

LEARNING UNCUT EPISODE 22:

RUNNING A VIDEO LEARNING CAMPAIGN WITH MARKETING TACTICS – MEGAN POWER

- Karen Moloney: Welcome to another episode of Learning Uncut. I'm Karen Moloney.
- Michelle Ockers: And I'm Michelle Ockers.
- Karen Moloney: Today we're talking to Megan Power, who's an independent learning solutions partner, specializing in franchise, retail, and hospitality. Hi Megan, welcome to the podcast.
- Megan Power: Hello ladies. Thanks for having me.
- Karen Moloney: Today we're going to discuss a project that you undertook with PetStock, which has just recently won an award with LearnX for the best product and knowledge training project. Well done, congratulations!
- Megan Power: Thank you. We're very excited with that.
- Karen Moloney: I will hand over to Michelle to get us started.
- Michelle Ockers: Thanks Karen and welcome Megan. Can you tell us a little more about PetStock as an organization, just to give us some context. Talk to us briefly about the project and the target group for this learning solution.
- Megan Power: Certainly. PetStock is one of Australia's largest pet specialty retailers with ... they have just clicked over 150 stores, including the online operations across Australia and New Zealand. The project, or the challenge we had, was to launch a new premium natural dog food into the business called Glow, which is exclusive to PetStock, therefore really important that it was launched successfully, obviously in terms of being able to drive future foot traffic into stores because basically the only place customers could buy this was with PetStock. That was our challenge, and obviously our target audience was the store staff.
- I guess the challenge there was positioning Glow, so they could understand how it was different from the existing product range offering, and who were the intended customers to be selling to, because quite a large percentage of customers are going to pet specialty stores don't actually buy food. They're going to buy parasiticides or treats and toys and so on, but not always food. It was explaining to the team, what were the features and benefits of Glow, who to sell it to and how to sell it.

Michelle Ockers: Okay. Tell us a little bit more about the store staff. What kind of people are they, what kind of work are they doing, what's the environment they're working in, what age group, anything that might have been relevant for you when you constructed the learning solution.

Megan Power: Yes, sure. Like any retail business, the guys in store are constantly busy. If they're not serving and selling to customers, there's stock management things that need to be done, re-merchandising of the store. All those sort of things. A lot of the stores also have services available such as grooming and puppy school and so on, so they're in a really busy environment, so we're very mindful that whatever we were going to be sending out to them needed to be in good digestible chunks so that they could learn but quickly, and we needed to be able to measure that as well. That was probably our biggest challenge in terms of understanding the challenges in the store and our target audience.

Demographic-wise you're talking a mix of millennials and Gen X's, so reasonably tech savvy, but both with very different uses and purposes for technology in their lives. Someone said to me, "Oh Facebook, that's for grandparents to look at pictures of their grandkids." It's all about Snapchat or Insta or whatever. We were very mindful that we had those two demographics when it comes to technology in our stores as well.

Michelle Ockers: Yeah, absolutely. You tried a different approach to usual on this particular project. Prior to this, how had staff learned about a new product such as pet food? What approach would have been taken previously?

Megan Power: Oh look, it would vary depending on the budget of the supplier, and how much they really wanted to push the product. Traditionally it would be ... maybe there might've been a notification in the internal weekly newsletter to stores, which is digital. There might have been something put up on the e-learning training platform, whether that might have been an e-learning module, or a link to a proprietary e-learning site that had been set up by the supplier, or it might have been just as simple as a PDF of a PowerPoint.

It was always about timing as well, and often new products are supported with big promotional launches in the store, and with Glow, the business actually chose a fairly low-key approach. Other than a bit of promotion, prelaunch on the PetStock website, there was also a Glow dedicated website. There was certainly no TV or radio advertising around it at that time.

I'm trying to think what else ... oh and in the catalog, in the few weeks leading up to the launch, or the months leading up there might have been 'coming soon Glow', but it was a pretty low-key approach as far as product launches go. In terms of supplier incentives and so on, to really drive sales it was pretty minimal. It was really about ... we wanted to get our staff excited about this product that was exclusive to PetStock, get them to understand how it was different and unique in the market, and who were the people they should be selling it to.

