



# Creating a Compelling Vision for Learning

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**Australian Government**



The opportunity for L&D NOW

What a value proposition is & why it matters

Crafting your value proposition



Access to resources  
will be provided



# The opportunity for L&D NOW





# Shifts in learning strategy



To what extent do you feel L&D has contributed to your organisation's success in the past year?



What is your biggest contribution to your organisation in this period?





*We've seen two years' worth of digital transformation occur in two months.*

Satya Nadella  
Microsoft CEO





# The window is still open ....

## *L&D in the strategic driver's seat as change makers*

66%

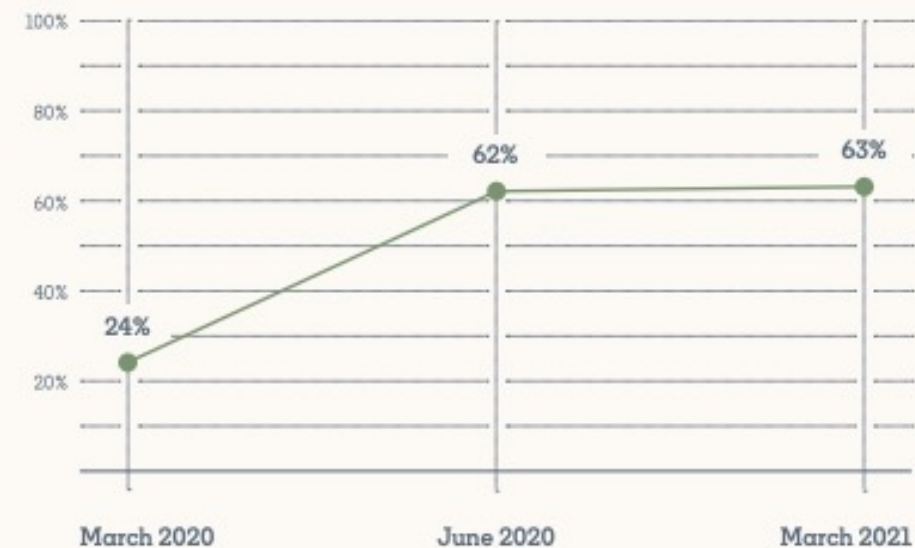
of L&D pros globally agree Learning and Development is focused on **rebuilding or reshaping your organization** this year

64%

of L&D pros globally who agree that L&D shifted from a "nice to have" to a "need to have" in 2021

## *L&D's seat at the C-suite table is secure in 2021*

% of L&D pros globally who agree that L&D has a seat at the executive table







# Why craft (or refresh) your learning strategy?



- Alignment
- Engagement
- Prioritisation & focus
- Build credibility
- Create & demonstrate value

## Why NOW???

Consolidate & leverage recent shifts – while the window is open



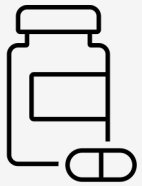




# What a value proposition is and why it matters



# What is a value proposition



Alleviates PAIN

A statement that defines the benefits that your product or service provides and how you do it well



