eduMe

Ensuring Success with eduMe:

Playbook for Launch & Ongoing Engagement

Welcome!

I'm Jacob - the CEO & Founder of eduMe.

eduMe was born out of a need to make learning engaging and accessible for today's workforce. We realized existing methods weren't enabling businesses to achieve their goals. Only 15% of people globally are engaged at work, and low engagement leads to poor business results like **21%** less profitability, **17%** lower productivity, **41%** higher absenteeism and **59%** higher turnover.
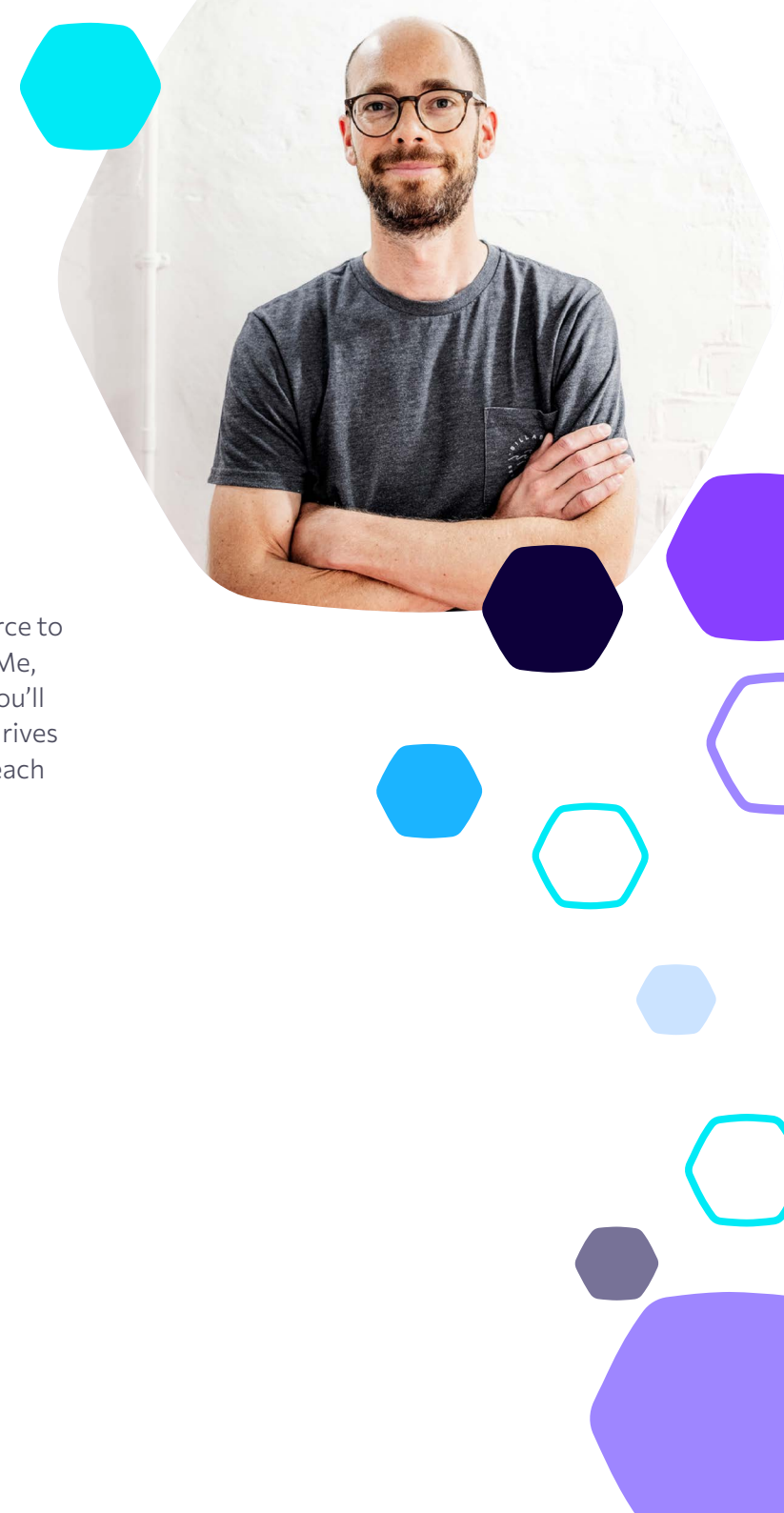
Choosing the right tool to provide your workforce with seamless access to relevant knowledge is the first step, but workforces are living breathing entities. Achieving **Workforce Success** - the success of the whole that is built upon every individual's success - is an ongoing journey.

We've distilled our knowledge into this resource to enable you to have a powerful start with eduMe, and then maintain this momentum. With it, you'll ensure that learning is retained, applied and drives the long-term behaviour change needed to reach your business goals.

Thank you for investing in your workforce's success with eduMe.

Think of us as an extension of your team - on hand to ensure you achieve success through our partnership.
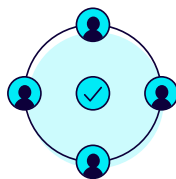
Jacob

Contents

How eduMe enables Workforce Success

eduMe allows you to provide every member of your workforce with seamless access to relevant information, at the point they need it, resulting in:

IMPROVED PERFORMANCE

INCREASED RETENTION
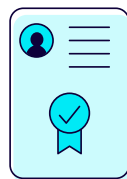
A SAFE, COMPLIANT ENVIRONMENT

To achieve this, your workforce needs to actively engage with the eduMe platform, consuming content on a regular basis.

This interactive playbook shares the expertise required to engage your workforce and elevate their performance. We draw on our years of experience with clients including **Uber, Deliveroo, Gopuff, Vodafone, Wolt and Orange** to arm you with a toolbox of techniques that will ensure a successful launch and ongoing adoption plan. 🚀

This playbook will teach you:

✓ How to tap into the two fundamental traits that drive a successful workforce **- motivation and engagement**

✓ How to launch **eduMe** successfully

✓ How to maintain high engagement with the platform over time

Why is a lack of motivation and engagement a problem?

Motivation and engagement aren't just buzzwords.

Their absence has implications for the success of a company's workforce, and by extension - the company itself. An engaged **workforce** is not just something to aspire to, it's a prerequisite for success.

Engaged employees perform **20%**[1] better than their non-engaged counterparts, so it's no surprise that companies with high employee engagement are **21%**[2] more profitable. But the reality is - **85%**[3] of people **aren't** engaged. And this lack of engagement is estimated to cost the economy $450-550 billion[4] per year. 📉

Why is low engagement so costly?

Disengaged employees are unmotivated and unproductive - they clock watch, are indifferent about your company's success, and can even work to undo the hard work of others by spreading negativity or undermining their efforts. They are also **87%**[5] more likely to leave your company.

When disengagement is rife, so is turnover. Over the last decade, employee turnover has risen year on year. High turnover severely impacts success - when someone leaves, replacing them can cost up to **33%**[6] of their salary. 💰

This involves 'soft costs' (reduced productivity, interview time and lost knowledge) and 'hard costs' (recruiting, background checks, temporary workers, drug screens). The longer an individual stays with you the more economic value to the organization they bring - employees are an appreciating asset.

An engaged **workforce** is a motivated, productive and loyal one. And knowledge lies at the heart of engagement - companies rated highly on training see **53%**[7] less turnover. 🙌

> **DEFINITION**
> ....
> **Workforce** - all the people who work or provide services for a company or organization

When you show you're invested in an employee's success, by putting the information they need to succeed at their fingertips, you create a culture they associate with your company alone, compelling them to stay and giving you a competitive advantage in today's talent war.

Defining motivation and engagement

First things first - what do these terms actually mean in relation to learning?

Motivation 💪

— **Motivation is what drives someone to take an action e.g. putting in extra hours to close a tricky deal**

— This driving force can come from outside of the individual (known as **'extrinsic motivation'** - e.g. putting in extra hours because a bonus awaits at the end), or it may come from inside the individual (known as 'intrinsic motivation' e.g. putting in the extra hours simply because you enjoy the thrill of a challenge)

— **Intrinsic motivation** arises from **doing the activity,** whereas extrinsic motivation comes from the **consequences of doing the activity**

E.g. if you enroll in a course because you enjoy expanding your knowledge, you are intrinsically motivated; if you're doing it to earn a raise or promotion, you're extrinsically motivated

> DEFINITION
>
> **Extrinsic motivation** - when a person engages in a task or behavior because they hope to gain a reward, or they want to avoid punishment
>
> **Intrinsic motivation** - when a person engages in a task or behavior because they find it enjoyable, interesting or rewarding

Engagement 😀

— **Engagement is the degree of attention, curiosity, interest, and passion that an individual feels towards something - an activity (like learning), their job, a conversation**

— The more engaged an **end user** is, the better they will understand, remember and apply the material they've learned - giving you higher ROI on your eduMe investment

> DEFINITION
>
> **End users -** the people at your organization who will be accessing the eduMe platform to complete lessons, read messages and participate in surveys and assessments

— You can view engagement in terms of 'flow', a theory put forward by psychologist Mihaly Csikszentmihalyi.[8] He defined it as a state of "energized focus, full involvement, and enjoyment in the process of the activity"

There are plenty of ingredients that go into the mix, but ultimately, success depends on whether you've unlocked motivation and engagement. Without these, you're unlikely to even get things off the ground, never mind build any kind of momentum.

Driving motivation & engagement

Now that we've covered why motivation and engagement are so important, let's move onto how you create momentum for eduMe in your organization, and ensure that each and every member of your workforce is aware of eduMe and feels ready and excited to make the most of this opportunity.

The Engagement & Motivation matrix explained

This matrix is a useful framework showing us why both motivation & engagement are essential when we launch a new initiative such as eduMe.

The worst possible scenario is Quadrant I, where people are neither motivated nor engaged. And the most effective learning occurs in **Quadrant I,** ✓ where individuals are motivated AND engaged - this is what we are aiming towards.

> "
>
> Learning involves motivation, rework, practice, practice, practice, and feedback
>
> **Karen May,**
> Vice President, Google   Google

	Motivated	Not motivated
Engaged	**I** · the end user has a strong reason to participate in the program, and is paying attention to the course · optimal learning environment with the most likely chance of success ✓	**II** · the end user is not driven to learn but the course is holding their interest and attention · learning is incidental but possible · learning success depends on content quality and instructional techniques
Not engaged	**III** · the end user has reason to learn but is struggling to connect with the material · some learning will occur, but slowly and/or sub-optimally	**IV** · the end user has no compelling reason to learn, and is failing to connect with the material · learning outcomes are not achieved · especially common with mandatory or compliance training

The Engagement & Motivation matrix - where do I sit?

