

Questions to reinforce learner engagement in your organization

To boost learner engagement, you should focus on 4 domains: your organizational strategy & culture, learning offer, marketing & communication and at last your L&D - & HR organization. Which questions per different category should you ask yourself, to ensure a Learning Solution with optimal learner engagement?



Organizational strategy & Culture

- How could L&D support organizational business priorities?
- How could the added value of learning become clear at all levels?
- In what way could learning and performance management be aligned?
- How could you better empower employees on their own development and let managers boost their coaching capabilities?
- How could you better recognize and reward development?
- In what way could senior leaders become role-models for development?



Learning offer

- In what ways could you align the offer of content to performance improvement & business priorities?
- How can you offer learning just-in-time and just-enough?
- How can you ensure your learning offer has a wow-factor and is accessible 24/7?
- In what ways could you include assessment, collaboration and competition in your instructional design?
- In what ways could you involve learners in analyzing needs, designing and improving learning solutions?
- How could you give learners an active role in their own learning process?



Marketing & Communication

- How could you formulate a clear L&D communication & marketing strategy?
- In what ways could business sponsors communicate on key learning initiatives?
- How could you create an annual L&D event and communication plan?
- Which different communication channels could you use to reach learners?
- How could you include communication in every L&D project plan?
- Which learner experiences and success stories could you share?



L&D - & HR organization

- In what ways could L&D - & HR staff change their mindset to performance & productivity (instead of pushing programs)?
- How could L&D staff include learner engagement in learning design and delivery?
- In what ways could L&D - & HR governance be complemented with business sponsors?
- In what ways could L&D staff better facilitate social and on-the-job learning?
- How could L&D - & HR staff influence the workplace design for optimal learning transfer?
- How could L&D staff better conduct data analysis and take action where necessary?