Brandon Hall
GROUP

SAP Litmos

Driving Adoption for Better Learning Outcomes

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What Is Adoption?

Adoption is when a majority of your intended audience participates in a learning event that you have implemented.

Barriers to Adoption

Employees are too busy for training. They have too many other priorities.

Employees think they already know the material, so they don't want to attend.

Training has a bad reputation, so employees avoid it like the plague.

Systems are hard to use.

Nothing seems relevant.

Learning in a Marketing World

The marketing function in most organizations has already figured out how to target audiences, grab their attention, and keep them engaged. Learning could stand to learn a few things, particularly when it comes to the use of social media.

73% Companies that have a dedicated social media team for marketing [1]

**24%** Companies that have significantly explored social media for learning [2]

1. Altimeter Group   2. Brandon Hall Group

YOU ARE HERE

Predictive analysis and segment focused communications.
TARGET MARKETING

Iterative and progressive communications across all channels
INTERACTIVE CONVERSATIONS

CRM

SEGMENTED MARKETING
Broadcast your message to a specific segment.

CUSTOMER DRIVEN COMMUNICATION
Personalized communication based on individual behavior patterns

User Adoption

With any innovation, such as targeted marketing to get more employees to participate in learning experiences, true early adopters are hard to come by. Research shows that only about 16% of your audience will be innovators or early adopters. Additional research indicates that there is actually a significant chasm between Early Adopters and the Early Majority, indicating that it takes a great deal of effort to convert users after the Early Adopters.
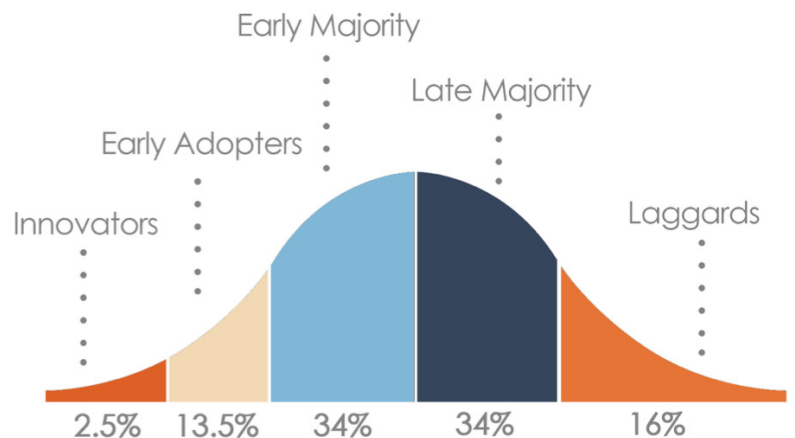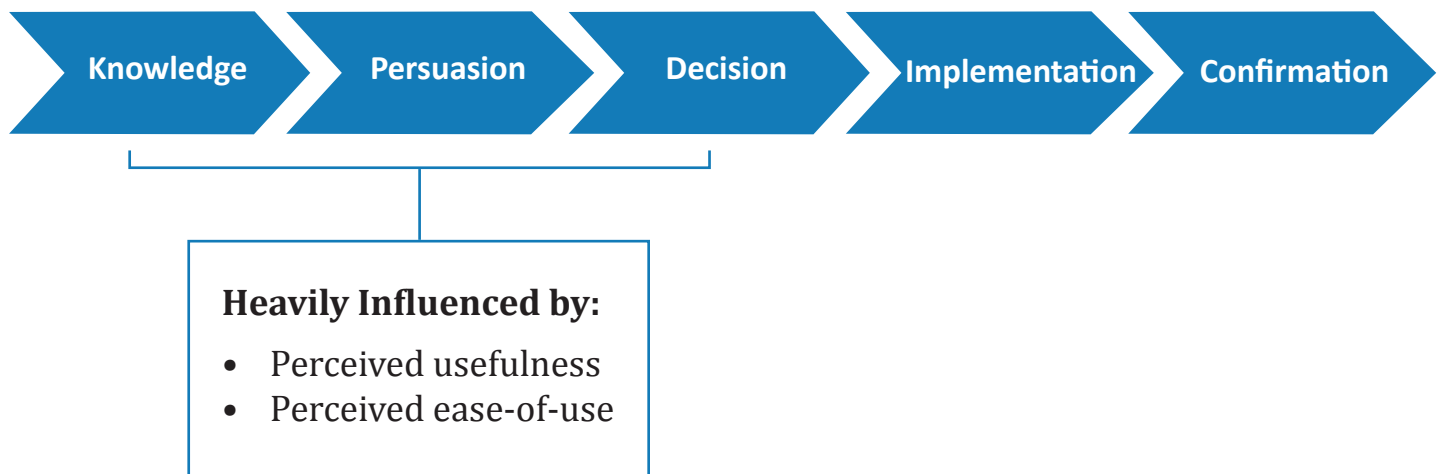

Rogers Diffusion Of Innovation Bell

Source: Diffusion of Innovations, Everett M. Rogers

Users go through specific stages of adoption. The first few stages - when the audience becomes aware of the software, is persuaded to use it, and ultimately decides to use it - are heavily influenced by how easy to use the software is, as well as how useful it seems to be.