Creates GAIN



People will WANT to engage with a COMPELLING vision



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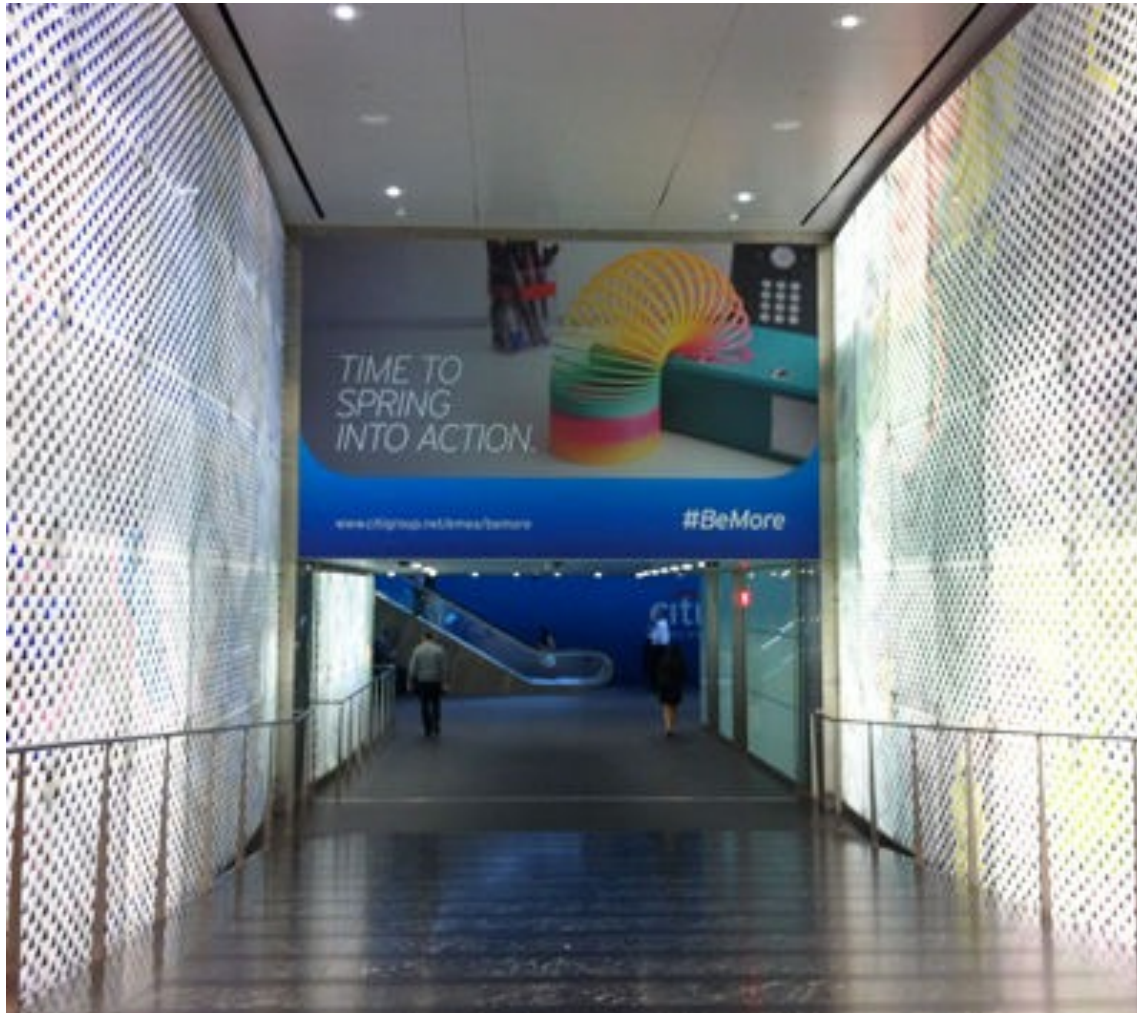


