How Do You Actually Do Learning Ops?

An Overview

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Estimated read time: *4 minutes*

An Introduction.

The power of learning has long been misunderstood. But, as we've seen in recent years, there is more than meets the eye. In fact, learning programs — When done right — can result in significant lift to business outcomes.

There is the rub, though: Learning-focused initiatives are *rarely* done right.

We know this because of data points like the following:

According to Gartner, 70% of workers say they do not have the mastery of the skills necessary to do their job today. And, only 20% of workers say they have the skills needed for their current and future roles.

With the Learning Ops Flywheel (see right), however, we've changed that.

Learning Ops brings forward a cultural change to align learning with businesses' performance goals. This new operations model is supported with technology that delivers connected and personalized learning experiences that are impactful for workforces, customers and partners.

Implementing Learning Ops doesn't require you to start from scratch. As a continuous process, it leverages what you're already doing and levels that up so your learning programs pack a punch.

Let's break down each step.

"70% of workers say they do not have the mastery of the skills necessary to do their job today. And, only 20% of workers say they have the skills needed for their current and future roles."

Align Teams and Outcomes, and Prioritize for Impact.

Get Business Support.

Learning delivers maximum impact when it has executive sponsorship. For example, in order for learning to boost a field service team's customer satisfaction (CSAT) score, the head of field operations needs to buy in.

It is critical to gain consensus on which teams will employ the use of learning programs and ensure that leadership embraces the initiative.

Understand Opportunities.

Dive in and get to know what's working — And what's not. That means reviewing data about learner engagement, satisfaction and confidence.

Speak with business leaders about their respective challenges and partner with them to identify new opportunities to drive impact with a learning-based program.
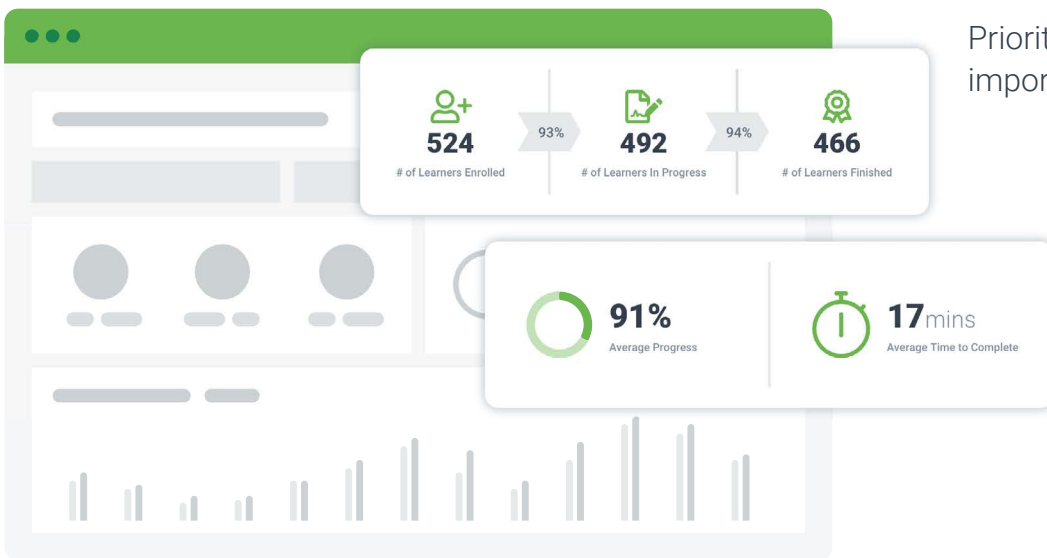
Prioritize Business Outcomes.

Business outcomes describe the desired impact that learning programs will make towards a company's performance goals. They're measurable and business leaders set these metrics. Take, for example, field operations managers at delivery and logistics companies that commonly seek to: *Reduce the number of customer complaints about damaged packages by __%.*

Prioritize results that are most important to the business.

TIP:
Pick one or two business outcomes, and get started.

524
# of Learners Enrolled

93%

492
# of Learners In Progress

94%

466
# of Learners Finished

91%
Average Progress

17mins
Average Time to Complete

Create Engaging Content That Drives Better Performance.

Write Learning Objectives.

Learning objectives capture the knowledge, skills and behaviors people should exhibit after they complete a learning program. These directly support business outcomes and serve as the foundation for content creation.

Below are several examples of learning objectives.

Map the Learner Journey.

Plan the path that people will experience as they progress through your learning program. Consider **how** they'll learn (e.g., Microlearning, Instructor-Led Training (ILT), etc.), **where** they'll learn (e.g., in-app, CRM, website, etc.) and **when** they'll learn (e.g., A worker picks up a new shift, a customer purchases a new product, etc.).

TIP:
Notice how the learning objectives below are clear and compelling? When people know why they're learning and what they're learning about, satisfaction and confidence skyrockets.

Workshop Overview

Learning Objectives

Add Activity

Add Section

Title

Learning Objectives

Description

B *i* U A: ☰ ☰ ☰ ¶:   ⌗ 🖾 ◻ +:

Here's what you'll learn, {{current_person.first_name}}.

1. Explain why it's crucial to deliver packages with care.
2. Identify the signs of a damaged box.
3. Describe what to do if the packaging is damaged.

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Learning Objectives

Here's what you'll learn, Lucy.