Five Stages of the Adoption Process:

Knowledge ▷ Persuasion ▷ Decision ▷ Implementation ▷ Confirmation

Heavily Influenced by:
- Perceived usefulness
- Perceived ease-of-use

Gamification

Gamification can provide simple motivation for adoption by encouraging people to acquire points, badges, acknowledgement, or really any form of recognition that suits the audience. Mismatched game mechanics can lead to demotivation, however. For instance, some learners can be deterred if they never make the leader board. Other learners may not be enticed by the prospect of points. Understanding the audience is critical to the effectiveness of gamification.

Leaderboards and point systems can be effective.
- Know your audience
- Provide the right incentives
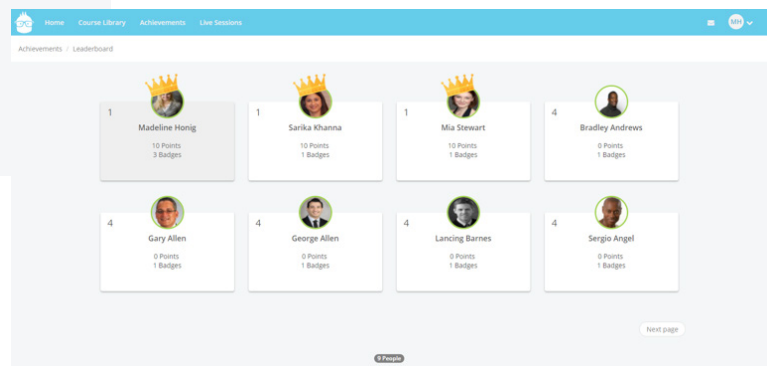
Knowing Your Audience

Marketing is successful by targeting its audience. Learning needs to take the same approach in understanding learners in order to deliver more personalized experiences.

For every training project, think to yourself:

Do learners want it?

Do learners need it?

If you were them, would you take it?

Knowing Your Audience (cont.)

Conduct a Learning Needs Survey

- **What training would help you do your job better?**

- **What training would help you develop your career?**

- **When do you prefer to take training? On what device(s)?**

- **Be careful with "learning styles."**

Communication and Marketing

Do you have a Corporate Communications team? Partner with them!

Ads on your company intranet	Videos / blog posts from the CEO	Targeted emails from executives	Signage in lobby, kitchen, bathroom

Lunch with the CEO	Contests / Prizes / Rewards	Leader boards	Recognize successful employees

(Make sure to schedule projects around company events and busy times of the year.)

Focus on Usability

- Do you conduct formal UX / UI reviews?
- Do you hold focus groups?
- Do you listen to your users?
- Do you take action based on feedback?
- What barriers can you remove?
- How many clicks can you reduce?
- Do you need to use the LMS for everything?
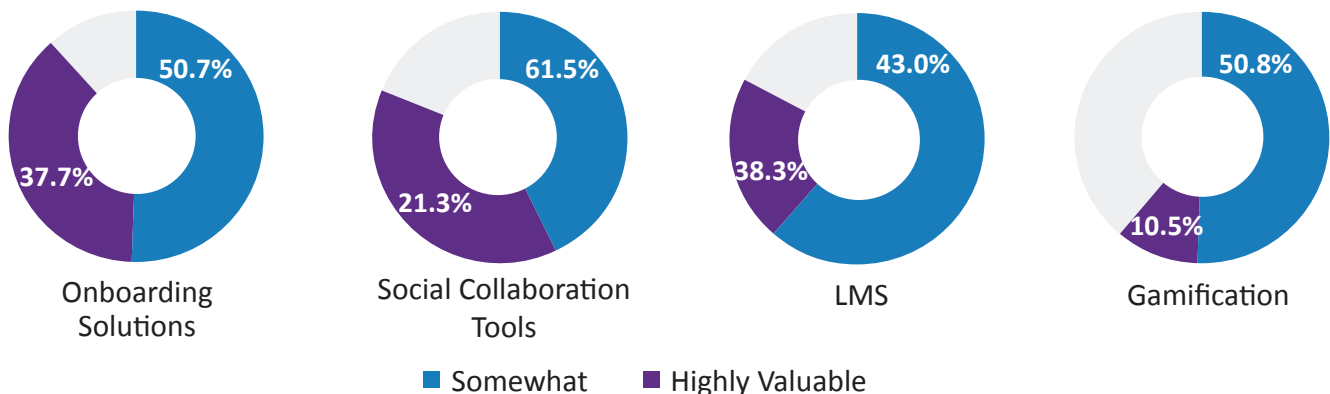- Can you get content to your users faster?

