



# Prove learning's value Strategy matters



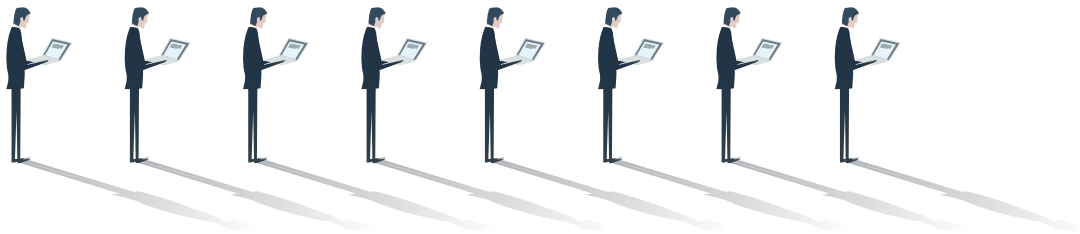
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# Introduction

Reporting should be an integral part of your learning and development strategy in order to plan for the future.

Learning used to be delivered in an archaic manner which used valuable time; however, with the help of Learning Management Systems (LMSs), time can now be reapportioned to collecting and reporting on learning activity thanks to its reporting functionality.

This pocket guide will examine how strategy can be utilised during the initial planning process to aid you in the development of your LMS across your organisation.



## Before we begin

Before implementing your LMS, you need to decide what it is that you're hoping to achieve. Whilst your users' learning experience and the content is important, it is crucial to be able to prove the system's worth with accurate analytics. Decide if you require:

- Data for auditing purposes
- Data to encourage the completion of courses
- A better understand of the usability and performance of individual training activities
- To prove the impact of learning in your organisation

Once you have set out your objectives, you can align your learning and reporting strategy accordingly to ensure that the relevant statistics will be readily available.

## It's time to comply

Typically, organisations set targets and KPIs to prove the system's worth and measure its performance.

These targets could include completion rates which can help to prove compliance.

Compliance training programmes will have two active audiences:

1. Those who were already a part of your organisation on the day your compliance programme was launched
2. Ongoing new recruits who join throughout the year

To prove full compliance, it is helpful to split your reporting between the two groups and provide differing timescales for completion for each.

## Who

Consider who you will be presenting your findings to.

- Who are your stakeholders and why do they require these reports?  
Will your data help them to achieve goals?
- What data do they need – and how will you extract this?
- How often will these reports need to be extracted?
- What is the best way of presenting these findings?

As you better understand business requirements during the initial planning process, you will be able to extract reports accurately and accordingly.

## When

As learning activity increases, the frequency of your reporting schedules will need to keep up.

During each stage of your learning campaign, consider:

1. Post-launch
2. Live campaign
3. The 'final push'
4. Post-due date

By considering every stage of the learning campaign, you will be able to accurately assess the impact of your learning. This is because time will have been provided for learning to have been applied and embedded into your organisation's learning culture between reports.