Michelle Ockers: Why did you decide in this instance to try a different approach? Was it because you didn't feel that that level of excitement was going to be generated, or was it ... was there something else going on that lead you to say, okay, that's what we've done in the past, but now we want to do something different?

Megan Power: Well, there was a couple of things. It was like serendipity, because we recently changed our reporting structure, although the L&D team had changed reporting structure to, believe it or not, the marketing manager, which is pretty a unique structure in a business. He came in with a really open mind, and the video and messaging platform that formed the backbone of the learning campaign we did, we'd been interested as a business in ... or as an L&D team in trying to utilize that for a long time, so when we started reporting to this new manager and he said, "Look guys, we need to launch Glow. It's got to be a huge success. How can we do it?" And we said, "Well, what about this video messaging platform?" And he's like, "Well, how's it different from me just putting video on the e-learning thing?"

We said, "Well, the difference is that the video message goes straight to the team member's smartphone. They can all view it from their smartphone, it can be interactive in that we can have a survey question at the end to check knowledge, or we can have a link where they can go to the website or download a spec sheet about the product, and then the back end data analysis is phenomenal. We can see how many team members actually have received the text message, have opened it, viewed the video, whether they watched it, what point until they watched it until, and whether they submitted a response and what their response was." And he's like, "Right. Get these people in. We need to talk to them."

Michelle Ockers: Right. Do you think the fact that ... it's such an unusual mix that the L&D manager and the marketing manager being one role, would you say that there was an openness to doing something different? Was there any other way in which having someone who had a marketing profile, or marketing experience involved with the project at that leadership level, any other way in which that affected the approach you took?

Megan Power: Well, obviously in terms of partnering with the marketing team, so in terms of skill sets that we needed. We needed someone who was able to do a bit of basic video production, so straight away we had access to that, which was amazing. Not that we wouldn't have normally, but normally the L&D team probably would've just gone out with an iPad and filmed something, but we actually had access to the marketing team for that, and especially when it came to the video editing, which was quite an interesting process as well.

Megan Power: Obviously in terms of the production of resources and so on, the L&D team came out ... there was a resource that we created, had to sell Glow, a poster, but that actually was driven by feedback from the stores. Once the video was started it was like, it'd be really good to have a summary document that we could have up in the staff room that we can refer to at any time. Obviously that

got zhooshed up by the marketing team, design team, quick, smart, and looked fantastic, and it was a no-brainer. It was actually a fantastic symbiotic relationship. It was really good.

Michelle Ockers: It's one relationship which we're often talking to people about on Learning Uncut, go out and find who else in the business can work with you. One of those key areas where I think we can adapt, or co-opt, build relationships with them to improve the outcomes on our learning programs and the impact we get from them, so thanks-

Megan Power: And learning from them as well. I've found that an awful lot of parallels between marketing and L&D in the work I've been doing over the last couple of years. It's actually quite exciting actually. It's a nice space.

Karen Moloney: Just thinking about this solution itself. Megan, can you give us an overview of what that looked like from a high level design perspective?

Megan Power: Yeah, so basically there were ... I'm just trying to think of the components. Basically we had a 10 week program of one video message a week that went out to all team members' smartphones. There were a few people who opted for email, but the bulk were via smartphone. There was, as I said, 10 weekly videos, each about two minutes in duration, and then as I said, there was an interactive component at the end, where there are multiple choice question, or seeking their feedback. Whatever it was, it was just to keep them engaged in what was going on, and we actually used that during the campaign. One week we said, "Of all the ingredients we've enlisted in Glow, which do you think is going to be of most interest to your customers?"

It was things like ancient grains, Chia seeds, lupins. There was all these interesting ingredients in there. Of course everyone was interested in what everyone else said. Using the internal ... there was a social media component, or social learning component, as well with the business's Yammer Platform that we could actually say to it, "Hey, this is what you told us last week guys, you think the customers are most interested in, is that what you said?"