Exercise: Where do your **end users** currently sit? Do they have a strong reason to participate in the program or no compelling reason to learn?

If you haven't launched eduMe yet, you can do this exercise for another initiative or tool you have implemented.

Fill in the relevant box on the matrix with the reasons why you have selected this position 🖊️

III

E.g. When we hosted a day-long workshop, our end users were motivated to learn - they felt excited an external speaker was coming in. But in the end they struggled to connect with the material because they were being passively delivered information, over long stretches of time (1+ hours), which didn't promote engagement.

	Motivated	Not motivated
Engaged	I	II
Not engaged	III	IV

Motivation & Engagement - checklist

Filling in the matrix is a useful starting point that enables you to reflect on your current situation. The checklist below is a great way to further plan your eduMe launch (we'll share more strategies for before, during and after launch on pages 25-35).

Motivation 💪

- ✓ **Complete a thorough needs analysis to see what performance and learning gaps you have.** Identifying these will focus your efforts and help you achieve your business objectives. Check out **our Help Center article** on how to do this 🔍

- ✓ **Involve end-users** as well as managers to find out what the training program should include

- ✓ **Give them good reasons to participate:**

  - ▶ Explain why you're introducing or running the program, and what it means for them

  - ▶ Clearly outline how it will benefit the end user personally (address the 'what's in it for me' - this will be the prime question on peoples' minds)

  - ▶ Clearly outline how will it benefit the organization as a whole, by ensuring that the connection between the training and your business outcomes is clear

- ✓ **Create intrinsic motivation** by ensuring that end users can quickly apply the knowledge they've gained, leading to more efficient, effective work

- ✓ **Use incentives to motivate end users:** this is especially powerful at the start of their eduMe journey. Small prizes and recognition are incredibly powerful here 🏆

- ✓ **Don't wait for the last minute!** Start building buzz ahead of launch to raise awareness and build excitement. Plan a communication campaign around the program to ensure end users know why they should participate. Use a variety of channels, and repeat the message over a period of time to ensure it gets through 🗣️📅

> " True motivation must come from within—it must be intrinsic. Prizes or awards (extrinsic) may bribe someone into performing a certain action but compliance is not motivation. If you want your group to be successful, intrinsic motivation must be infused into every aspect
>
> 'Is Intrinsic Motivation Better Than Extrinsic Motivation?'
> **Elaine Clanton Harpine**

Engagement 😃

✓ **Make sure that your content is prepared in advance** and has been tested with a small group of managers and end users - ideally you will 'soft launch' and gather some feedback first, in order to make your hard launch as impactful as possible

✓ **Develop enough content to keep a user busy for a couple of weeks** Launch with at least 2-3 relevant, interesting courses: ensure that end users' first experience of eduMe is positive, allows them to binge on useful content, and results in them coming back for more 🔄

✓ **Stick to the principles of microlearning** - concise, 2-4 minute lessons, engaging courses and messages

✓ **Use video!** It promotes knowledge retention. We're 95% more likely to retain the information in a video[9] as it's easier to understand. We process visual information in 250 milliseconds and our visual system activates over 50%[10] of our brains. It's also how we prefer to consume content - video makes up 80% of all internet traffic[11] 🎥

✓ **Learning happens in the sweet spot between the 'comfort zone' and the 'panic zone'.** Make sure your content is not too hard, and not too easy

✓ **Employ these key learning design principles:**
  ▶ Make all content end user-centric and interactive
  ▶ Always include clear objectives and explanations
  ▶ Ensure variety in your media, activities &
  ▶ Include summaries and checklists

✓ **Tone** - keep your text clear, simple and conversational. Some members of your workforce may not be native speakers. Use emojis and friendly language where appropriate to connect with people on a more personal level. 🎙️ This is how they're used to communicating digitally outside of work, so it will resonate more

✓ **Personalization.** Tailor content to your workforce. What kind of messaging resonates with them? What will help them do their jobs better? What skills do they wish to develop?

✓ **Get your own people involved in the creation of videos.** Peer-to-peer learning is more effective, and creates a welcoming and personal touch 👥

✓ **Promote friendly competition.** eduMe provides a gamified learning experience - the application of game mechanisms (points, leaderboards, levelling up) in non-game environments. This is a great way to motivate, make an activity more enjoyable and encourage repeat usage 🏆

DEFINITION
....
Gamification - when the mechanics, principles and strategies of game design - e.g. points, leaderboards and levels - are applied to a non-gaming context, like learning

Learning is social

Did you know **55%** of people prefer to turn to colleagues for support first? Google is one company that formalized the peer-to-peer learning they saw already happening, in their 'Googler-to-Googler' program. **80%** of their training now takes place through this program, leveraging the expertise of individuals within the company for the benefit of all.

Apple also encourages peer-to-peer learning via an internal app that enables individuals to perform their jobs more successfully. By opening up dialogue between employees, they are free to share best practice, tips and tricks with one another.

Your Shortcut to Workforce Success

Our Professional Services empower you to get maximum value from your eduMe investment - in minimum time.
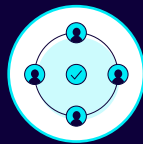
With 5 years' experience creating content that achieves results for clients including Uber & Gopuff, our Learning Design team enables you to:

Deliver on your business goals faster

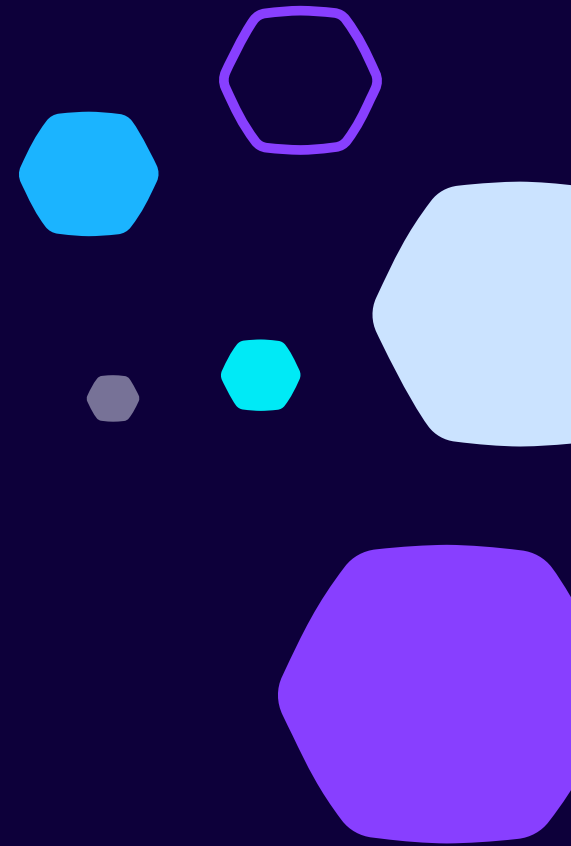Achieve higher ROI by deploying the optimal learning experience

Conserve internal resource

Want to find out more about our Professional Services?

SPEAK TO US

Preparing for launch

01 Build your company profile

Start by filling in the boxes below ✍️

Intro to your business

e.g. we are a supply chain logistics company with 5 fulfilment centers across the country

What business objectives are you looking to achieve through eduMe?

e.g. improved productivity, reduced training time, raised employee satisfaction, higher conversion rates, better safety results

What components do you need for a successful launch?

e.g. high quality content, buy-in from team managers

What are your current challenges?

e.g. we are unable to measure the ROI of training, our employee retention rate is poor

What does success look like?
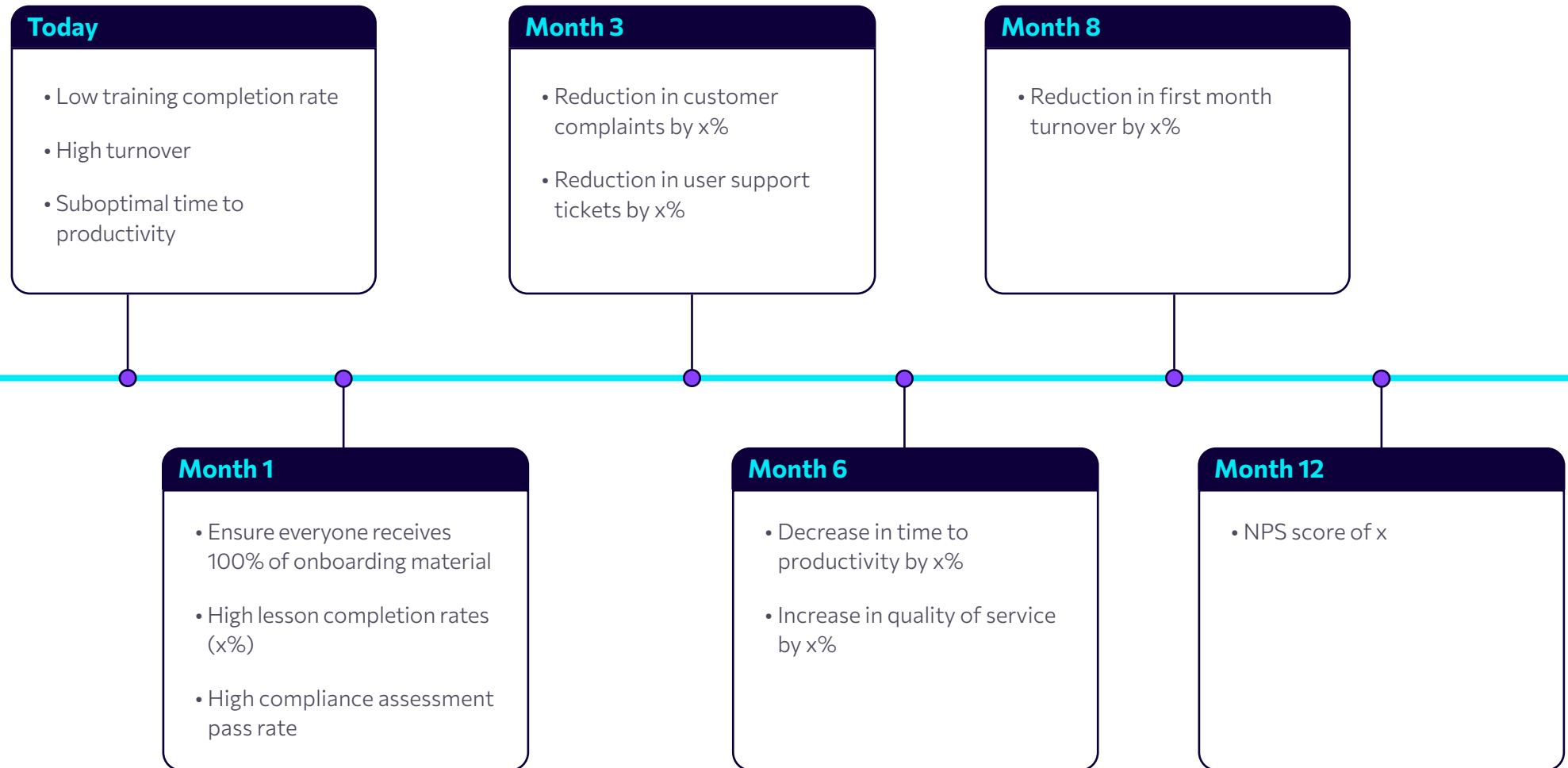
Tip: think about the key metrics you want to impact and note down your baseline and your target

How can you ensure ongoing use of eduMe to achieve your business objectives?

e.g. managers' KPIs to include team engagement with eduMe, rewards for 'Learner of the Month'

Now fill in the below to map out your desired trajectory for your learning initiative over the next 12 months.