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Be More





# Developing Technical Excellence



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COCA-COLA AMATIL

**70 20 10**  
DEVELOPMENT



**SUPPLY CHAIN  
TECHNICAL  
ACADEMY**







# Farmers Mutual Group

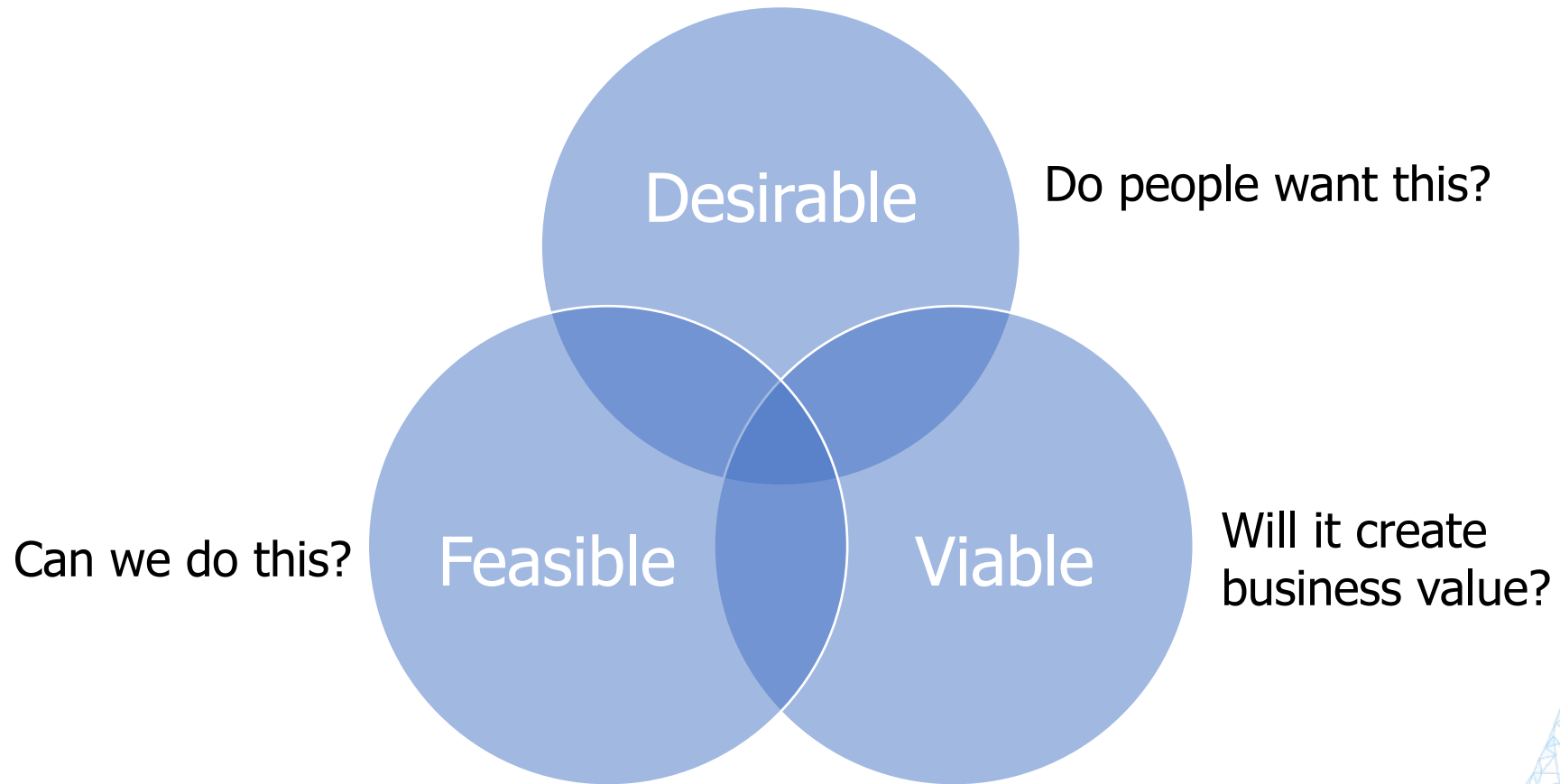
PROVIDING A  
**WORLD CLASS**  
EMPLOYEE EXPERIENCE.







