

Slide 1



Title: From Ground Zero

- Thanks for your interest in my topic today
- My talk is simple. I'm here today to share the journey we're on at my company in building a learning culture
- Let's get started

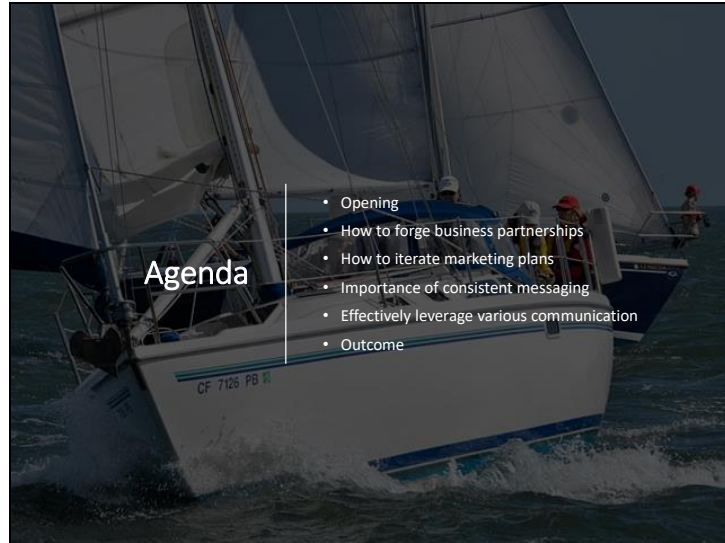
Slide 2



Title: Master Electronics

- My name is Thomas and I work for Master Electronics
- I'll share more about that later

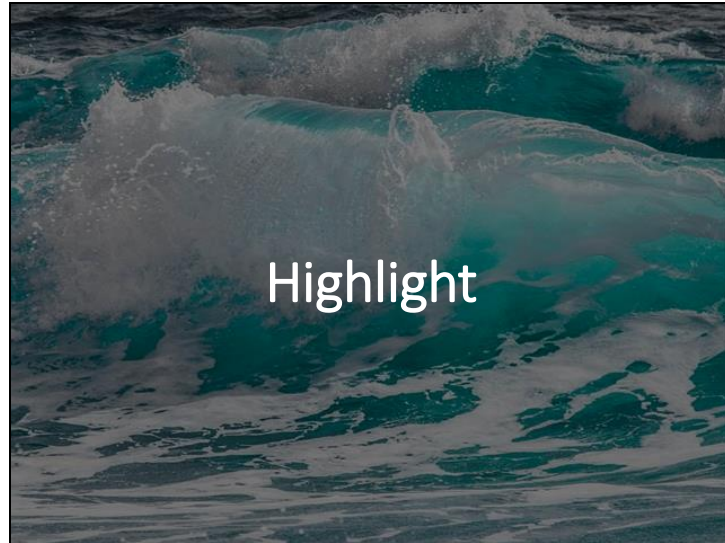
Slide 3



Title: Agenda

- Here is our plan for the next 25 minutes or so
 - Forging business partnerships
 - Iterating marketing plans
 - Importance of consistent messaging
 - Leveraging various communication channels
 - The outcome thus far
- All this as it relates to the journey of building a learning culture at my company
- One that meets company objectives, enhances on-the-job-performance of our team members while enriching their lives

Slide 4



Title: Highlight

- Are you building learning content and then waiting for your learners to take it?
- Well, as you'll hear in our story we were

Slide 5



Title: Cruise Ship

- I quickly learned that building a learning culture is akin to turning a cruise ship to head in a new direction

