

# HOW TO...

## GENERATE INTEREST IN YOUR INTERNAL DEVELOPMENT PROGRAMMES

Getting buy-in and stimulating interest in your internal development programme is vital if it is to be a success. It's such a shame when you have spent months researching, designing and scheduling your programme, only to struggle to fill places. Too many internal programmes fail to deliver the expected results NOT because they are poor programmes, but because they aren't managed well. You may have the best programme in the world, but people don't know about it, or don't enroll on it, it doesn't matter.

Sending out an email or putting a note on your LMS will NOT work. People are inundated with emails, and they will not look on the LMS unless they are driven there.

Here are a few ideas that can help you to get people interested and signing up:

### Newsletters

- Tell people about your programme!!
- Newsletters should be detailed but in a magazine style
- They could include 'real life' stories, highlighting useful lessons and sharing top tips (and advertising the programme and other useful resources/development)
- They could be delivered via email but also left out in communal areas
- Maybe do a bi-monthly edition

### Drip Feed

- Share nuggets of useful information regularly via email or social media
- Pose questions and encourage people to 'click for more'
- Have a 'Monday management tip' or Tuesday technical training tip' etc, so people start to expect them

### Case Studies and Stories

- Tell stories about people who had particular issues to deal with and how they did so successfully, linking to aspects of your programme can help to solve them (help people to recognise themselves and that they might benefit)
- List real life problems that the programme can help with - make it personal

### Quizzes and Questionnaires

- Fun 'assess yourself' type quizzes and questionnaires that make people curious about their result and want to find out more e.g. what's your management style?
- May also include things like crosswords and wordsearches
- Could be included on the intranet, sent out in emails, placed in internal magazines or placed in communal areas

### Personal Invitation

- An old fashioned physical invitation to sign up to the programme will have more impact than an email

### Free Resources

- Highlight the resources that already exist - resource of the week!
- Theme them so they link to specific modules
- Maybe email out a new resource each week
- To include things like How-To Guides, Videos, Top Tips, Links to blogs, 'real' advice from colleagues etc.

### Post Cards

- Send out Top Tips post cards
- Highlighting one idea, tip or message with a "find out how...." to link to the Programme
- Could be sent to individuals and/or just placed on noticeboards

### Social Media

- Set up social media groups and hosting themed chats
- Using a virtual notice-board to introduce challenges and suggest solutions

### Sponsorship and Testimonials

- Nothing sells a programme like hearing great role-models sing its praises
- Identify 'champions' at all levels and in all parts of the business who will talk about the programme informally as and when the opportunity arises

When launching a development programme, giving the brain what it craves (and taking away what it fears) is a good way to generate interest. Generally, the brain seeks 5 things:

- Status
- Certainty
- Autonomy
- Relationships
- Fairness

Of course, old-fashioned reward (especially immediate) shouldn't be discounted.

Therefore, when marketing the programme, you may also want to consider:

- Making the training desirable. Perhaps having entry criteria or limited places. Therefore, those selected to be a part of the 'full' programme will feel special. (any self-study elements may be open to all, but perhaps the workshops are by invitation only?)
- Making guarantees about the benefits of the programme and linking them to commercial factors
- Highlighting any qualifications/accreditations
- Highlighting the flexible nature of the programme (if that is a feature)
- Stressing the benefits of building relationships with colleagues in other roles and even locations. This shares best practice across the business and helps to build their own personal networks which can aid career development
- Any criteria to participate should be transparent: people need to know what's expected and that it won't change