It kept generating interest in what we're doing in the campaign. We were tapping into social learning as well through Yammer and giving them feedback, "Hey, this is what you told us guys. Thanks for that." One week I think we might have said, "What ingredients would you like to know more about?" And then the next week we could do a video on that for them. We were tailoring the learning approach for them as we went along. Although did have, obviously a 10 week plan of what we're going to have an each video each week, but beyond that, the specific content we just could tailor week to week based on feedback and interaction.

Michelle Ockers: Yeah. A lot of flexibility there. You've spoken about this being campaign in terms of the approach and the design. What do you think characterizes a campaign as

a learning approach, versus other learning solutions? What's specific about a campaign in the learning context?

Megan Power:

Well, you mentioned flexibility, Michelle, and I think traditionally in L&D it's a massive project and it's all about compliance, and we've got to get a consistent message out, and we're planning far ahead of time in terms of what we're going to present and how are we going to measure return on investment, or transfer of learning. But this one was really ... it was, as I said, part communications piece, but part learn educational piece as well.

We probably could've just as easily been sending these videos out to customers. Loyalty program members, in terms of information in there. To me a learning campaign is a very short, sharp, concentrated campaign. It's like a marketing campaign, but with the difference being that you then need to think about, "Well, okay, what about the new employees that then come on who've missed out on all these videos?" We built an e-learning module, a traditional approach. An e-learning module to cover that off. We then, after the program had been completed, loaded up each of the 10 videos onto our training platform as well, so that those resources are there for new people going forward.

Karen Moloney:

When I talk to people about using video in learning, they immediately assume it's going to cost a lot of money to produce the videos, because they have to be schmick and all these things, but what equipment and tools and people were used to produce your videos?

Megan Power:

We had someone from our marketing team, and we had a ... I think they might have used an SLR camera to record it, so it was not high tech. Certainly I know some of the videos at least were recorded on an iPhone. I think that's probably been one of the biggest learnings out of that for me and for us as a business, that training videos that are all high production values and stuff, they just don't cut it anymore. To our target audience in particular, I think they really responded well to the authenticity of what we're doing. We varied up the presenters, we really experimented with presentation. One week we even resorted to Snapchat filters because the topic was pretty dry, so how do we make this fun? And they loved it.

There was one week we filmed, we were talking about ingredients, and so they went down to south Melbourne market and we filmed there. This was an interesting learning experience because background noise of course in a market environment on a market day is insane, and that's when we learned about the power of subtitles, which I know you also are aware of, Karen.

Karen Moloney:

Yes.

Megan Power:

From there we then invested in some video editing software that could do that subtitling so that we didn't have to manually type it all in.

Karen Moloney: In terms of the approach, the videos, they were raw, authentic, bite size, relevant. What other challenges did you come up against in the making of those videos? You've mentioned ... excuse me ... about the on-location filming. Was there anything else that was problematic for you?

Megan Power: No. I don't think so. I think it was like once this juggernaut started rolling you couldn't stop, so every week we were very mindful. Okay, we know this week we're going to talk about ingredients, or this week we want to talk about the target customer, and then it was like a brainstorm session on how we're going to do that creatively. It was just a case of going out, filming it, editing it and getting loaded up on the video messaging platform.

We did find one of the challenges throughout the program. What's really interesting was getting people to open the text message. Once again, I think perhaps it's a generational thing, because to me at my life stage with young child, aging parents, if I got a text message straight away, but if I was 23 years old and living at home with mom and dad, I'm like, "Text messaging, whatever. It's all about Snapchat or my friends will WhatsApp me if they've got something to say."

What we knew though, was once ... the data showed us that once people open the text message, they were 95% likely to start the video, and then it was like 90% of them would go on to actually watch the full video. Then from that it was something like 75% of those people would respond with whatever the engagement piece was. The challenge was getting people to actually open the message in the first place. What we did midway through the program ... I think it fell around Easter time, and we weren't going to do a video. We went to our manager and said, "Hey, what if we just did this rogue video?"

