

# Learning & Development

## Winning strategies for blended learning...

Strategic pointers



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## Winning Strategies

*"Online learning is not the next big thing; it is the now big thing."*

*Donna J Abernathy*

**Learning & Development is a dynamic field in a state of great transition. With global, economic, technological and social change arising all the time, it's never been more important to understand the forces driving these changes and harness them to your advantage through more effective programs.**

**Listed below are 10 ideas to enhance your Learning & Development Leadership" in a changing world:-**

*"An organisation that understands its success is dependent on the growth and development of its employees has an inherent advantage – as more organisations embrace this concept L&D will surely be a key competitive advantage".*

*Joan Carey*

*Blended learning when managed right is much more "sticky" – it produces more effective learning – if it is used in a strategic fashion.*

*Robert Reinheimer  
DUKE CE*

1. Understand and communicate Learning has the potential to become the No 1 differentiating advantage for your organisation – there are several secret weapons for this success!
2. Build a learning vision statement for your organisation future say 3- 5 years time– not today. Win top level buy-in for its adoption and implementation.
3. Inspire, promise and communicate to Invest in employee development and deliver on it. Adopt a learner centric philosophy to ensure that courses hold your learners attention, are relevant, provide confidence and importantly deliver satisfaction.
4. Promote the Learning & Development department as a stronger strategic player in the organisation with a key role and increased influence. Secure more centralised budget so that the wider view, rather than functional or departmental unit view is more efficiently managed and executed. A centralised budget means consistency in approach that matches the organisational goals and opportunities to collaborate with other organisations for combined funding developments.
5. Be aware of the technology transformation that is now available to you and understand how you can deploy it to accelerate new forms of blended learning.
6. Rewire your employee perceptions of training so they see a self learning culture as a way to build their career opportunities and personal CV's.
7. Invest in training programs that make your e learning "engaging". Better attendance and better returns come from better offerings and better presentation using professional educational, graphic and instructional designers.
8. Encourage social learning so that employees teach each other – "pass it on". Tap into what each employee knows and get them to spread it further using today's technology.
9. Provide your learners with learning options that are customised to your organisation and to their learning profile – be more relevant to your learner.
10. Take L& D beyond training and integrate it into your employees daily work lives, so that they are inspired and motivated to continually develop their skills. Learning & Development departments must become better marketers to sell and promote the advantage of attending online and completing courses.

END