Ultilize Ambassadors

- Designate certain employees to be ambassadors (power users)
- Create a feedback loop to continually get their input
- Use them to represent and promote learning programs
- Have them run focus groups with end users

(Fair warning, they may not be the best teachers).

Integration and Engagement

Tools for Engagement

About 81% of organizations see the LMS as a valuable tool for overall employee engagement. Given the wide reach of the LMS and the type of interactions that occur within the platform, organizations should view LMS adoption as a critical piece of their overall engagement strategy. Gamification is also seen as valuable by almost two-thirds of companies.

Value of Tools to Engagement Strategy

Onboarding Solutions	Social Collaboration Tools	LMS	Gamification
50.7% / 37.7%	61.5% / 21.3%	43.0% / 38.3%	50.8% / 10.5%

■ Somewhat   ■ Highly Valuable

Video

The ability to include video in the learning platform has also done a lot to improve adoption. People are used to consuming videos, both for entertainment and for learning. It is a great use of mobile devices as it uses the entire screen space. Advances in searchability, annotations, and interactions have only solidified video's place in an engaging learning environment.

Integration and Engagement (cont.)

Having a wealth of different materials available helps drive adoption because there is usually something that can fit the needs of any type of learner. From length to format to topic, it's important to give learners an opportunity to interact as they see fit.

What Helps Adoption?

Learning that carries most, if not all, of these characteristics is more likely to be adopted into people's everyday workflow, as opposed to more traditional classes and courses, which can be seen as separate from the job.

Contextual		
Role	Location	Development path

Small	
Short videos	Quick updates

Informal	
Everyday	Ad hoc

Mobile	
Down time	Moment of need

Social	
Discussions	Recommendations

Adoption Does Not Equal Success. Adoption should be **ONE** of **SEVERAL** KPIs.

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Key Takeaways

- **Communication aids adoption.**

- **Learn from Marketing.**

- **Learning needs to meet the learners where they are.**

- **Highlight WIIFM (What's In It For Me?).**

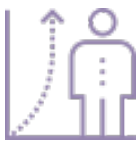- **Incentivize if necessary.**

About Litmos
The Continuous Learning Suite

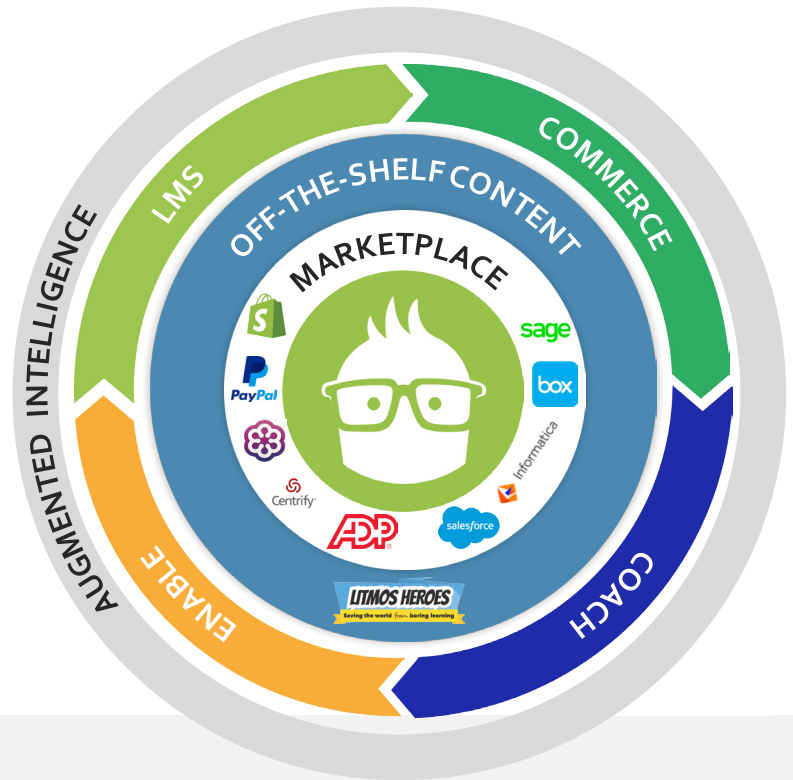**Customer Training**

Partner Training

Employee Development

Compliance Training

Litmos in last 5 Years

Used by 40% of the Fortune 1000

#1 in Customer Satisfaction

Double-digits growth

Recognized as a **category leader**

From 10K to 5M Users

Over 30 Million Courses Taken

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- www.litmos.com

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.

| PLAN | ATTRACT | DEVELOP | PERFORM | RETAIN | OPTIMIZE |

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- Payroll
- Expense Management
- Benefits & Compensation

- Contingent Workforce Management
- Compliance
- Time & Labor Management

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- Governance & Business Alignment
- Executive Management
- Team Development
- Measurement & Analytics
- Program Design & Deployment

- Technology Selection, Management & Integration
- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

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At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient. Membership also provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

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