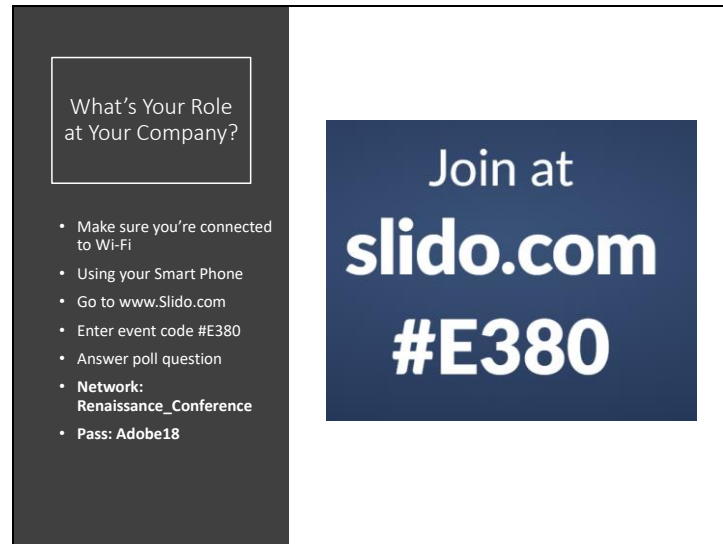
Slide 6



Title: Cruise Ship

- And the process of the captain turning the cruise ship takes time and has many moving parts...

Slide 7



Title: Slido.com (Share – “What’s your role?”)

- Slido word cloud
 - **Event Code**
 - You can join at www.slido.com with event code **#E380**
 - **Word cloud poll link**
 - <https://app2.sli.do/event/ve2gvjn7>
- Before we continue, I’d like to know more about all of you
- This is an interactive part of our time together
- Please take out your Smart Phones, I’d like everyone to participate
- 1st make sure you’re connected to the Wi-Fi (the info is on the screen)
- Once you’re connected open a browser and go to Slido dot com
- ****PAUSE HERE AND GIVE THE AUDIENCE TIME TO DO SO****
- Is everyone in?
- Great! Okay let me catch up with all of you
- Okay. Go ahead and enter the code and tell me what do you do at your company?
- *****PAUSE—GIVE TIME FOR RESULTS TO POPULATE IN*****
- That’s awesome! Thanks for sharing
- We have lots of “X” – but it doesn’t matter what role you’re is
- Our discussion will offer important considerations for anyone connected in any way with launching learning

Slide 8



Title: Vision

- The vision for establishing a learning culture at Master Electronics is about learning as a competitive advantage **AND a catalyst for an overall culture shift**
- Specifically, our aim is to...
 - Support the business in achieving company objectives
 - Enhance on-the-job performance and enhance the personal lives of our team members
 - Leverage L&D as a competitive advantage related to recruiting A players
- Now – that’s the long-game! There are many steps we’ve got to take to reach this level.
- We first must establish a learning department

Slide 9



Title: Challenges

- 50-year old company
- Privately held, family run
- No structured L&D department; **thus, the title of my talk “from ground zero”**
- Geographically dispersed

Slide 10



Title: The Process (Learning Content Creation)

- Originally: Learning committee vetted content (included my boss, sales branch managers, and me)
- Morphed: after about six months, expanded to include our HR Director, front line salespeople
- Morphed again: currently, albeit less formal, includes company's leadership team and front-line employees

Slide 11



Title: Our Solutions (Painting the Ship While Sailing)

- We had the right people in place and began gathering insights into how we would execute
- Though we had an existing learning management system (LMS) when I came onboard in 2015 we ditched it for lots of reasons
- And over the course of nearly two months I searched for a new one
- I discovered Adobes new LMS Adobe Captivate Prime (or Prime)
- And we decided as a learning function we would offer our team...
 - On-demand learning via Prime
 - Live workshops (ILT)
 - And support ILT sessions with micro-reinforcement learning bursts
- We also leverage video learning content to support learning
 - I have a bi-monthly web series called TD Two Minute Tips where I cover quick Office application tips as well as tips on using our mainframe system
 - Distributed via email to our team members