1. Explain why it's crucial to deliver packages with care.
2. Identify the signs of a damaged box.
3. Describe what to do if the packaging is damaged.

CONTINUE ›

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⭐ Create Engaging Content.

Every business has learning-related content. It may not be amazing but it exists. And, in most cases, it can be tuned up and put to use. Audit your existing assets and create new content.

The key is to make sure it follows this criteria:

- **Intentional.** Provide learners with the *why* and *what*. Make sure there's an objective.
- **Structured.** Every experience should have a clear outline of topics.
- **Well Designed.** Great-looking content that delivers an experience has better adoption.
- **Personalized.** The best content knows what people need, when and where they need it.

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Step #3

Deliver a Frictionless and Human Learning Experience.

Connect Systems.

Gone are the days of forcing people through a clunky LMS and extensive catalogs of irrelevant courses. Connect learning programs to your mobile app, website and all your business systems (e.g., CRM, Help desk, HRIS, etc.), and use data to automatically deliver valuable content right within the touchpoints your learners use every day.
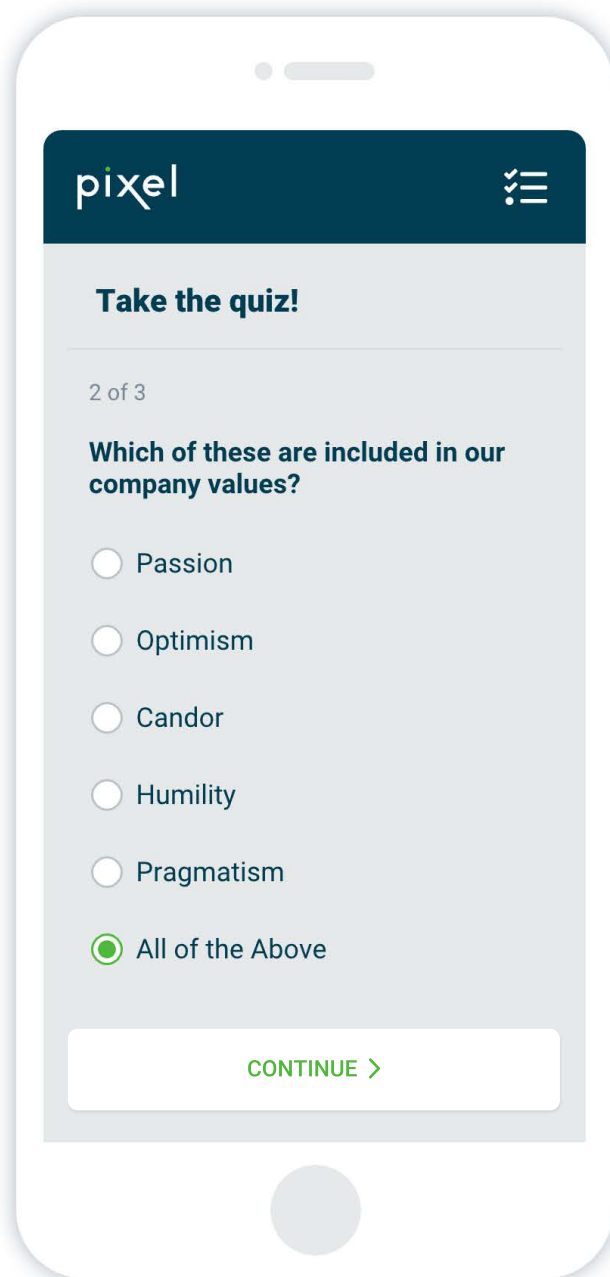
TIP:

When learning is hyper relevant, it boosts engagement thereby leading to better outcomes.

Be Helpful.

Support people as they move through your learning experiences. Don't let them get hung up on questions or assignments. Use data and automation to assist them instantly. And when an individual's progress stalls, send a gentle reminder to encourage them to keep moving towards the finish line.

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Take the quiz!

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Which of these are included in our company values?

○ Passion

○ Optimism

○ Candor

○ Humility

○ Pragmatism

◉ All of the Above

CONTINUE ›

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Celebrate Success.

Completing an assignment, demonstrating a learning objective and achieving a business outcome are accomplishments. Each one deserves a celebration. Shower your people with recognition and reward as they move along the learning journey.

TIP:
Keeping people motivated elevates confidence and performance.

Get Feedback.

Establish a feedback loop by providing your learners a way to tell you if they enjoyed the experience. Additionally, make sure to understand how confident they are with the topics they learned.

When satisfaction and confidence are high, outcomes happen.

OLD WAY
Company Centric

NEW WAY
Learner Centric

The **COMPANY** makes me do training.

Someone ticks a box in the **CORPORATE LMS.**

Training content is **GENERIC** and one-size-fits all.

The learning experience is **CUMBERSOME.**

I am **CONFUSED** about why I do this training.

I **WANT** to engage in the learning opportunities.

I drive **REAL IMPACT** to the top and bottom lines.

Learning matches **MY NEEDS AND PREFERENCES.**

Relevant learning **COMES TO ME** when I need it.

The learning program boosts my **CONFIDENCE.**

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Are You Ready?

Understand *exactly* how Learning Ops can help you achieve a frictionless, engaging and more human learning experience that drives business results, now.

Speak with a Learning Ops Expert