



# Steps for a successful elearning program launch



## Understand your organization and learners

- Determine what your organization wants to achieve with its training program
- Assess your learning culture and employees' learning preferences
- Establish what percentage of your elearning courses will be required vs. recommended
- Decide if corporate training will be included in the employee benefits package



## Set your program up for success

- Get buy-in/support from leadership and department managers
- Consider how environments (warehouse, office, remote, etc.) may affect how learners access training
- Coordinate with IT to understand set-up and equipment needs



## Make training relevant to learners

- Decide what you will map courses to:
  - Company vision, mission, values, initiatives
  - Competency framework
  - Management development programs
  - Career development plans
  - Onboarding program
  - Employee languages/locations
- Involve your learner



## Promote your training program to learners

- Know your budget for internal communication materials and/or incentives
- Decide which communication channels you can leverage and cadence for communication
  - Events, flyers, employee email and newsletters, company intranet, LMS landing page
- Infuse elearning into cross-functional initiatives
- Create a 12-month training plan to promote courses all year

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### More resources for OpenSesame customers

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#### **Knowledge Base**

OpenSesame customers have access to a dedicated customer success manager to help launch their learning programs, as well as access to our community and knowledge base ([link](#))

#### **Promotion resources hub**

For templates and calendar tools to help plan and promote your learning programs, check out our Resources Hub