Here's an example:

Today
- Low training completion rate
- High turnover
- Suboptimal time to productivity

Month 3
- Reduction in customer complaints by x%
- Reduction in user support tickets by x%

Month 8
- Reduction in first month turnover by x%

Month 1
- Ensure everyone receives 100% of onboarding material
- High lesson completion rates (x%)
- High compliance assessment pass rate

Month 6
- Decrease in time to productivity by x%
- Increase in quality of service by x%

Month 12
- NPS score of x

Start off with where you are today, and think about what you'd like to achieve by your next milestone, and the one after that. This next milestone can be in a month, or in 3. 📆

Add action points and goals to each future milestone. This will help ensure your roll out is tied to tangible results you are more likely to hold yourself - and team - to. ✍️

Today

Month 3

Month 8

Month 1

Month 6

Month 12

Understand your end users
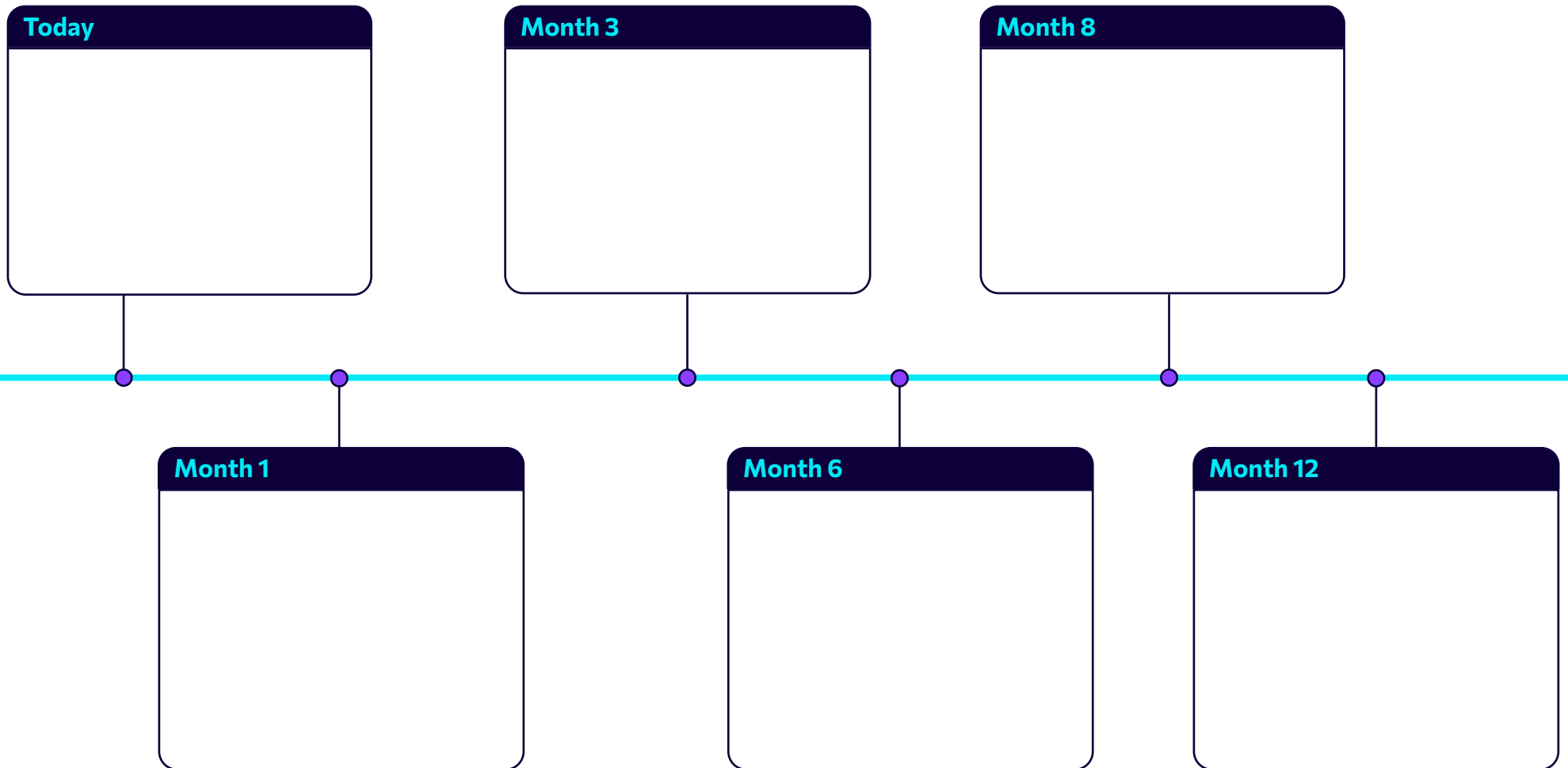
Now we've understood your business objectives, let's do an interactive exercise to find out more about your end users. What motivates them? What will resonate with them?

We'll think of your end users as personas. A persona is defined as an archetypal user of a system. They aren't real, but act as an example of the kind of person who would interact with your content and are meant to be an accurate representation of real people's needs. 👤

We can fill a persona in based on our knowledge of our user base, to give us insights into how we can tailor our communications and how we can create engaging content. 🎯

Think about your learning strategy, what you want to achieve, and then plot a persona for a type of user who would be interacting with this program:

▶ **What do they need to know to perform well in their jobs?**

▶ **What do they currently think and feel about your organisation?**

▶ **What are their biggest pain points at the moment?**

▶ **How can these be solved?**

▶ **What will enable them to learn most effectively?**

▶ **What motivates them?**

03 Creating a persona for your end user

Here is an example persona for someone in a Warehouse Operative role.

Persona Name: DAVE

Role: WAREHOUSE OPERATIVE

What are the behaviors, skills and information that will enable me to perform at my very best?

- New safe operating practices
- Site rules
- New health and safety practices
- All HR (GDPR etc)
- New security measures
- The culture & values of my company

How do I feel about the organization?

- Committed & loyal to the business
- Love his colleagues

How do I learn best?

- in short bursts
- when it doesn't feel like formal learning

Biggest Frustrations

I feel — there is a lot of bureaucracy & change

When — new procedures are introduced

Today I solve this by — passive resistance

I feel — afraid of learning

When — presented with new training

Today I solve this by — by learning on my own terms

I feel —

When —

Today I solve this by —

Now have a go at filling in the following based on someone who'll be using eduMe in your organization.

Once you've done this, you'll find it much easier to craft targeted, relevant communications for your end users, using language that motivates and inspires them.

Persona Name:

Role:

What are the behaviors, skills and information that will enable me to perform at my very best?

How do I feel about the organization?

How do I learn best?

Biggest Frustrations

I feel

When

Today I solve this by

I feel

When
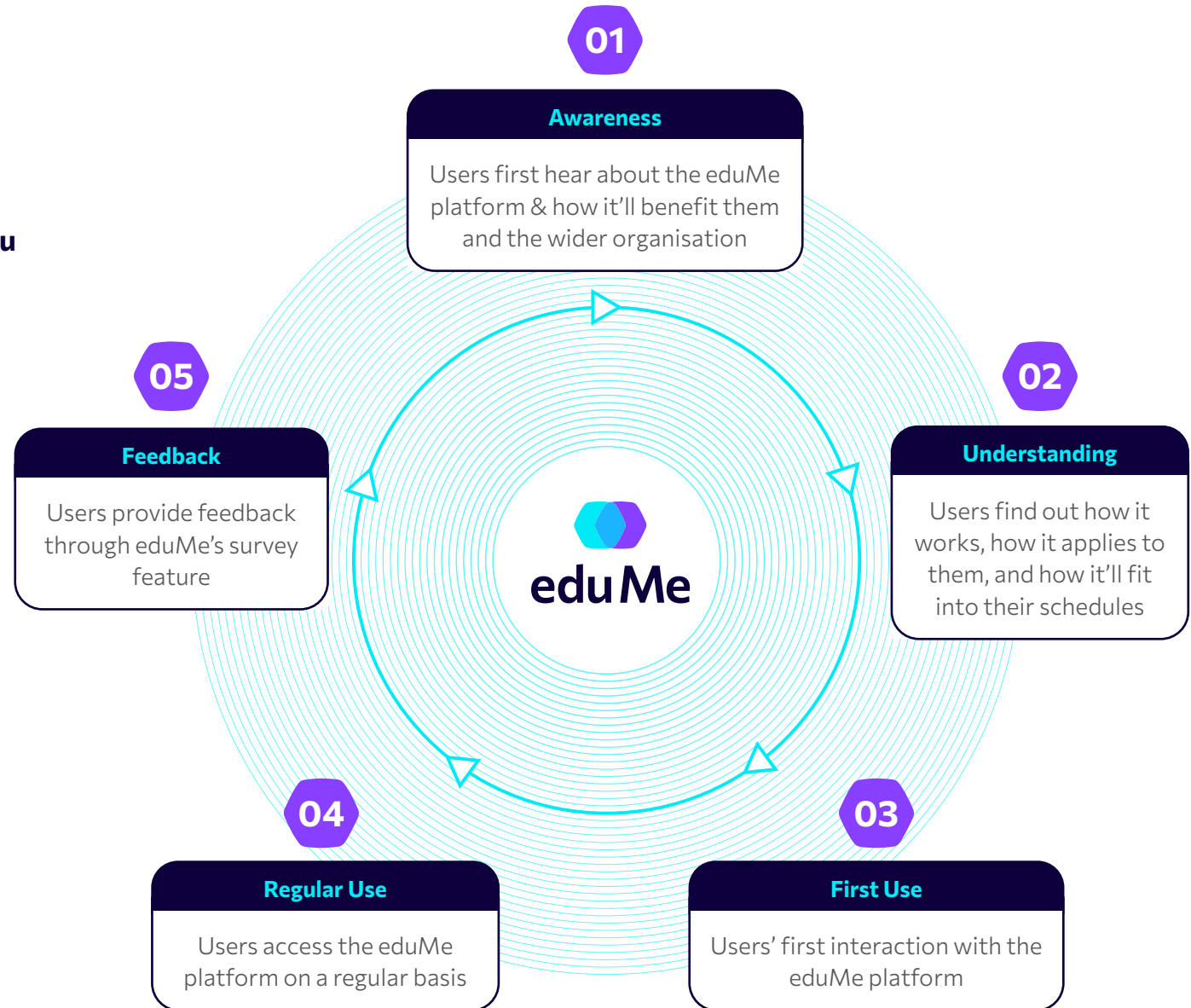
Today I solve this by

I feel

When

Today I solve this by

Understanding your users' journey

For a successful launch and roll out, you need to be aware of (and guide people through) the 'User Journey'.

