

# 5 Critical Success Criteria



## 1 Ruthless Relevance

Relevance is a key factor for engagement — If the content you provide isn't relevant to your learners, they won't come back unless it's compulsory.

### Consider this:

What does the learning require of the learners, and why does it matter to the company?

How do the learners complete the learning within the context of their role, and why does it matter to them personally?

## 2 Create Connections

When learners feel connected and see their learning experiences as part of a larger journey, engagement naturally follows. When these experiences align with the business goals, learners become even more engaged.



### Consider this:

Does each learning activity clearly align with business goals and to the skills the learner needs now and in the future?

Does the opportunity connect learners to each other?



## 3 Respect Time

Every one of us has something else we could be doing but people will make time for learning that makes sense to them. Thus, your learning solution needs to be mindful of the time people need to dedicate to it.

### Consider this:

Can the learning content be made into bite-sized modules?

Have you identified what is critical in the learning content and what might be optional for further readings?

## 4 Generate Pull

Creating motivation for learners to return to their learning independently and complete it is crucial. This motivation often develops gradually and results from various factors, including the critical success factors mentioned above. Additionally, this motivation can be integrated into the design of a program.



### Consider this:

Does each learning activity clearly align with business goals and to the skills the learner needs now and in the future?

Does the opportunity connect learners to each other?

## 5 Collect Data

It is critical to collect data about all learning initiatives. The power of collecting data lies in the ability to constantly adjust your processes as needed and embrace agility for increased effectiveness and efficiency in your learning program. Ultimately, this drives towards your desired business results and goals.



### Consider this:

What kind of technology will support the learning experience and enable you to collect, analyze, and react to the data?

What data is required to provide specific evidence towards accurate measurement indicators that connect the learning program towards the desired business impact and goals?



Scan to download the eBook and learn how to create cohesive and holistic modern learning journeys.