# Hallmarks of a good learning strategy





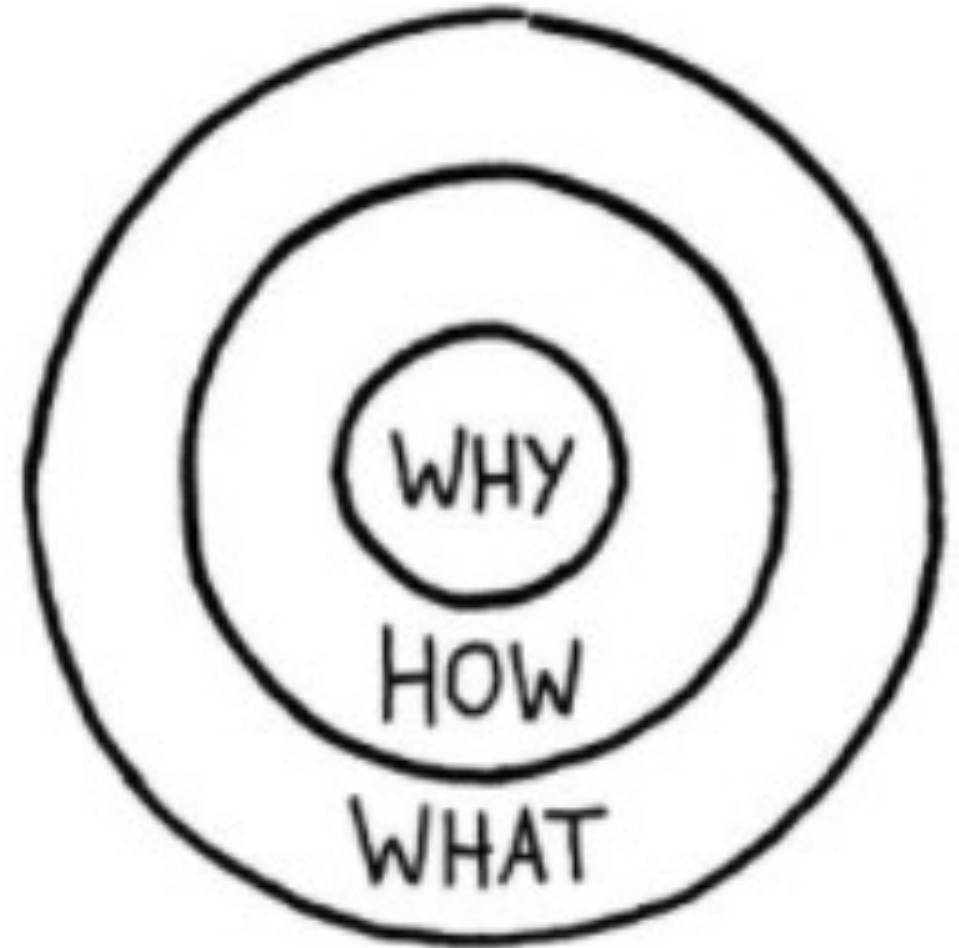
## Making it compelling



CHAT



What has made learning compelling in your organisation?





# Who is the value proposition for?



Our  
people

*I am encouraged,  
supported and equipped to  
develop myself  
continuously, improving my  
performance and career  
opportunities.*

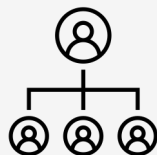




# Who is the value proposition for?



Our  
people



Our  
managers

*I lead a high performing,  
well-engaged team that  
delivers strong results  
and readily adapts to  
change.*



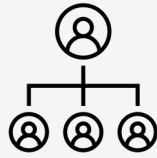




# Who is the value proposition for?



Our  
people



Our  
managers



Our  
leaders

*I attract and retain high caliber people by providing a dynamic work environment that encourages risk-taking and innovation, allowing us to grow in a rapidly changing market.*

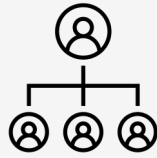




# Who is the value proposition for?



Our  
people



Our  
managers



Our  
leaders



Our L&D  
people

*I am a valued business partner, equipped and supported to make an impact in my organisation.*

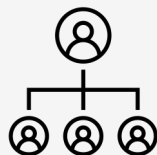




# A compelling overarching value proposition



Our  
people



Our  
managers



Our  
leaders



Our L&D  
people



Be More



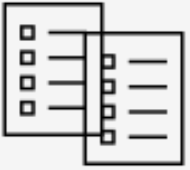


# Crafting your value proposition





# Common pitfalls



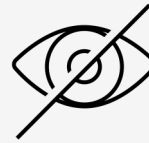
Copy  
someone  
else's



Apple pie



Ivory tower



Blindfolded



Lego blocks



Outsource











# Use research to inform your value proposition



- Challenge assumptions
- Overcome biases
- Bring the outside in
- Inform strategy design
- Create compelling value proposition







# Create a research plan

What do we know?

Organisational context

Our People

L&D team

Learning ecosystem

Managers & Leaders

Industry practice

What do we need to know?



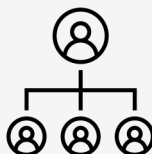


# Research focus for value proposition

- Mindset
- Behaviours
- Enablers
- Barriers



Our  
people



Our  
managers



Our  
leaders

- Engagement / pulse data
- Workplace visits
- Survey
- Focus groups
- Human-Centred Design (HCD) interviews / workshops
- External benchmarking