A user's journey through the eduMe platform can be broken down into **five stages:**

01

Awareness

Users first hear about the eduMe platform & how it'll benefit them and the wider organisation

02

Understanding

Users find out how it works, how it applies to them, and how it'll fit into their schedules

03

First Use

Users' first interaction with the eduMe platform

04

Regular Use

Users access the eduMe platform on a regular basis

05

Feedback

Users provide feedback through eduMe's survey feature

eduMe

Awareness

**Remember that your users won't have prior knowledge of eduMe at this stage.**

This is a new platform and experience for them - they'll have plenty of questions around what it is and what the benefit of using it is for them.

Your communications around introducing eduMe need to be clear, positive and establish the **value** for the end user, so they see this as a positive change for themselves & the wider organization.
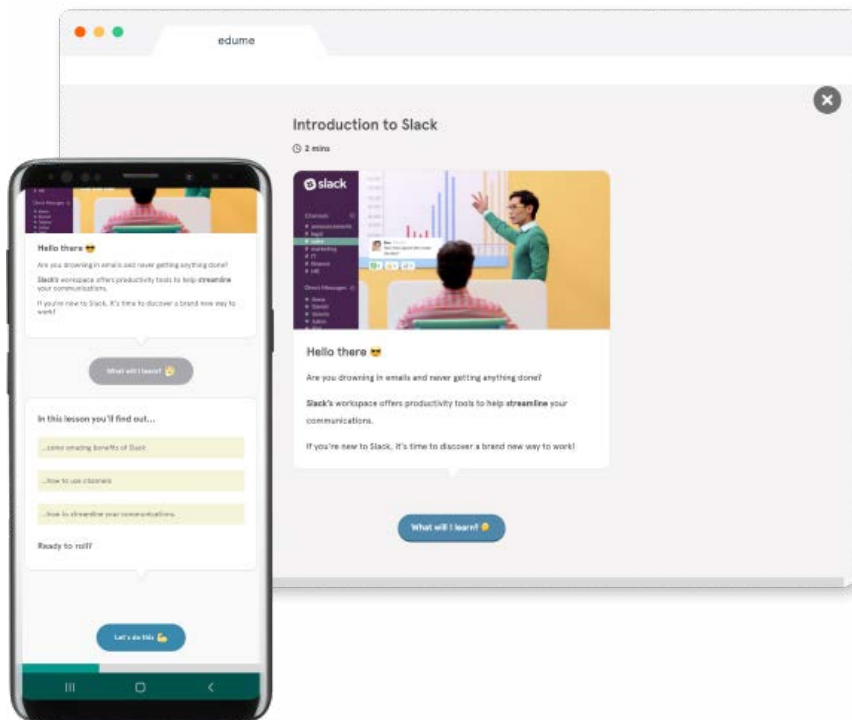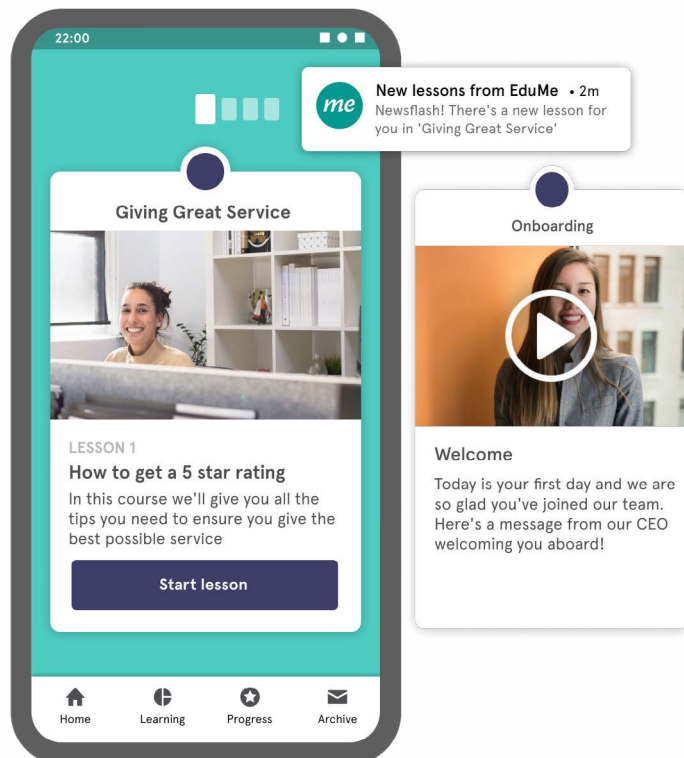

eduMe Top Tips:

✓ Make your end users feel special when you invite them to join the platform

✓ In all communications, clearly state how this tool will help them - e.g. enable them to achieve **higher sales, increased efficiency, higher earnings**

✓ Use teasers and countdowns to generate excitement through a variety of channels ⌛
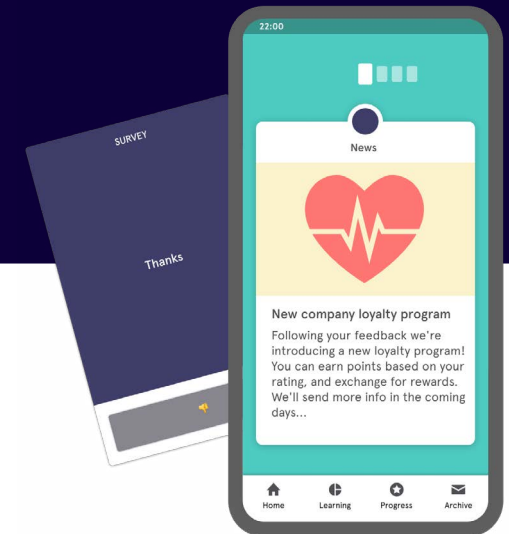
Your users have now heard of eduMe.

It's time to build on this by outlining how it fits into their daily schedules, and how it links to other development initiatives.
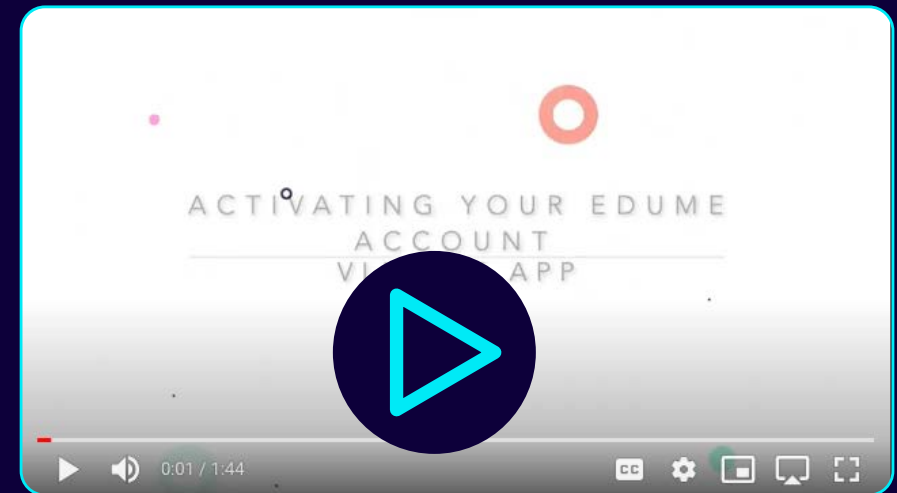
Ease of use is a selling point here. Present eduMe as a way for users to build up their **skills & knowledge** straight from their mobiles - anytime, anywhere. 📲

eduMe Top Tips:

✓ Send out a short video showing how to start using eduMe to all end users. Watch an example of how to do this here.

✓ Involve managers and/or team leaders to support with the rollout to their teams

✓ Emphasize the concise and accessible nature of learning through eduMe: lessons are short & interactive, and can be done straight from your phones

First impressions count.

At this stage, your users are engaging with the content you've created on eduMe for the first time.

Your end user will be judging the value of eduMe, so **having great content is key!** They want to know that the time they are investing into this new approach is both worthwhile (motivation) and enjoyable (engagement).

Looking for inspiration and ideas for creating excellent content? **Check out our library of sample courses...**

ACCESS NOW

" As we think about educational content going forward and the best way to deliver that we're leaning much more on creative - illustration, animation, video. It's more engaging and in a way that all consumers are much more comfortable consuming. We're spending a lot more time watching short snippets of video.

Andrew Dinh,
Global Product Marketing Manager, Uber

Uber

eduMe Top Tips:

✓ The first content you create should be high impact and high value for your users. What are the topics they really want - or need - to learn about? Let this be informed by the learning needs analysis you carried out

✓ Make sure there are **2-3** relevant, interesting courses ready and available for your users when they first access the eduMe platform. **At least one of them should be job-critical, and only available on eduMe. This is a tried and tested approach to drive quick initial engagement**

✓ Keep things concise. The modern worker is time poor, reporting just 4 minutes a day[12] to learn. We recommend a maximum of 15-20 minutes per course, and 3-5 minutes per lesson to hold attention

04 **Regular use**

Launching a successful learning initiative relies on making users' behavior habitual.

The goal is to turn learning via eduMe into a habit, so that continuously engaging with content and upskilling themselves becomes part and parcel of your end users' day-to-day lives.

You can do this by...