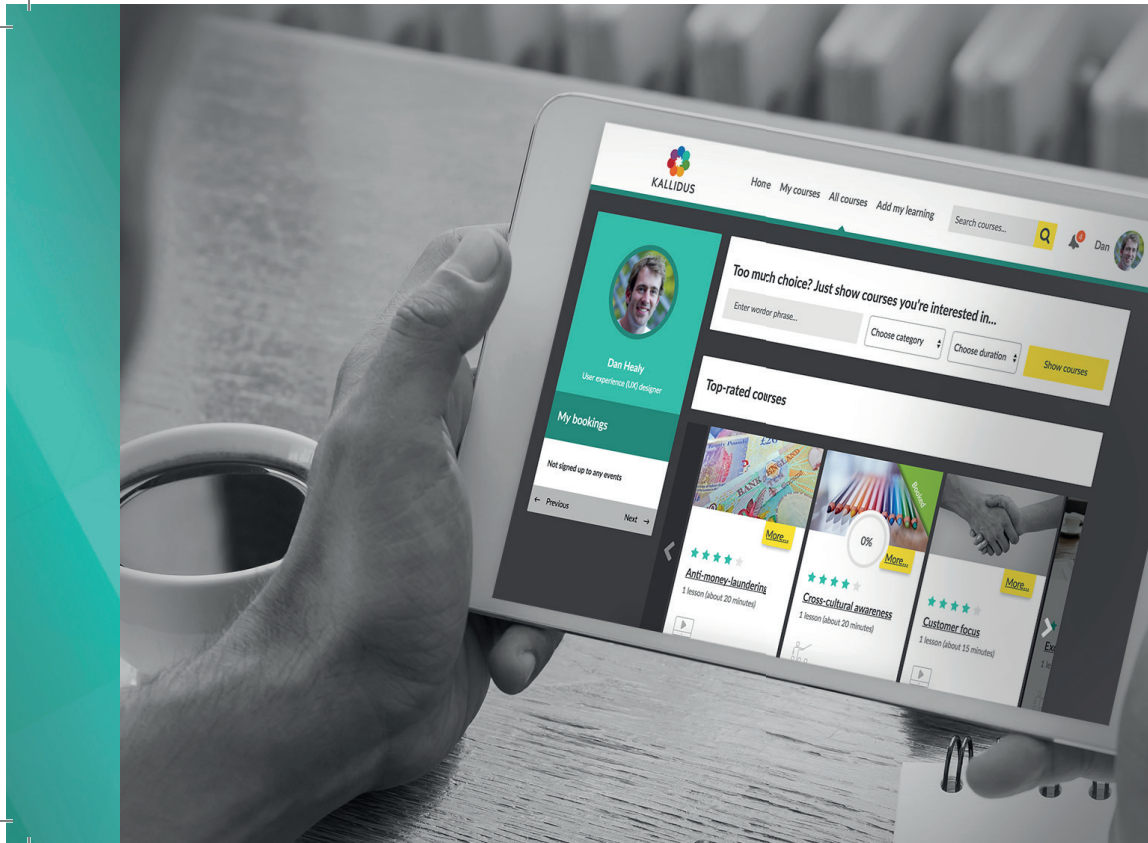
## Continued communications

Nudging and nagging at employees to complete their training is an inefficient and demotivating means of improving completion rates.

Reporting strategies should instead be used to seamlessly address slow completion rates, without damaging the learning culture.

Consider how the reports you produce will be able to influence the chase. Whilst main stakeholders will not require detail, direct reports will need to be aware of who to chase – and when.





## Strengthen your strategy

Before you implement a new LMS, ask yourself: what data do you currently hold on learning records?

Consider how this data can be used differently, and how it can help you to plan what you plan to do next – and how.

If there are gaps in your data, work with your LMS vendor to propose a solution to close these gaps.

Aim to improve your overall learning design and individual programme designs by considering how reporting could work for you ahead of its implementation.

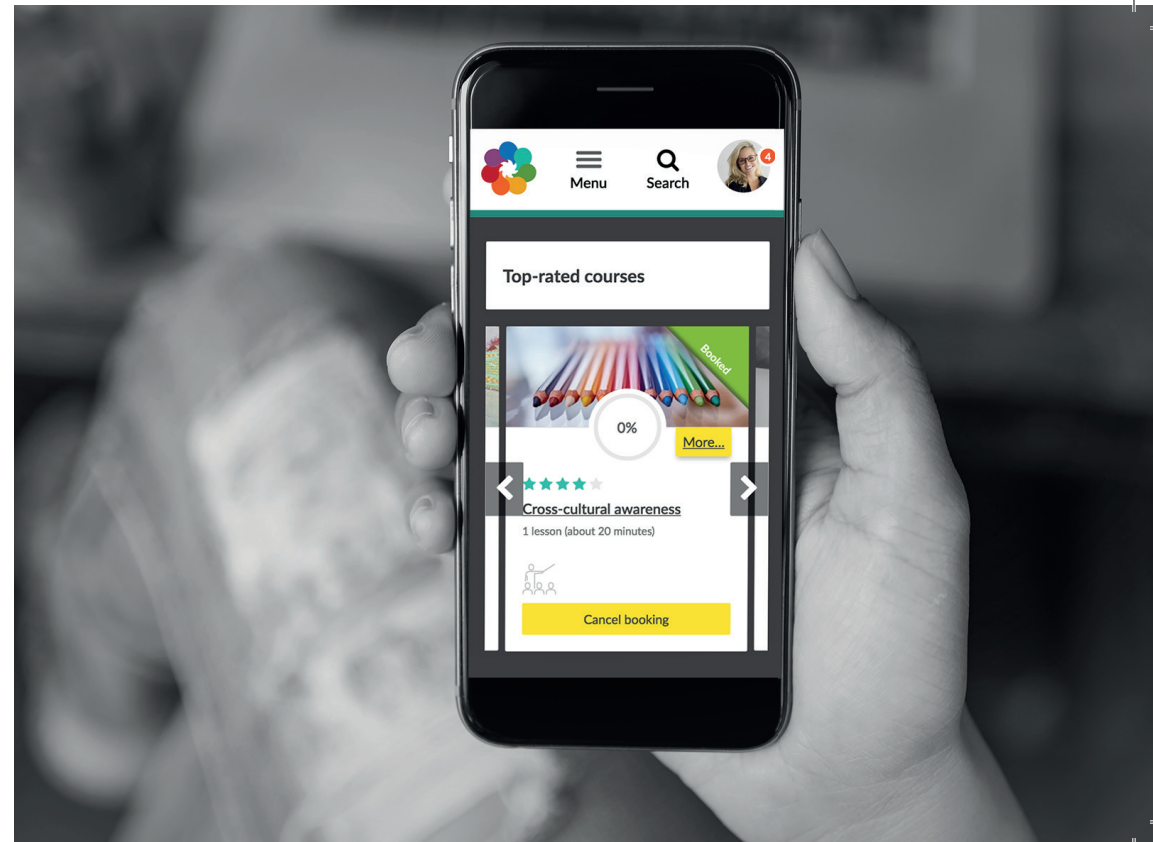


## Positive reinforcements

Learning has typically relied on the 'stick' approach – but by offering your employees the 'carrot' with modern learning, gamification and gameful design, a more positive approach to online learning is being reported thanks to genuine interest and interactions.

Consider sharing your reporting findings with employees to share good news and to report appropriate learning activity and behaviour.

Reports can be utilised with the generation of leaderboards to encourage healthy competition amongst colleagues, whilst also providing the opportunity for you to measure the attainment of certain award thresholds.



# Make reporting your priority

**Speak to one of our experts** to find out how to integrate reporting into your initial planning process for the long-term **success of your organisation.**

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