# Capture insight in personas

Goals



Motivators



Pain Points



- Performing at my best
- Developing my career
- My learning



Needs & Insights



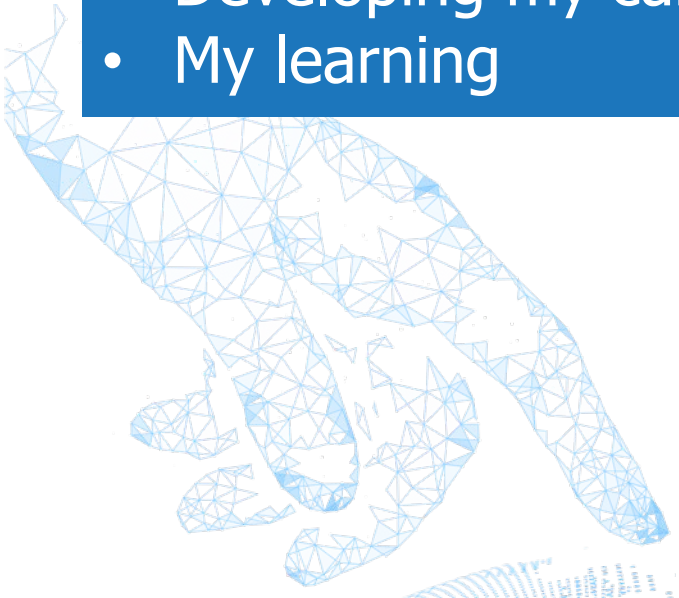
Think



Feel

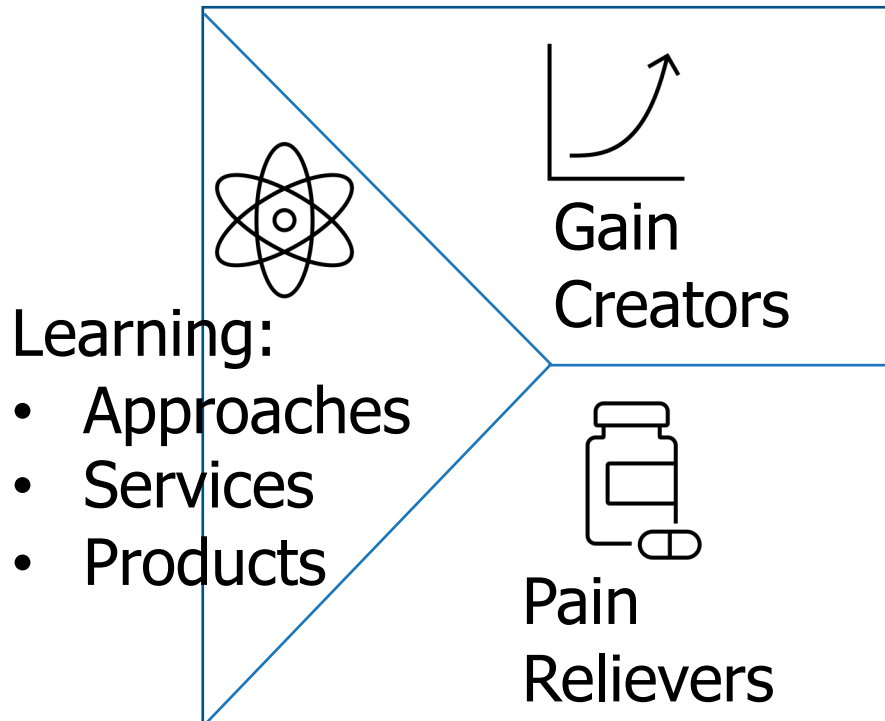


Do

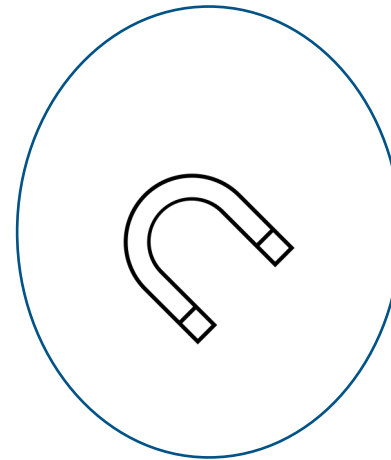




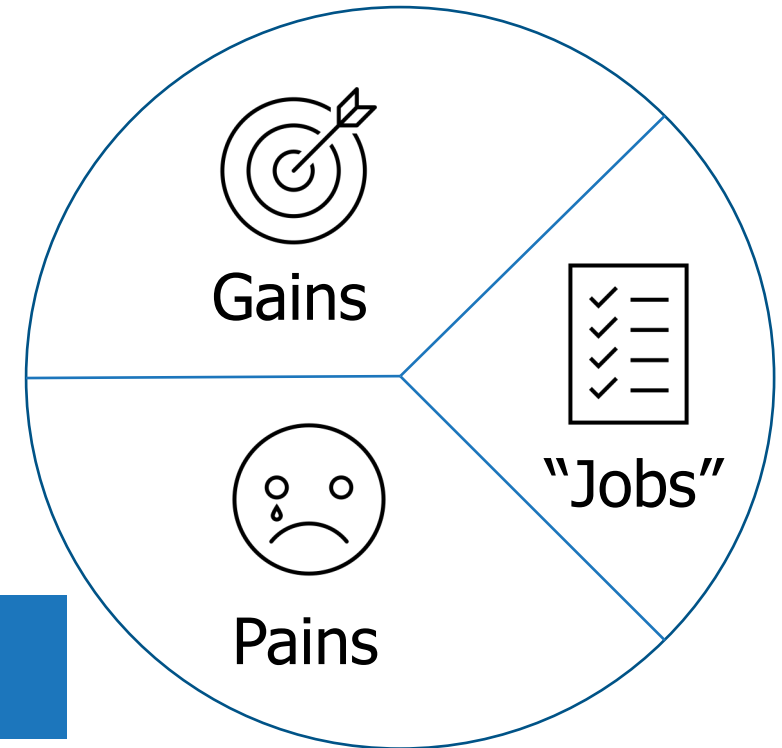
# Shape a Value Proposition



Value Map