✓ **Thinking ahead beyond first use** - create a content creation plan spanning the next 3 months. What are the courses, messages & surveys you'd like to release? Who is responsible for creating them? Note down and share via your internal communication platform so team members and colleagues are aligned on who's responsible for what.

✓ **Making sure that essential, job-critical content is exclusively available on eduMe** - this is one of the best hooks to get end users into the platform.

✓ **Linking use of eduMe to career development plans.** E.g. to be considered for a particular job or promotion, users must complete a certain course or set of courses.

✓ **Creating champions within your organization who can generate content** (and enthusiasm) for eduMe. Get 'power users' to film a video Q&A, addressing frequently asked questions or sharing expertise.

✓ **Considering other means for driving regular usage** - are there rewards or incentives you can put in place? How will you recognize power users & high performers?

eduMe Top Tips:

✓ **Repetition is at the crux of turning something into a routine.**

Create new learning content on a regular basis and send out at least 3-5 <u>short messages</u> every week to ensure end users keep coming back to eduMe, and keep finding useful information when they log in. If they are seeing the same content, it's unlikely that they'll keep coming back
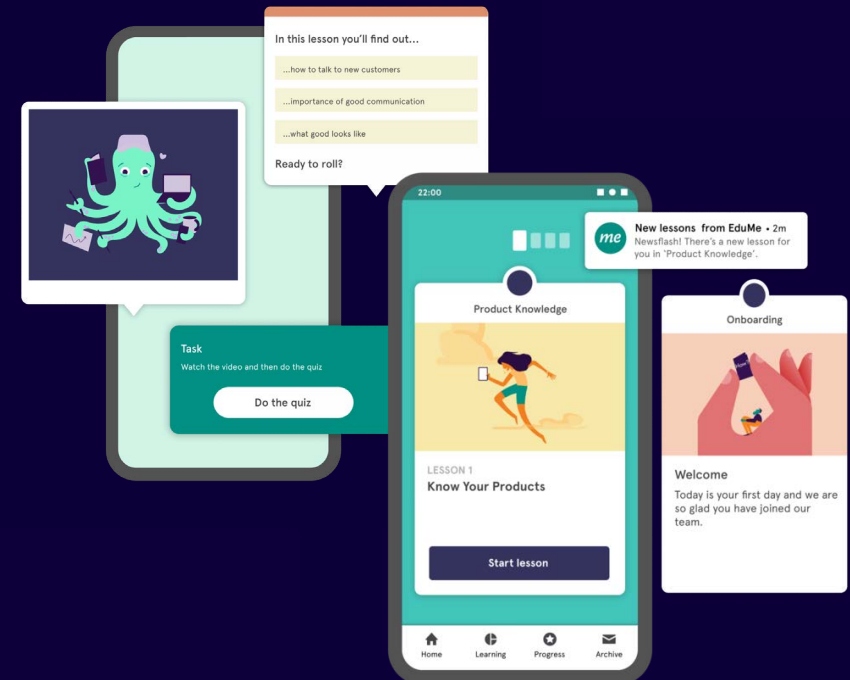
05 Feedback

Feedback should bookend the learning process.

Using surveys in eduMe to gather feedback from users is a great way of engaging your workforce through the platform, as well as giving your users a voice. When people feel heard, they are **4.6 times**[13] more likely to perform at their very best.

At this stage, your users will have a good idea of what works for them, and what could be improved, as well opinions on what else they'd like to learn about.

Think strategically about the questions you ask your users and what you will do with the feedback collected. It's essential that you show you've listened and are acting on the feedback provided. Asking for feedback and not acting on it has a negative impact on motivation.
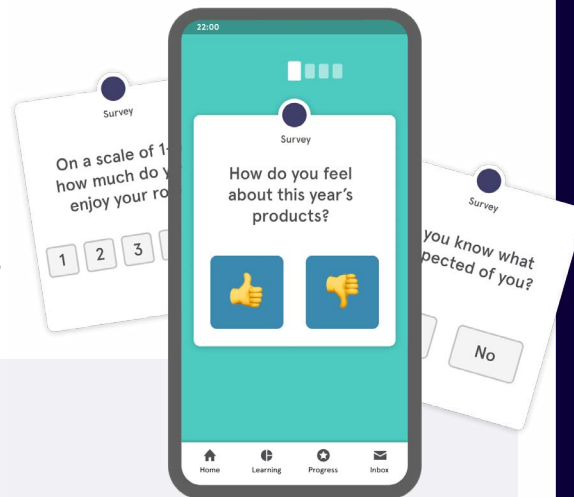
> " When companies continuously engage and respond to employees, they create an empowered workforce. Employees know their voices are being heard, their opinions count, and that they are an instrumental part of the business.
>
> **Josh Bersin**[14]

eduMe Top Tips:

✓ **Use surveys to gauge the usefulness & relevance of content** you've created by adding a question at the end of a course such as:

"Would you recommend this course to colleagues?"

"How useful did you find this course?"

"How likely are you to implement what you've learnt?"

"Do you feel ready to start using [new piece of software?]"

✓ **Use surveys to inform future content creation** - learning should be based around knowledge gaps, and one way in which these are identified is through asking employees about what knowledge they're missing. For example:

*"Which of these topics would you like to learn more about?"*

✓ **Use assessments in eduMe to measure competency of a desired behavior.** Assessment results can then also influence further learning initiatives

✓ **Turn feedback into action.** Be agile - listen to the feedback and be prepared to make changes to either your content or your learning strategy to achieve your business objectives. Managers that execute action plans see 7% higher engagement[15], while seeking feedback and continually failing to implement it will have adverse effects

Strategies to drive engagement and adoption
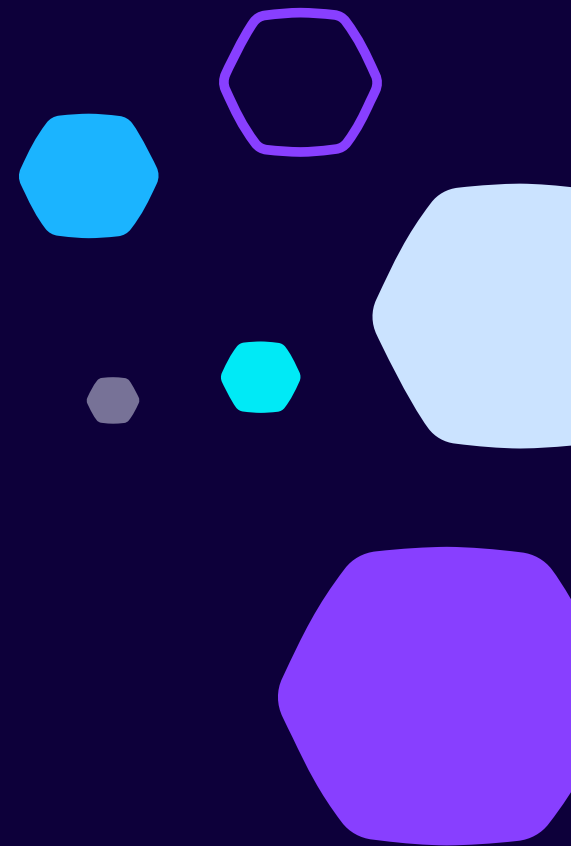
Strategies pre-launch

So far, so good!

Now it's time to create buzz and excitement across the organization and lay the foundations for a positive culture of learning. Workforce Success needs to be a company-wide undertaking.

75% of what makes a campaign successful is what is done to promote it. Campaigns launched with full communications strategies receive **2.2 times** more interactions than those without.[16]

Enlist support from senior leadership and managers so that your end users hear about eduMe from a variety of sources before launch day. 📣

▶ **Engage managers / team leaders.** Involve them from the start. **How?**

- Get their ideas on training content & get them involved in creating content for their teams

- Give them adoption targets for their team: this should be part of their KPIs

- Drive friendly competition amongst managers and provide incentives to make things exciting! For example, a challenge to see who can get the most team members to complete the first course

▶ **Make sure all your messaging is outcome-oriented.** Consistently and clearly lay out the benefits to the end users. *Will they be able to earn more? Do their jobs better/more efficiently? What will it mean for them?* Refer to the end user pain points & gain points you mapped out previously.

Top tip:

End users should have heard about eduMe **5-8 times,** via multiple channels, before launch.

Strategies pre-launch

▶ **Announce the launch of eduMe in all communication channels - digital and physical.** As well as email and intranet, mention it in town halls and company events. And keep reminding people of the launch date. When you send emails, add a fun, visual element. We can help to create images and GIFs **like this one,** used by one of our clients pre-launch. 🌱
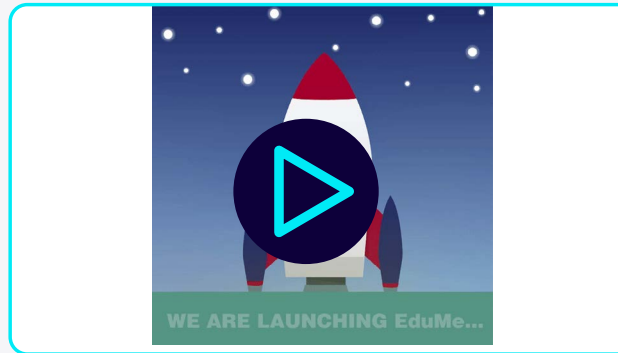
▶ **Encourage involvement from your Senior Leadership Team (SLT).** Request senior leaders to explain why your organization has started using eduMe by creating a short video **like this one,** and share this through as many channels as possible (email, intranet, Slack, and everything else you use!).
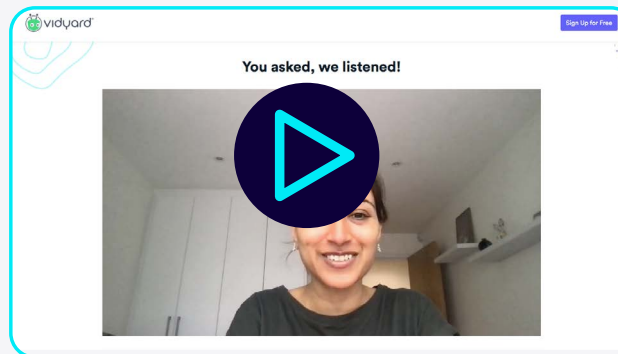
▶ **Use printed assets such as posters and flyers to announce the launch.** We can design posters, flyers, brochures, postcards and much more for you, and can include QR codes so that your end users can access eduMe immediately. Check out an **example here**. If you're promoting the launch of eduMe at company event, why not give attendees a flyer to take away with them? 🍫

Strategies pre-launch

- Ensure there's at least 1 piece of **essential content, shared exclusively via eduMe, at time of launch.** This should be a job-critical, mandatory course that all end users need to complete, and is only available via eduMe. Make sure to highlight this in all communications. Sharing content exclusively through eduMe motivates end users to engage, ensuring high activation from day one. By continuing to share critical content exclusively through eduMe, your end users will quickly associate eduMe with important information not to be missed. Once in the platform, they will stay and consume other content - especially if you adopt our microlearning best practices and keep content concise, interactive and engaging.

