HOW TO…

DRIVE PEOPLE TO YOUR SELF-SERVE RESOURCES

OK, so this a little off topic as it's not strictly about creating training experiences or materials. However, a lot of L&D managers tell me that they invest a lot of time and money finding or creating great learning resources, making them available to everyone, only to find them being ignored. This must be incredibly frustrating, especially if feedback is coming back that people feel they don't have the opportunity to develop themselves!

So, if you DO have great learning resources and want to encourage more people to access them, here are 8 useful tips:

1. **Start with WIIFM (What's in it for me?).** People are more likely to access a resource if it solves a problem that THEY are having rather than because the organization wants them to. Is it clear how using each of your learning resources will make life easier for the learner?

2. **Peer Pressure**. If something has been 'liked' by someone like us, we are far more likely to take a look. Even better, if something has been recommended by someone doing a similar role, it's more likely to be accessed by the target audience: If one warehouse supervisor found this resource useful, it's likely that other warehouse supervisors will too.

3. **User-Generated Content**. Similar to the last point, but taking it further, encourage employees to upload their own top tips and How To guides and videos. The less 'corporate' it feels, the more real it feels, and more people are likely to access it.

4. **Link to Roles/Competences**. If your organisation has role profiles and/or competences and if people are expected to achieve certain levels depending on their role, clearly linking resources to specific roles/competences/skills or development pathways can be helpful.

5. **Link Compulsory and Non-Compulsory Resources**. If you put compulsory training on your LMS, this makes people visit it. Once there, make sure that it's easy for them to find the other (non-compulsory) resources too.

6. **Be More Marketing.** L&D have a tendency to be quite syllabus-based so often the resources, although useful, don't capture peoples' imagination, so don't get used. Use words that sell the benefits, not explain the content (this can sit underneath so people can quickly decide if the resource will help). Don't be afraid to SELL your content!

7. **Actively Drive the Traffic.** Keep refreshing to content and give people a reason to log on every week. Get people into the habit of visiting the website so keep reminding them what's there and how to access it.

8. **Make it easy to access.** If you need to log out of one system, log into another, jump through user-name and password hoops, struggle with complex menus or find it difficult to access on a mobile device, they simply won't use it. The content may be first class, but if getting to it is difficult, take up will be low.