Slide 12



Title: Me & Master Electronics

- I said earlier that I would tell you more about me
- First, I live in Miami, FL with my partner
- Between us we have four kids (me 1 son, her 2 sons and a daughter)
- All the boys are in their 20's living their lives
- So, we're still only raising her daughter, she's 11 going on 35
- This picture is of me and my company president, Riad Nizam at our company's 2017 annual kickoff
- I was awarded the rookie of the year award
- Now, I first met Riad and team in 2015 when I did some training for them; I was a Microsoft Certified Trainer
- After delivering training in 7 different offices over 2 ½ months Riad told me he had been thinking of creating a new position that he felt I was a good fit for
- The reason this is an important note in our journey of building a learning culture is because at the time I received this recognition I had been in the company just over a year
- As I walked up and hugged Riad when accepting this award I whispered in his ear "Man, what are you doing?! I've got a ton of stuff left to do!"
- His response was simple "The impact that you've had on our company especially our culture warrants this recognition"
- Our LMS at this time was less than 1 year old
- He is completely bought in; there is great synergy and support for learning and development

- I realize this IS NOT the case for many learning leaders in their companies or consultants hired to lead learning initiatives for their clients
- We have 400 team members and are the 13th largest global electromechanical parts distributor
- We are the middle man that solves problems between companies that manufacture components and the end-customer that uses the components in everything from Tesla cars, one of our customers, to the construction industry, to companies stamping motherboards for computers and all points in between

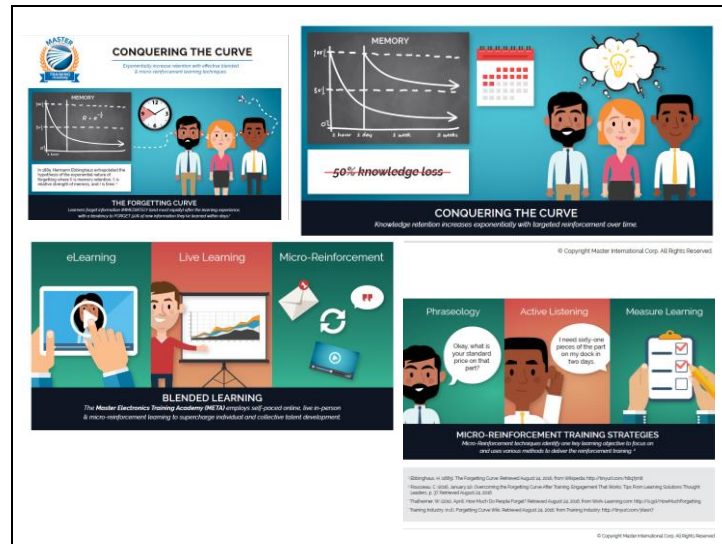
Slide 13



Title: Adobe Prime Launch & Marketing

- The year prior to being recognized as rookie of the year we launched Adobe Captivate Prime
- Now to acclimate our team members these are some of the things we did leading up to the soft roll out
 - Scavenger hunt around functionality
 - Talent Development department branding, logo, infographic, t-shirts
 - Created a company-wide club of excellence award for learning and development engagement
 - Articles in our company newsletter
- We also described to team members how the learning department would approach and deliver training using the BBB model
 - Build learning content published in the LMS
 - Buy learning content (BizLibrary is our partner)
 - Borrow learning content from freely available online resources
- We also decided on a measured implementation rollout across the company – starting with the sales team
- Soft skills learning was a big initial push
- ALL DEEP foundational legwork **BEFORE GOING LIVE**