- **Give end users a taster of what's coming.** How? Send round a Preview Link to one of the lessons you've created - pick the one that will resonate most. This will build anticipation and excite your workforce.

Need some inspiration for pre and post-launch email comms?

We've created some email templates for you - just copy and paste!

ACCESS TEMPLATES

Inspired to make your own senior leadership video on the benefits of eduMe? Here are some prompts...

- ▶ "We take training and development seriously - we invest in our people, and want to provide ample opportunities for you to learn new skills and develop"

- ▶ "We also realise that you're busy and don't have time for lengthy workshops or long training sessions"

- ▶ "This is why we've partnered with eduMe - a mobile-based training platform that gives you quick, easy access to the skills and information you need so that you're empowered to perform at your best"

- ▶ "We chose eduMe because we realise mobile is where it's at - and we want to make your learning experience engaging, fun and interactive"

- ▶ "We're launching on [XYZ date] and you'll see that eduMe is incredibly easy to use; information is broken down into bite size chunks so you can dip in when you have 5 minutes spare"

- ▶ "eduMe is going to be your one stop shop for all training and information - don't miss out!"

- ▶ "Look out for surveys in eduMe so that you can share your feedback"

Top Tip:

Vidyard is a free & easy tool to create these videos.

Strategies during launch

→ **Spread the word.** On the morning of the launch, share the news in all the usual places your people get their information from. This could be your company's LinkedIn page, intranet or an internal newsletter. Harness the power of video - it's far more engaging than a block of text. The video should cover 3 topics:

1. Why you've launched eduMe

2. How eduMe will benefit your end users

3. How to get started with eduMe, e.g. look out for an email / SMS invitation, download the app onto your phone and enter your email address / phone number. **Easy as that!**

▶ **Leverage all channels.** Use channels your workforce go to regularly for reminders and updates e.g. Slack, email, SMS, Yammer or WhatsApp groups. In these, provide step by step guidelines on how to get started with eduMe **(example here)**.

→ **Host a launch event** 👋 either in person or a webinar. This will both drum up excitement and make sure no one slips through the net, missing the news. During the event, provide a live demonstration of just how easy it is to get started with eduMe.

▶ **Lean on us.** We can host virtual (or in person!) drop-in sessions to answer any questions on launch day. Just get in touch with your Customer Success Manager and we'll take care of the logistics.
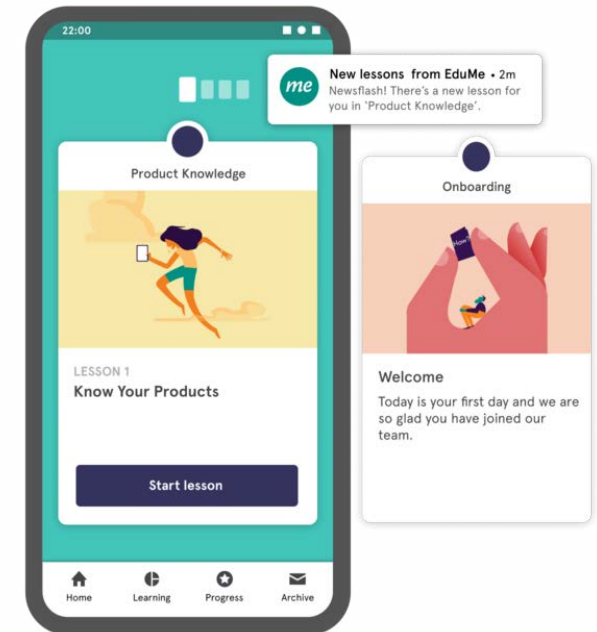
Strategies during launch

▶ **Host a 'lunch and learn'** 🍴 Not everyone is free at the same time during the work day, but everyone eats lunch (especially if you provide the lunch for them!). A lunch and learn provides the perfect opportunity to gather as many people as possible in an informal setting that inspires open communication and cross-company collaboration.

▶ **Set clear deadlines.** By when do users need to activate their eduMe accounts and complete certain courses? This is especially important if you're sharing mandatory, critical training & information via eduMe. Send calendar invites and emails to remind users of these deadlines.

▶ **Provide incentives to drive adoption.** An effective strategy is to tie an element of bonus/commission to learning e.g. only those who have engaged with learning are eligible to receive their full bonus/commision. Using such tactics unlocks extrinsic (or 'carrot on stick' motivation). Think about what else you can offer to get people excited about using eduMe. For example, offering a small amount of mobile data to those who complete their first course, or entering those who complete their first course into a prize draw. Use eduMe's messaging functionality to share the names of the winners to create more buzz and encourage people to pop into the app.
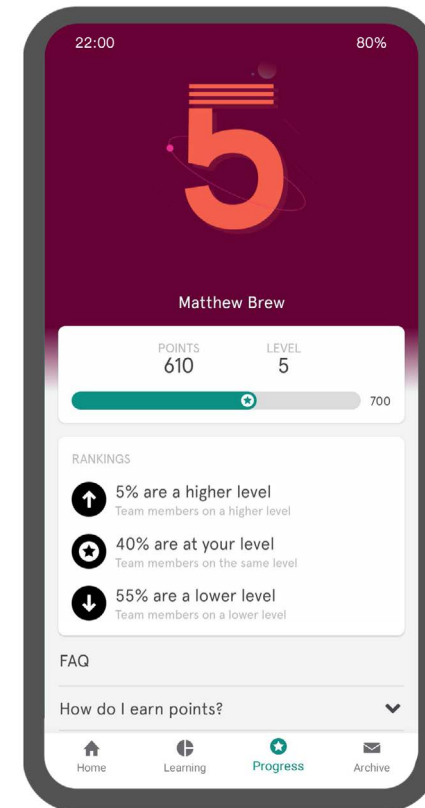
Strategies during launch

▶ **Create fun competitions** where people can win small prizes and/or gain recognition for their engagement with the great content you've shared with them. For example, awards/prizes for completion of a certain number of courses, or for achieving high scores in assessments. More ideas can be found in **this blog.** 🔍

Remember: incentives and prizes don't always need to be financial - giving recognition, for example, is an undervalued motivator.

Receiving recognition triggers dopamine release. **75%** of employees reported[17] a motivation boost following managerial praise.

Client best practice spotlight 🔦

ARAG Legal Services used a prize draw to motivate their brokers to complete training on eduMe.

The time pressure of a closing date combined with the allure of a reward (in their case - a luxury drinks box or chocolate hamper) acted as a double incentive, spurring end users into action.

Powered by EduMe

LAST CHANCE TO ENTER

Win a luxury drinks box or chocolate hamper - register by 30th April 2021 and complete one training module to enter the prize draw.

edu me

ARAG

Strategies
post-launch

▶ **<u>Create useful, relevant content on a</u> <u>regular basis.</u>** Your end users will keep coming back for more if there's always something beneficial awaiting them on eduMe. Enlist the help of colleagues from across the organization - you'll find them more than willing to get involved in content creation. 👥

As well as courses, remember to also use <u>eduMe Messages</u> to send out **quick tips, reminders and news.** These take minutes to create and appear to end users as swipeable cards. End users will check eduMe regularly if you create content on a consistent basis - they become primed to expect it. E.g. a new course ready for them every Monday, fun team related information shared via a message every Wednesday, and a pulse survey every Friday.
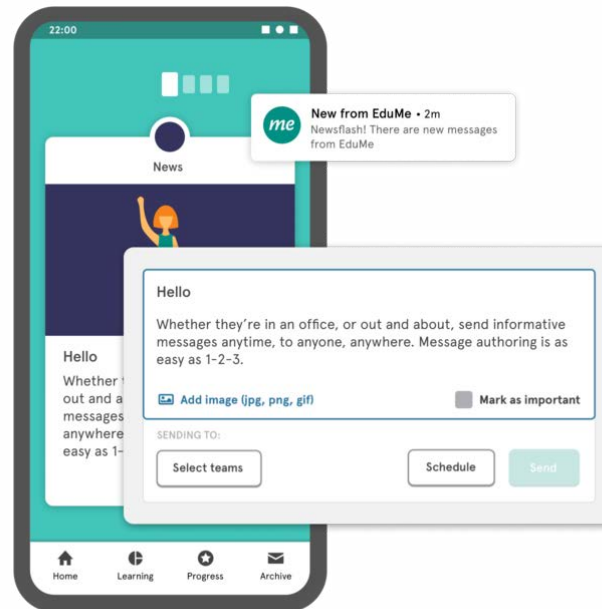
Former Senior VP of Retail at Apple, Angela Ahrendts, improved the company's **employee retention** rate from **61%** to **89%.**

> DEFINITION
>
> **Employee retention** - keeping hold of the existing individuals who work or provide services for your company or organization

One thing introduced was daily company-wide communication, delivered in short bursts. At the start of every day, Apple made sure to send its 70,000 dispersed employees a short video message in which they were briefed on the most important "need to knows" of the day.

Strategies post-launch

▶ **Ongoing campaigns.** Every month, focus on a particular topic such as customer service, road safety or mental health. Create relevant content for your end users, actively solicit feedback from them and then act on it. For example, by asking how useful they found it, and what they'd like the next campaign to be about.

▶ **Introduce eduMe during new hire onboarding and orientation.** If your team is using eduMe to deliver onboarding training to your new hires, this will happen naturally. If not, speak to your Customer Success Manager to find out how to ensure new hires become productive in less time, and that their initial work is of a high quality.