Myself and my other colleague and the training team then we went and did this rogue video where we basically make it look like we've hijacked the video messaging platform and we go in there and say, "Hey guys, we're just doing this bit of a video without telling the management. We just want to thank you all for opening and watching the videos. Hope you're enjoying them. If you haven't already opened and watched them, go back through your thread on your smartphone and watch the previous five weeks' videos, and respond to the questions. Do that by this Friday and then you can go into the draw to win one of these prizes." The interactive bit at the bottom was a multiple choice of five or six different prizes that they could choose. Like gift vouchers, red balloon experience, vouchers and stuff like that, and there was going to be a winner randomly drawn in each state.

That absolutely sent viewership through the roof and engagement. That also then had a follow on effect after that. If there had people who'd been late adopters because, "Come, I don't have time to watch those videos." Are like, "Oh, am I going to win something? All right I'll have a look." That was our biggest challenge, and that's how we addressed that.

Karen Moloney: There a couple of marketing tips, and tips from TV and stuff that you used as well, to get and hold attention throughout the campaign. What were they?

Megan Power: Building suspense. At the end of that rogue video we said, make sure you watch next week to find out who the winners are. Of course the next week's video we went through all the content, but we don't tell them who the winners are straight at the beginning. You've got to make them sit through to the end. We told them at the end. I think at the end of the video, and that was the thing.

When you're doing a series of videos like that think of your favourite soapies, finish with a wedding at the end, or cliffhanger at the second at-

Karen Moloney: like The Simpsons.

Megan Power: ... the second last episode, so people are like, "Hang on. What is the key ingredient? Oh no, I need to watch next week's video." There were just tricks like that that we played with, and it was fun. Subconsciously TV educates us for this stuff and especially reality TV, and people respond well to it.

Karen Moloney: There's just so much of it about I suppose. Thinking about the ... you've already touched on this a little ... in terms of the data, but how did you track what videos were getting traction, and how that translated then into ROI?

Megan Power: As I mentioned earlier, the thing we loved, or me being a L&D data nerd, what I really loved was the back end of this video messaging platform that could actually ... the KPIs or key performance indicators we were measuring were click through rate...

Every week the message went out to about 1500 employees, and then of those we could see that on average about 37% would open that email, from there 34% would start to watch the video, 30% would then watch the video to the end, and then 25% would respond. That was our thing basically, because at the start we had no idea what the figures would be. Each week the objective was monitoring that, and trying to better the previous week's result.

We also had the 1500 recipients grouped into three pretty broad cohorts. It was all our retail store teams, we had our field management team and we had support office staff as well, and obviously our expectations we wanted retail stores to have the greatest level of engagement. We were able to then see which appealed to retail store staff versus support office staff versus area managers and so on. The goal was pretty much ... it was a moving goalpost, but we were always trying to improve on the previous week.

Michelle Ockers: Megan, one of the things I love about this, and one of the things that hopefully our listeners will be thinking of, regardless of what kind of delivery mode, or type of resources they're using is the use of analytics, and the flexibility that gives you and how you're able to respond, as you could see what was happening

during the process with engagement with learning. Well done on that. That leads onto the overall or the big analytic, and that is the business impact or the business results. What results did you see with the sales of Glow, and how can you trace that back to ... was it because of your program or was it something else that was going on?

Megan Power:

It was pretty insane, I have to say. It was when the time came to put together the estimation for the LearnX awards. I thought I really wanted to spend some time doing some rummaging around in this data and see if ... I need to find a correlation between the learning and the sales results. I was absolutely ecstatic when I actually did find that correlation.

First of all, the sales of Glow were just phenomenal. In the first week they exceeded forecast sales by 292%. In the second week it was 418%. Bearing in mind that not all stores had received the stock yet, so even at that point we're still exceeding sales forecast, and by week three it was 307% percent. After six weeks it had stabilized down and they were tracking it to 30% percent ahead of forecast, but also by the sixth week mark, one of the challenges that we were facing was replenishment of stock in stores because they'd had such a massive initial sell through, we thought, oh, ... and of course pet owners coming once a month to buy their bag of dog food and it was kind of like, "Oh look where we're actually out of stock of that at this moment." There was a mad flurry to replenish stores as quickly as we could.