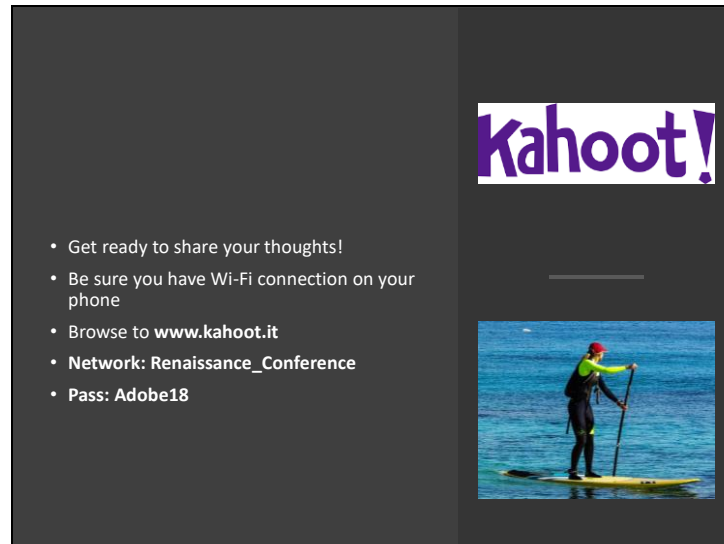
Slide 14



Title: What Now?

- We (MY LEARNING COMMITTEE AND ME) assessed learning needs via our committee
- We released Adobe Captivate Prime via a measured rollout
- We explained that Prime was a part of our overall learning & development approach
- We began getting more and more content into the LMS
- We launched the LMS
- ...and I waited... for user adoption to skyrocket

Slide 16



Title: What Do You Think?

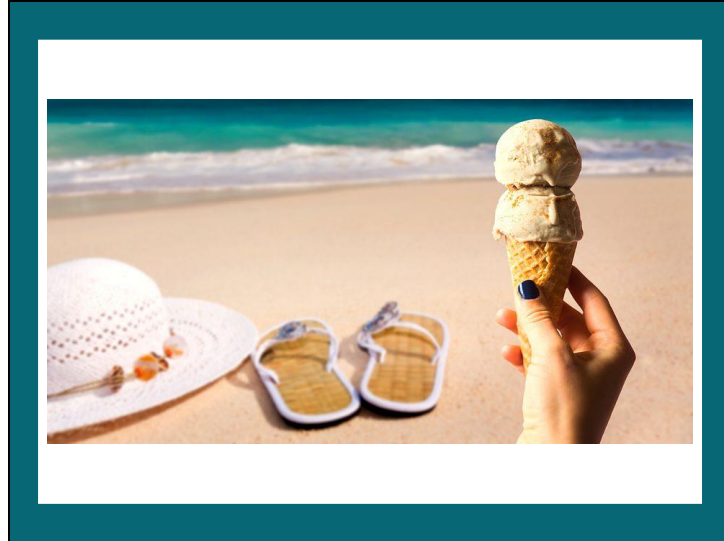
www.Kahoot.com

www.kahoot.it (audience)

- Considering what you've heard about the Master Electronics learning culture journey so far I would like to hear your thoughts
- This is another opportunity for some interaction
- Get your cell phones out and make sure you're connected to Wi-Fi
- Okay, we have a couple of games we'll play – they will review in a fun way and then segue into your thoughts on what we might do next to increase adoption
- On your phones go to Kahoot.It
- *****PAUSE AND GIVE THEM TIME TO GET THERE & CHECK IF THEY GET IN*****
- By show of hands who has played a Kahoot before? (great we've got some experienced users!)
- Okay, in your phone type in the game pin and enter a nickname
- NOW HERE ARE SOME SIMPLE TIPS BEFORE WE PLAY
 - In the first game you have to put the words OR letters in the correct sequence
 - To do that, on your phone you've got to drag the shapes to their correct positions
 - But, you have to look up at the screen to read the question THEN look on your phone and drag the shapes to get the words or letters in the correct order

- For each question you have 20 seconds to answer correctly
- You win by getting the correct answer the fastest
- **DOES ANYONE NEED MORE INFORMATION BEFORE WE PLAY?**
- *****LET'S PRACTICE*****
- *****NOW FOR THE REAL ONE*****
- That was fun! **Congrats Person "X" for winning!**
- *****BREATHE---BREATHE---BREATHE---BREATHE*****
- Okay, now that we've had some fun let's get back to the story and your ideas of increasing user adoption
- I'll pull up my next Kahoot
- With this one I'm curious to know thinking about where I am in my story at this point of low user adoption
- **WHAT MIGHT YOU DO NEXT?**
- You'll have 60 seconds to respond to this survey question
- *****MENTION RESULTS*****
- **We decided to focus on consistent internal marketing & messaging**