Ensure that all new hires start using eduMe on their first day, building on their excitement and motivation. Set the expectation that this is their go-to place for all training and upskilling - both mandatory and optional - now and throughout their journey with your company. Include clear instructions on how to get started with eduMe in onboarding checklists, employee handbooks and other documentation for new starters. ✅
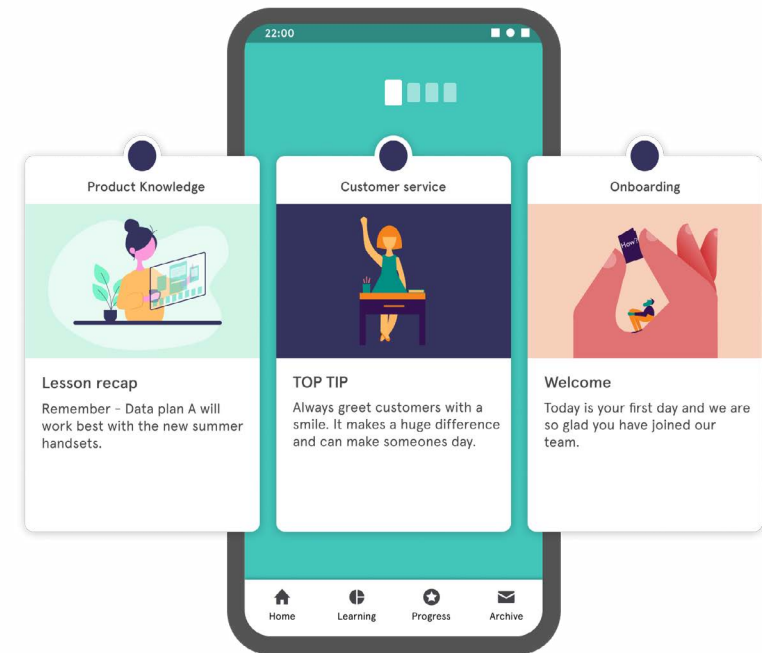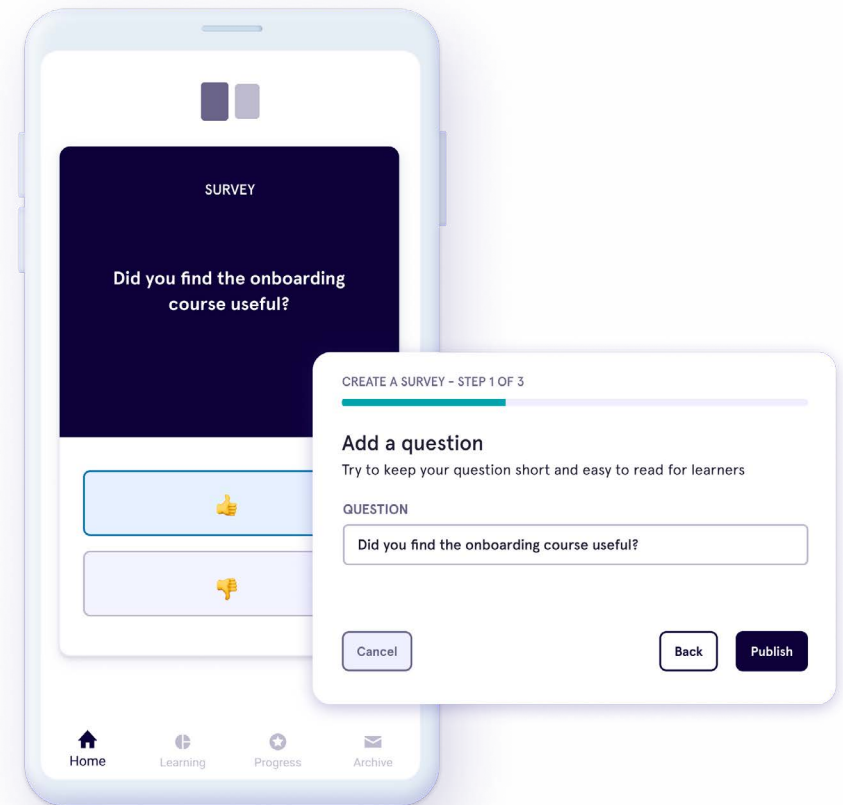
Strategies post-launch

▶ **Share weekly or monthly success stories.** 🏆 Regularly share stories from your user base of how an exemplary end user is using the platform to their benefit. eduMe's comprehensive data allows **admins** to <u>easily track user performance.</u> Use this data to link engagement with eduMe to individuals' career and/or personal development plans.

DEFINITION
....

Admins - the people at your organization who have access to the eduMe Admin Panel for content creation, user management & reporting

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▶ **Gather feedback.** Using eduMe Surveys and eNPS features you can 'measure the pulse' of your workforce i.e. ascertain end user sentiment. This can then be shared amongst your senior leadership team who will be interested to know what your organization should do more & less of. It also helps unearth knowledge gaps so you can create tailored learning that caters to your workforce's specific needs. This both increases the success of your learning initiatives by promoting repeat use of the platform, and makes end users value your organization more.

SURVEY

Did you find the onboarding course useful?

👍

👎

Home   Learning   Progress   Archive

CREATE A SURVEY – STEP 1 OF 3

Add a question
Try to keep your question short and easy to read for learners

QUESTION

Did you find the onboarding course useful?

Cancel   Back   Publish

Strategies post-launch

▶ **Track insights.** Equip your senior leadership team with key success metrics, so that they can highlight them in all hands meetings and publicly recognize high performers and/or teams who have completed all training. You can link data from the eduMe platform (e.g. course completions) with key business results like a reduction in injuries or improved sales. Once you've quantified the impact, share across the organization to create a flywheel effect of engagement with the platform. 📈

▶ **Check-in with team leaders / managers on a regular basis.** Gather their feedback by additionally distributing surveys to them

▶ **Incorporate learning in managers' & team members' KPIs.** When something is incorporated as a goal to be worked towards, it is far more likely to be stuck to, taken up or completed. By entrenching eduMe into people's KPIs, it ensures they take the platform seriously.

Consult us!

We're on hand to help, always. With years of experience helping our customers through these pivotal adoption stages, we can provide you with support by sharing peer case studies, insights and best practices.

"

eduMe is a very simple, easy, intuitive way to deliver sales training & competition follow-up.

Gustaf Ottosson,
Business and Commercial Manager, Fortum

READ CASE STUDY

fortum

Creating a continuous learning journey

Continuous learning means investing in the development of an individual, in response to their needs, the company's needs, and external developments. The more relevant knowledge your people possess, the more effectively - and passionately - they can support your company's mission and vision.

Sabrina Geremia, Country Director of Google Canada highlighted the importance of perceiving learning as a continuous process, when she stated that the recipe for future individual - and organizational - success lies in "a mindset of continuous learning coupled with the right skills. Always knowing you have to learn things, and new things, all the time"[18].

How do you keep thinking of new things to create to entice them to keep coming back to eduMe?

Here are some ideas on how to create a continuous learning journey that is on-demand and personalized.

Top tip: remember to ask!

Ask people what they need to know - and what they'd like to know. You can use **eduMe surveys** for this.

The benefit is twofold - people feel heard and valued, and you've now got a bunch of great ideas for relevant content to create

Continuous learning - example framework

GENERAL SKILLS DEVELOPMENT

Applicant stage

INFORMATION SESSION
- Introduction to the company
- Welcome message from the CEO

Before 1st job/shift

SAFETY & HYGIENE REFRESHER
- Customer service Refresher
- Addressing common pain points & Frequently Asked Questions

After 15 jobs/shifts

PAYMENTS
- When you get paid
- How to see your payments and tips

After 50 jobs/shifts

SCHEDULING
- Tips for smooth shift scheduling
- Troubleshooting common scheduling issues

After 100 jobs/shifts

HOW TO MAXIMIZING EARNINGS
- Tips for organizing your shifts to maximize earnings
- How to maximize tip earnings

PERFORMANCE-RELATED LEARNING

Low ratings

HOW TO ENGAGE WITH CUSTOMERS
- How to start work
- What to do if you have to wait for a customer
- Being timely and presentable
- General customer service tips

Low job acceptance rate

UNDERSTANDING ACCEPTANCE RATE
- Why it's important to accept jobs
- How to accept jobs
- Benefits of accepting jobs

Low Customer Service Rating

HOW TO PROVIDE CUSTOMER SERVICE
- How to handle difficult situations
- Conflict resolution
- What to do in emergencies
- Who to contact if you're having trouble

Low attendance rate

QUALITY IMPROVEMENT
- How to prepare for work
- Troubleshooting
- Who to contact in emergencies

TIME/EVENT-SPECIFIC COMMUNICATIONS

December

PREPARING FOR THE CHRISTMAS SEASON
- Scheduling shifts
- New policies to deal with increased footfall
- What to do if you are sick
- How we are supporting you

February

HOW DOES OUR RECOGNITION PROGRAM WORK?
- Welcome to our new Recognition Program
- Benefits tied to each level
- How to get points
- Frequently asked questions

March

NEW SCHEDULING FEATURES IN THE MAIN APP
- What has changed?
- How to build your schedule
- Frequently asked questions

Note - this is not an exhaustive list, but gives you an idea of how to think about creating a continuous learning journey for your own end users.

- What do they need to know to get operational as quickly as possible?
- Are you launching something new, or has there been a change in the way you do something?
- What is individuals' performance like?

These are good questions to ask yourself to get started, and map out your own company-relevant continuous learning framework.

Success stories

Who is Tigo? 📱

Tigo is a leading telecommunications company operating across Latin America & Africa. Tigo is part of Millicom, a leading provider of cable and mobile services with 52 million customers.

What was Tigo's challenge?

Tigo's sales agents are spread out across the country, so they need a way to keep them informed and trained, especially those in more remote areas. Tigo's a dynamic company - constantly launching new products and promotions - and everyone must be up to speed with the latest news, offerings and best practices.

How did Tigo ensure a successful launch?

○ Tigo hosted a launch event that included all sales agents and managers. During this, the benefits of using eduMe were made clear to end users - "this will improve your product knowledge and your sales skills, enabling you to earn higher commissions". All sales agents started using eduMe as a team - together. They downloaded the app during the event itself and never looked back.

○ All sales managers were involved early on and had targets for their teams' use of eduMe in their KPIs. This created accountability - managers felt responsible for and were therefore proactive about creating content, recording videos of themselves - e.g. instructional videos and motivational messages on a Monday, and gathering feedback from their teams via eduMe surveys.

How does Tigo ensure ongoing use of eduMe?

○ Through regular use, eduMe has become part of Tigo's end users' expected routine. New content is created and released every week. The material provided is always highly relevant, and often created by the sales trainers and managers themselves meaning it is full of useful advice. They film quick videos and upload them to ensure a variety of media is being used. eduMe is now an integral part of the sales organization and agents look forward to receiving fresh content every Monday and proactively ask for it if it's late!

○ Assessments are sent out every week, and the sales agents' commissions are cut if they get low scores

○ As well as courses and lessons, Tigo use eduMe's **communication feature** to send out regular snippets about product updates and news from HQ

What <u>results</u> have Tigo achieved?

