready to continue my learning path, on track!

Carlos Alvarado - Customer Marketing Manager, Mexico

Track Your Progress

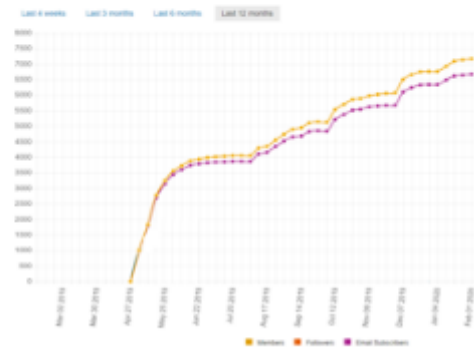
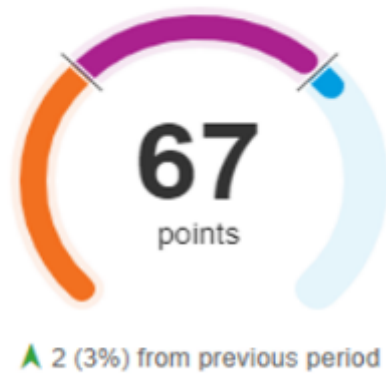
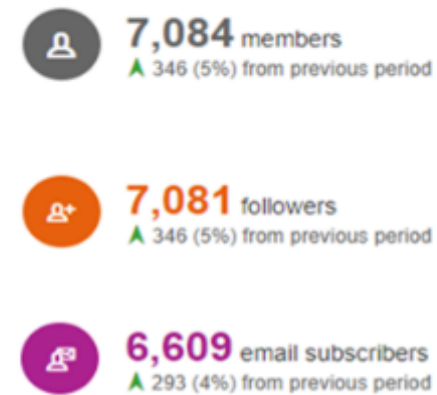
Our company









Business items



Monthly Dashboarding and Analysis



Most Engaging Items ①

	Myth 1.mp4	243
	Business Planning Training	172
	Sales Representative Competency Framework	161
	myth 4.mp4	158
	myth 5.mp4	102
	FLSL Sales Competency Framework.pptx	84
	Busiess Planning Template	61
	myth 3.mp4	53

Membership

Collaboration Score

Membership Trend
May - Jan

Most Engaging Content



ROI is generally a difficult measurement in Learning and Development but larger impact can be evaluated in Organisational annual culture survey results. Some are like these.

- ❖ +3% score on **Engagement**
- ❖ +5% on “**Developing capability** of it’s people”
- ❖ +6% on “I have the opportunity to **Grow and Develop**”
- ❖ +7% on “Leaders in my department demonstrate that **personal development** is important”