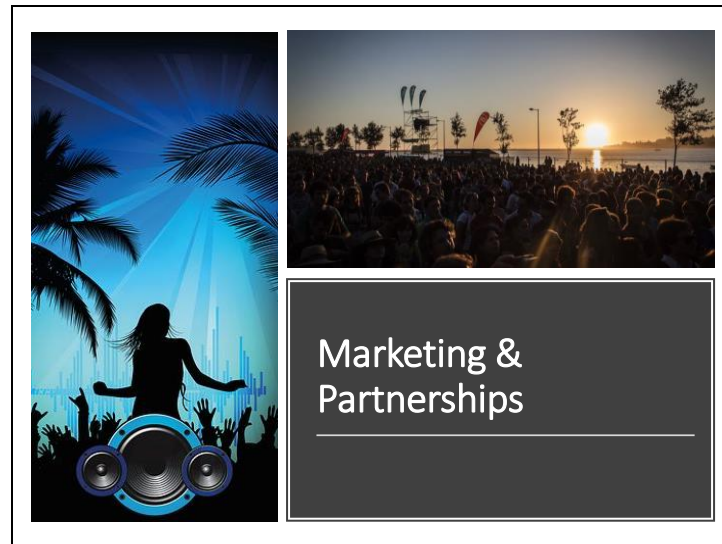
Slide 17



Title: But I'm Not a Marketer

- So, here's the deal, I'm not a PR person or marketer
- But that's where I needed to focus my attention to increase user adoption
- In other words, the "technical part" had been done already; needs assessments, learner surveys, learning content was in place, but we lacked a strong, vigorous and consistent message
- Something else surfaced; Riad's passion for learning and development for our team members was evident TO ME in every conversation we had
- But I needed everyone else in the company to see that too

Slide 18

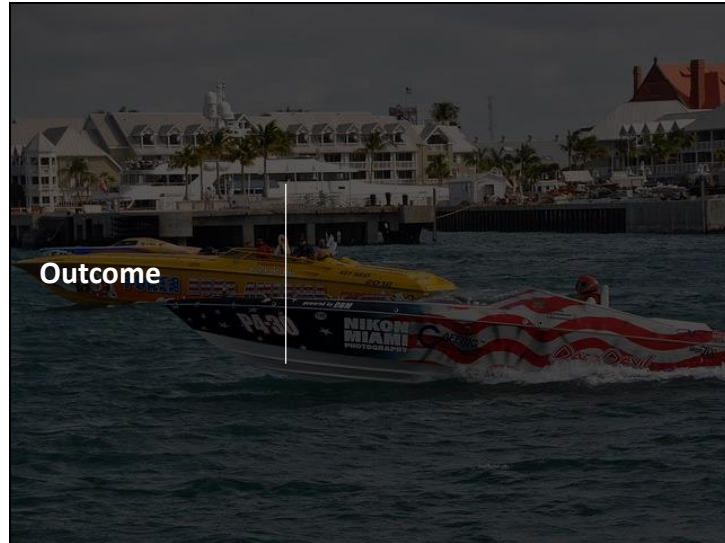


Title: Power of Marketing & Partnerships

I created a marketing blitz consisting of three buckets but wasn't limited to this list...

- **Using Adobe Captivate Prime functionality**
 - Prime: Refreshed user interface (Spring 2017)
 - Prime: Course announcements pushed to learners
 - Prime: Course assignments
 - Prime: (2017 Spring refresh) ability to add pictures to courses
 - Prime: Leader board (gamification)
- **Messaging from the company president**
 - Riad: talking up L&D in his bi-weekly call with his direct reports
 - Riad: talking up L&D on bi-annual virtual town hall
 - Riad: (2018), sporting talent development department gear
 - Riad: (2018), more active on Social Media (LinkedIn) talking up L&D
 - Riad: leading the way with his own learning (Harvard Business school)
- **Efforts from the talent development department**
 - started a blog
 - doubled down on partnerships with Adobe and BizLibrary (our learning content provider) ... things like podcasts, articles, case studies...
 - Consistent articles with course spotlights in our company newsletter
 - Recognize top learners quarterly
 - Social Media (LinkedIn, Facebook, LEADx.org, Training Industry blog)