It was a huge success sales-wise, but then when I actually dug down to find the correlation, what I found was the South Australians stores in particular really embraced this training campaign, and a lot of that was to do with the support from the field team, they were really excited to use these technologies and these new products that are really driving it with their team, which is great. We found that overall in terms of click through rates ... so accessing the landing page, videos views, and responding to questions, they were 60% higher than the company average engagement levels. Their sales were then 89% higher than the company average by unit, 85% higher than the company average by dollars.

It was a massive correlation. And then I'll go like, "Oh well, maybe that's just a coincidence. Let me just have a little look and see." Then I dug down again and we found that Queensland stores, which had the second highest level of video interaction and engagement, their sales were also above the company average, so 8% above company average for units sold and 11% above in terms of sales dollars. That was really exciting. To find that correlation was a lot of number crunching going on. But yeah, it was really super exciting to see that.

Michelle Ockers:

Yeah, absolutely. In terms of the power of the data and what you can do with data and you don't really need some big business analytics platform to do that for you. You can just start getting your hands dirty with data as you're going, and as you're looking at the impact to see what it's telling you, and how you can respond to that.

Megan Power: I think the key was with the video messaging platform, where there were four key elements we were measuring in terms of sales. Traditionally obviously it's dollars and units. It was just looking at those and keeping it simple, not trying to analyze too many different things, then looking and seeing if there was a correlation.

Michelle Ockers: Yeah, I understand. In terms of cannibalization, that was something you spoke about, that not everybody coming into the stores, we were already buying products, and obviously this was adding to an existing product range. I think you've mentioned this as one of the business objectives, that it was to actually lift overall sales of pet food, not just take it from someone, maybe the higher price brands. Was that achieved as well?

Megan Power: Yeah, I think it was actually. To be honest, I haven't looked at specifically at that data. Look, it was always going to be a certain level of cannibalization, but I think we know that we also did pick up a lot more customers that were starting to buy food from us for the first time or be willing to be up-sold to Glow from a traditional more supermarket brand, because it was ... PetStock did the right thing, in that they were very smart and got his product in, that was positioned mid-range. It's a good introductory brand into the premium market, and also in particular natural premium market, which is really popular, just to go off on a tangent. We talk about human food trends, Paleo and Keto and all those sort of things. Gluten free, we love treating our animals as little mini humans, and so that translates to Glow, so that natural premium dog food, the market was also really ready for that as well, which I think helped.

Karen Moloney: So this was the first learning campaign of its kind for yourself and for the organization. What were the key learnings that came out of that for you?

Megan Power: Video doesn't have to be high production value to be effective. There are a few things as well in terms of ... people always talk about, "Optimum video length shouldn't be more than 45 seconds for this sort of thing." We actually found that if your content's right and it's relevant to your target audience, they'll keep watching up until two minutes, two and a half minutes. That was really interesting.

I think, as I've talked about before with Michelle, for L&D to be willing to be flexible and dynamic in terms of the delivery approach, but also the content that they're delivering, being responsive to feedback, I think that was really exciting for me, because I think traditionally you do a learning needs analysis, you talk to your target audience, find out what they want. It's a long drawn out process. But with platforms like this, social platforms in businesses such as Yammer, even tools like SurveyMonkey, it's never been easier to actually get immediate feedback from your learners, so why wouldn't we be tapping into that and actioning that?

Karen Moloney: I have to say that it still shocks me the amount of organizations that I hear about that just don't actually really ask their people. Somebody somewhere decides

that we need a training course to fix a problem, and just roll out content to people without really understanding where the issues are in the business. To be able to get that real time feedback is even more powerful. That feedback as you go. I think it would be really exciting to work on a project like that.

Megan Power: Yeah, it was definitely. If we'd gone to the PetStock staff and said, "Do you want training on this product you've never heard of before?" They'd probably be like, "Oh no." The business had to make that decision, but how you then communicate it to those guys, and the information you give them, you can certainly play with and experiment.