- A reduction in training time from **6 weeks** to **1 week**

- A **66%** increase in sales just 3 months after launch

- **5,000** hours saved training annually

- Travel costs minimized by **$1,400 per person**

> **"**
>
> Our objective was to improve the productivity of our sales agents - eduMe has enabled us to achieve this."
>
> **Patty Gómez,**
> Frontline Sales Manager, Tigo Honduras
>
> **tigo**

Read more 📖

- ▶ **Spotlight on Tigo Honduras**
- ▶ **Tigo Case Study**

Uber

Uber's goals 🚗

- Increase the productivity and loyalty of a global network of drivers, in an increasingly competitive and saturated market where drivers can easily find work on a variety of on-demand platforms

- Ensure that drivers - the face of Uber's brand - are delivering consistently high customer service

- Reach drivers all over the world, in many different languages, with varying levels of education & literacy

- Keep drivers and passengers safe

How is Uber deriving maximum value from eduMe?

- Provide regular, contextual, relevant information that's surfaced at the right time, and that supports each driver at his/her particular stage in the life cycle. (Education doesn't stop after onboarding!)

- Education starts before a driver is active on the Uber platform, and continues with learning opportunities that are based on:

  1. **Performance.** For example, a driver with low ratings takes a short course on how to ensure high customer satisfaction.

  2. **Activity levels.** For example, a driver who hasn't taken their first trip post activation gets sent a refresher course on how to use the Uber app.

  3. **Events.** For example during the Coronavirus pandemic, all drivers had to complete a hygiene course before being able to accept trips.

  4. **Increasing loyalty.** Uber provides education opportunities that are not role related, such as how to organize your personal finances, how to set savings goals, and how to manage your time effectively.

- The process starts by mapping out the driver lifecycle and identifying pain points where targeted education can improve outcomes

- Content is created at three levels: HQ, regional hubs & local markets - Uber has over 200 admins on the eduMe platform all involved in creating content.

Uber

What <u>results</u> have Uber achieved?

- ○ **13%** decrease in time to productivity
- ○ Reached **>1.5 million** with Covid education worldwide to ensure Health & Safety
- ○ **10%** increase in customer ratings
- ○ Increased supply hours
- ○ **13%** increase in test pass rate
- ○ **£35,000** saved per year in headcount costs

> "
> What we were able to find with eduMe was a subject matter expert in the Learning & Development space who we felt were going to be great partners for us as we grow our organization and continue to expand our learning opportunities. We believe that going to a third party partner that focuses on this space, who were able to bring new ideas, was a much better use of time and money.
>
> **Andrew Dinh,**
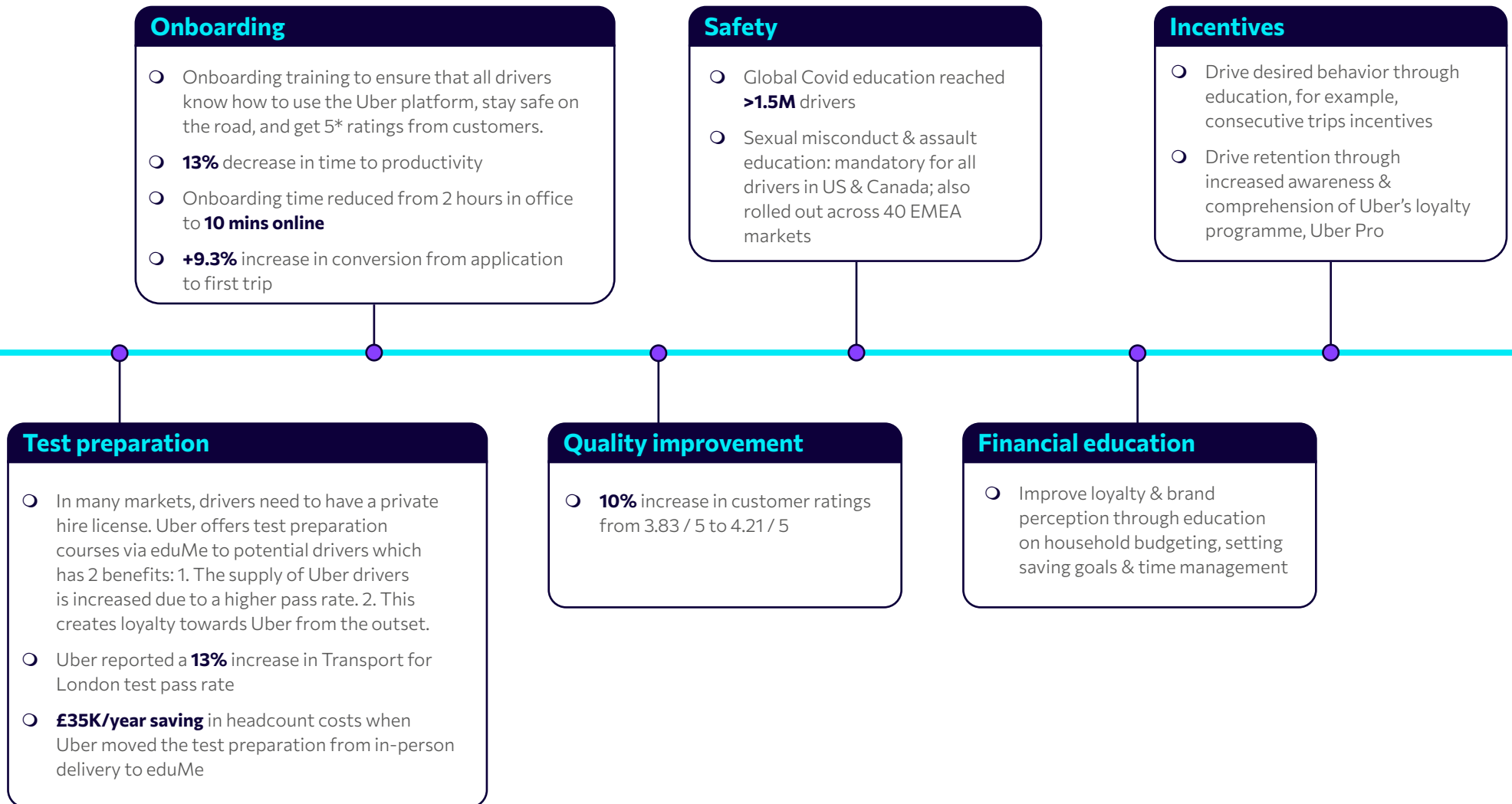> Global Product Marketing Manager, Uber
>
> **Uber**

Read more 📖

- ▶ <u>How Uber offers personal development opportunities to its drivers</u>
- ▶ <u>How Uber retains its drivers</u>
- ▶ <u>How Uber Eats increases courier retention & activity</u>

How Uber uses eduMe to deliver value at each step of the driver lifecycle

Onboarding

- Onboarding training to ensure that all drivers know how to use the Uber platform, stay safe on the road, and get 5* ratings from customers.
- **13%** decrease in time to productivity
- Onboarding time reduced from 2 hours in office to **10 mins online**
- **+9.3%** increase in conversion from application to first trip

Safety

- Global Covid education reached **>1.5M** drivers
- Sexual misconduct & assault education: mandatory for all drivers in US & Canada; also rolled out across 40 EMEA markets

Incentives

- Drive desired behavior through education, for example, consecutive trips incentives
- Drive retention through increased awareness & comprehension of Uber's loyalty programme, Uber Pro

Test preparation

- In many markets, drivers need to have a private hire license. Uber offers test preparation courses via eduMe to potential drivers which has 2 benefits: 1. The supply of Uber drivers is increased due to a higher pass rate. 2. This creates loyalty towards Uber from the outset.
- Uber reported a **13%** increase in Transport for London test pass rate
- **£35K/year saving** in headcount costs when Uber moved the test preparation from in-person delivery to eduMe

Quality improvement

- **10%** increase in customer ratings from 3.83 / 5 to 4.21 / 5

Financial education

- Improve loyalty & brand perception through education on household budgeting, setting saving goals & time management

Further reading and resources

We are constantly publishing new material on product features, as well as How Tos on improving workforce productivity, performance, retention and ensuring safety & compliance. 🚀

Be sure to stay up to date with the latest by subscribing to our newsletter.

All our guides, eBooks and webinars here can be found here.

And don't forget to bookmark our Help Center page, which contains a whole host of resources - walkthroughs, guides, FAQs, and more - for using the eduMe platform.

If you need 1-to-1 guidance, don't hesitate to reach out to your designated **Customer Success Manager.**

We also have a live chat on our site, head to **eduMe.com** to speak to us.

eduMe

Looking to read more right now? 📖

Try some of the following...

📖 Why every modern company needs to invest in Workforce Success

📖 7 Employee Retention Tips From the Experts

📖 Why Giving Instant Feedback is Important for Effective Learning

📖 What is a 'Pulse Survey'?

📖 6 Statistics that Highlight the Power of Mobile Learning

📖 What is the Difference Between Extrinsic and Intrinsic Motivation?

📖 What is 'continuous learning' and why is it crucial?

📖 11 Need to Know Employee Motivation and Engagement Statistics

📖 5 Video Editing Softwares to Use to Nail Your Training Videos

📖 5 Videos That Will Enhance Your Onboarding

Glossary

Admins - the people at your organization who have access to the eduMe Admin Panel for content creation, user management & reporting

Continuous learning - also known as continual learning, lifelong learning and constant learning - continuous learning is the practice of gaining new skills, knowledge and information on an ongoing (sustained and long-term) basis

Employee churn - also known as employee turnover, employee churn is the rate of departure of individuals who work or provide services for your company or organization

Employee retention - keeping hold of the existing individuals who work or provide services for your company or organization

End users - the people at your organization who will be accessing the eduMe platform to complete lessons, read messages and participate in surveys and assessments

Extrinsic motivation - extrinsic motivation is when a person engages in a task or behavior because they hope to gain a reward, or they want to avoid punishment

Gamification - when the mechanics, principles and strategies of game design - e.g. points, leaderboards and levels - are applied to a non-gaming context, like learning

Intrinsic motivation - intrinsic motivation is when a person engages in a task or specific behavior because they find it enjoyable or interesting

On-demand learning - on-demand learning is learning material that is accessible from anywhere, at any time, at an individual's point of need

User persona - a user persona is a fictional character that possess traits of your real end users and helps you develop a more precise picture of them in order to elevate their experience

Workforce - all the people who work or provide services for a company or organization

Workforce Success - Workforce Success is achieved when the individuals that make up your workforce are empowered with the knowledge they need to perform at their best, leading to the success of the organization as a whole

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