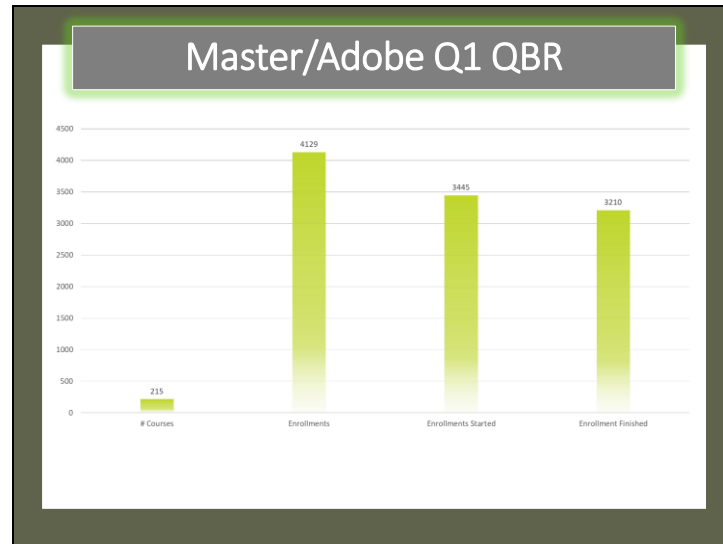
Slide 19



Our story continues

- User adoption continues to grow
 - Department managers regularly reach out for training
 - L&D is the topic of conversation with managers
 - Every new hire is immediately introduced to the LMS
 - *****CLOSING THOUGHTS FOR L&D LEADERS****
1. Just making learning available with programs & initiatives is not enough to draw team members to learning
 2. You've got to put in the grunt work for spreading the message far and wide, consistently and in creative ways that make sense for your organization
 3. Partnerships with learning vendors are valuable; partnerships with your executive leadership to actively market learning is critical to the success of your program
 4. We must be open to what works and what doesn't work and pivot when necessary leveraging various communication channels
 5. Iterate your marketing plan as you learn more, for more impact

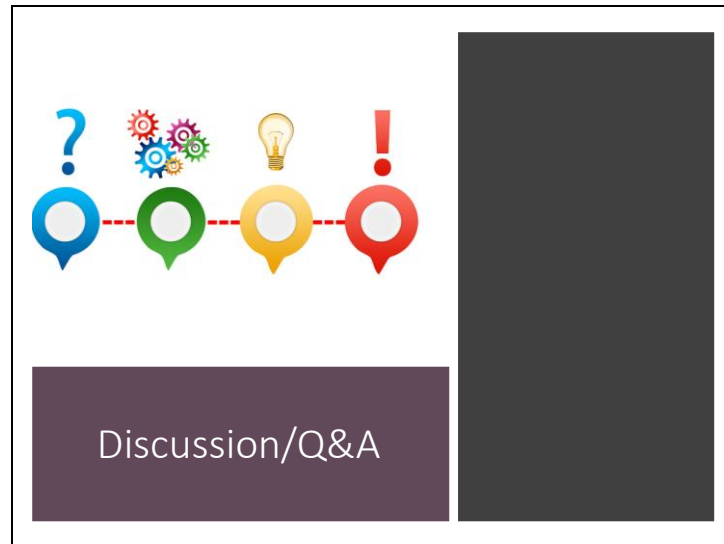
Slide 20



Title: Q1 2018 Adobe business review

- One snapshot of our journey so far, this is strictly about adoption

Slide 21



Title: Q&A

- I appreciate each of you sharing this time with me and I hope our story helps you during your learning and development journey
- *****TIME PERMITTING****
 - With the last few minutes I'll happily answer any questions you may have