Michelle Ockers: Yeah. The business results sound fantastic. It also sounds like compared to the approach that had previously been used, where maybe there was an announcement, some PDF information, e-learning. There was clearly a more sustained effort required. I think at one point when we were having some preparation discussions you talked about something like half a day to film each of these two minute videos.

Megan Power: Yes.

Michelle Ockers: so it' not without sustained effort over the period of the campaign. In terms of the efficiency of the approach, what did you learn about making it efficient? Was there anything you could've done differently to reduce the effort required without compromising the outcome? Or would you just say, hey, every bit of effort was worth it?

Megan Power: My initial reaction is to say every bit of effort was worth it, based on results, but I think as we went along, we kind of worked out, 'All right well, when we're videoing or filming, who needs to be there. Does everyone need to be there? No. Who are the key players that need to be there? Who needs to come up with the questions, or vet questions or the interactive piece that was accompanying each video message.' We became more efficient as we went along as always happens with those sorts of processes.

I think if we were to do it differently again, we wouldn't do a 10-week lead time, because that's a really long time in retail. Even now, people will be like, "Oh, Christmas, that's still weeks away." From a support office point of view we're planning for Christmas, but for the guys on the ground and in the store, it's like, "Hey, we've got Spring Racing Carnival." Or some things happening before then. We'd probably do it slightly shorter, and maybe have more overlap into the actual 'when is product landed into store', so a bit of reinforcement ... answering questions that are starting to come through once the product landed in store.

People might be like, "Oh, is this going to come in a different size bag?" For example, and we could have incorporated that into videos. Otherwise, I think

no, it was really good. It was worth it definitely and lot of fun. We had a really good time, and great to see those results.

Michelle Ockers: 10 weeks is a long time to sustain a period of excitement around something, when there's a lot of other things going on.

Megan Power: Exactly. I think the novelty of the delivery method with the video messaging platform was great. I tried to do a bit of delving to understand the whole issues around why people weren't opening messages, and we tried to work it out. We experimented with the timing of sending the messages, which was quite interesting to see, did people respond better to messages sent first thing in the morning, or at the end of the day, or at lunch time. Bearing in mind that we're also dealing with time zones from WA across to New Zealand. I even rang a few random stores and just said, "Hey, had one of these text messages, what are you think and when will be the best timing?"

Because of the diverse demographic of the teams in the store ... one woman had a baby and she said, "Look for me, eight o'clock at night would be great because my baby's in bed, and I can sit and go through my messages. Then I had a uni student say, "Well, once I clocked off at 2:00 to head back to uni I'd sit on the bus and watch it on the bus." It's like, well okay, we can't please everybody all of the time. So just... if we've got that excitement happening. The ideal scenario was where people would come in and say, "How did you see the video last night." Or "Have you watched it yet?"

Karen Moloney: We love to be very practical on this podcast, and encourage people to try new things, so if anybody is listening and they're keen to do more with video and marketing style learning campaigns, what would be your key takeaway tips to help them get started?

Megan Power: Just give it a go. You can't get it wrong basically. I don't think. Give it a go. The thing with producing video now is it's so quick and easy. Do it on your iPhone, and if you don't like it, delete it and film it again. Put it in front of some friendly learners, and ask them what they think. Your target audience, if you're really concerned, but the main thing is always just give it a go. Karen, you did an amazing ... the video, 'Thirty Day Challenge' earlier this year. Do that, challenge yourself as an L&D team. How can we start using video?

One of the things that actually happened from this campaign was state sales teams now, two out of the four state sales teams now do their weekly communications to store via video. In the good old bad old days it would've been a really boring conference call, where everyone is sitting there, and people are dropping in and out, and you don't know people paying attention. Now these guys are doing a... to be honest, their production values are better than our videos were. 10 minute video, going through all the key messages, sales data, shout-outs, acknowledgements and everything, and that's ... they're posting those on Yammer once a week. To see that cultural shift as well, following on from this is really pleasing and exciting too.

Karen Moloney: I think that was one of the points about that video challenge was really just challenging L&D to do this, just to get out and try things. I think there's that ... we all have a preconception that we need to be ... everything needs to be polished and perfect before we send it out. I think inherently ... previously a lot of training was around ... teaching people how to do their jobs and step by step how to use the system, and if we got it wrong, then they got it wrong, and then there was bigger ramifications for that, but I think things have shifted and people just want information, they want to know how to do things and why to do things. The quicker we can get that out to them, the more valuable resource we're going to be to the business, I think.

Megan Power: On the authenticity and the wholeness of your video. When we filmed that one at South Melbourne, there was a lot of discussion, South Melbourne market. There's a lot of discussion, "Oh we're going to have to re-shoot because there's too much background noise, and what are we going to do?" I said, "How about we just put subtitles on it, and then at the very opening of the video have a slide that comes up and says, 'hey, we hope you're really enjoying our really fun videos. Who knew? South Melbourne market is really noisy, so we hope you enjoy our amazing subtitles this week.'" We owned it, we turned that negative into a positive, and of course now that we now know the majority of people are watching YouTube and stuff are watching it without sound, so subtitles are essential. Yeah, just own it, and try and turn any negatives into a positive.

Karen Moloney: Finally, we've got one final question we like to ask all our guests on the podcast. Could you share with us the biggest thing you do for your own professional development?

Megan Power: I've thought about that. Obviously my first answer would be listening to amazing podcasts such as 'Learning Uncut' -

Karen Moloney: Of course!

Megan Power: Of course?

Karen Moloney: It's a given!

Megan Power: Given. But also participating in free webinars, there's some amazing people, including the lovely Michelle, doing amazing free webinars out there that you can do whilst you're at work. I think to me that's one of my biggest challenges is finding the time to attend workshops and so on. There's some amazing webinars that are free that you can get onto, and also subscribing to some really good newsletters like Laura Overton's 'Total Maturity'. They put out some amazing reports, the LPI organizations and how I got onto a lot of these people? Via LinkedIn. I don't want to be a plug for LinkedIn, but the reality is, there's some really great stuff on there if you know what you're looking for, and you can make connections. If you see something you like write a message to the

author and ask them about it. That's how I've done it, and I've found that I'm not the only L&D nerd in this big, wide world of ours, and it's really nice.

Karen Moloney: Well, and that's actually we connected, wasn't it? I think it was through the-

Megan Power: Yeah.

Karen Moloney: ... you saw one of the videos on the challenge, and then we had a chat. I think we had the chat as part of the challenge.

Megan Power: I think we might have. Involving a cat.

Karen Moloney: I think people can get a lot more off LinkedIn, really truly network with people. It's not just about collecting connections or going on there when you need a job. It's one of the most valuable resources I have definitely in my business.

Megan Power: As a learning tool, as well. I found out about Michelle and Donald's Webinar that was run yesterday on LinkedIn. That's where I saw it. I'm like, "Oh look, register to that straight away." So yeah, there's some really great ... don't get me wrong, there's a lot of stuff that might not be relevant, but hey, like anything, LinkedIn has an algorithm. If you start looking for specific things, liking specific things, you're going to find your feed become more relevant, and there's some really, really interesting people on there. And the global connection. It's just so cool.

Karen Moloney: Yeah.

Michelle Ockers: Absolutely.

Karen Moloney: I love how you can just reach out and touch people. Is that stalking? Is that weird?

Megan Power: From anyone else, Karen, but not you.

Karen Moloney: Well, thank you so much for Megan for sharing all of that with us today. Congratulations again on the award. We will put a link to your LinkedIn profile and some of the things we discussed here in the show notes. Anybody who would like to get in touch with you to find out more about the projects, and to build that network that we just talked about-

Megan Power: Lovely.

Karen Moloney: Thanks so much for your time, and sharing your insights with us. Really appreciate it.

Megan Power: Thank you. Lovely to talk to you, both. Hope to speak again soon.

Michelle Ockers: Absolutely. Thank you.