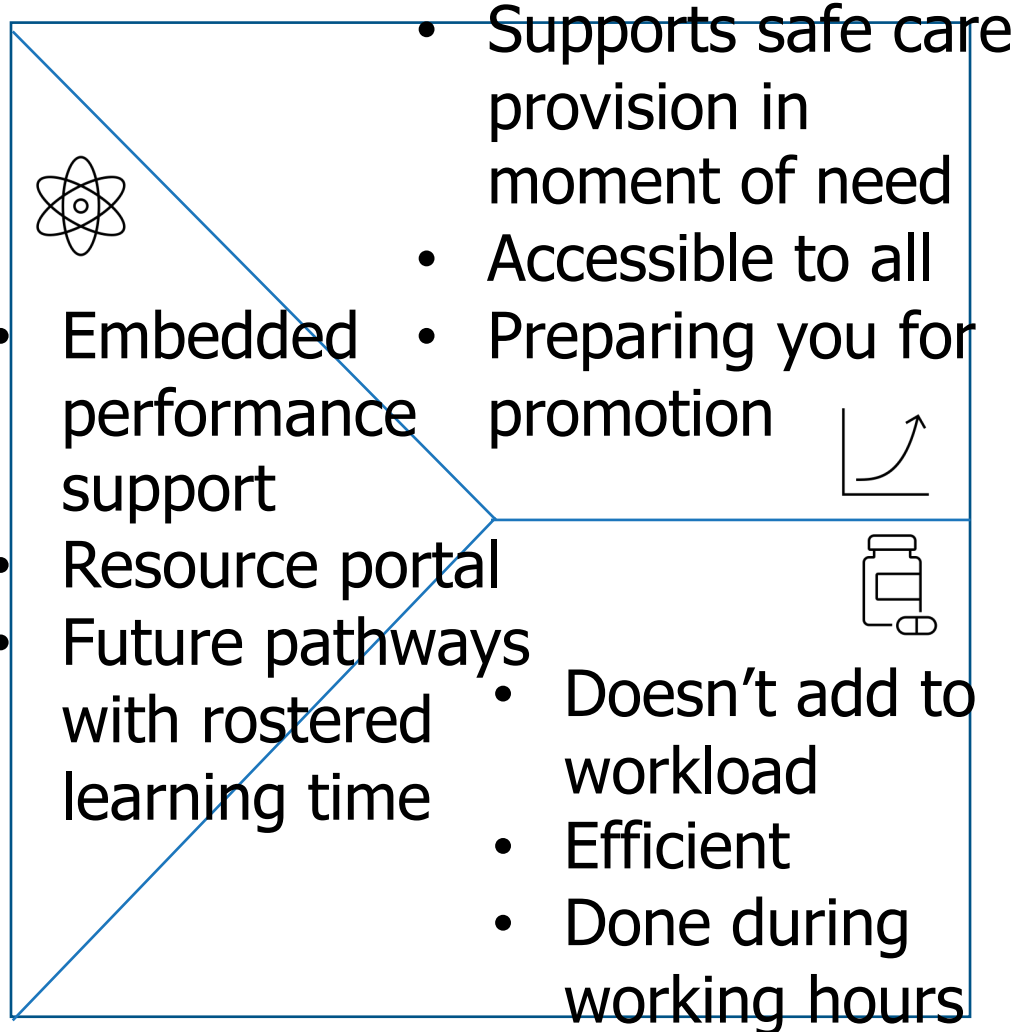


Value Proposition Statement



Stakeholder Profile

I can safely provide high quality patient care on shift and prepare for promotion on a learning roster



Safe patient care & career development



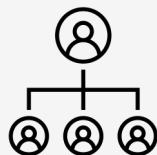




# A compelling overarching value proposition



Our  
people



Our  
managers

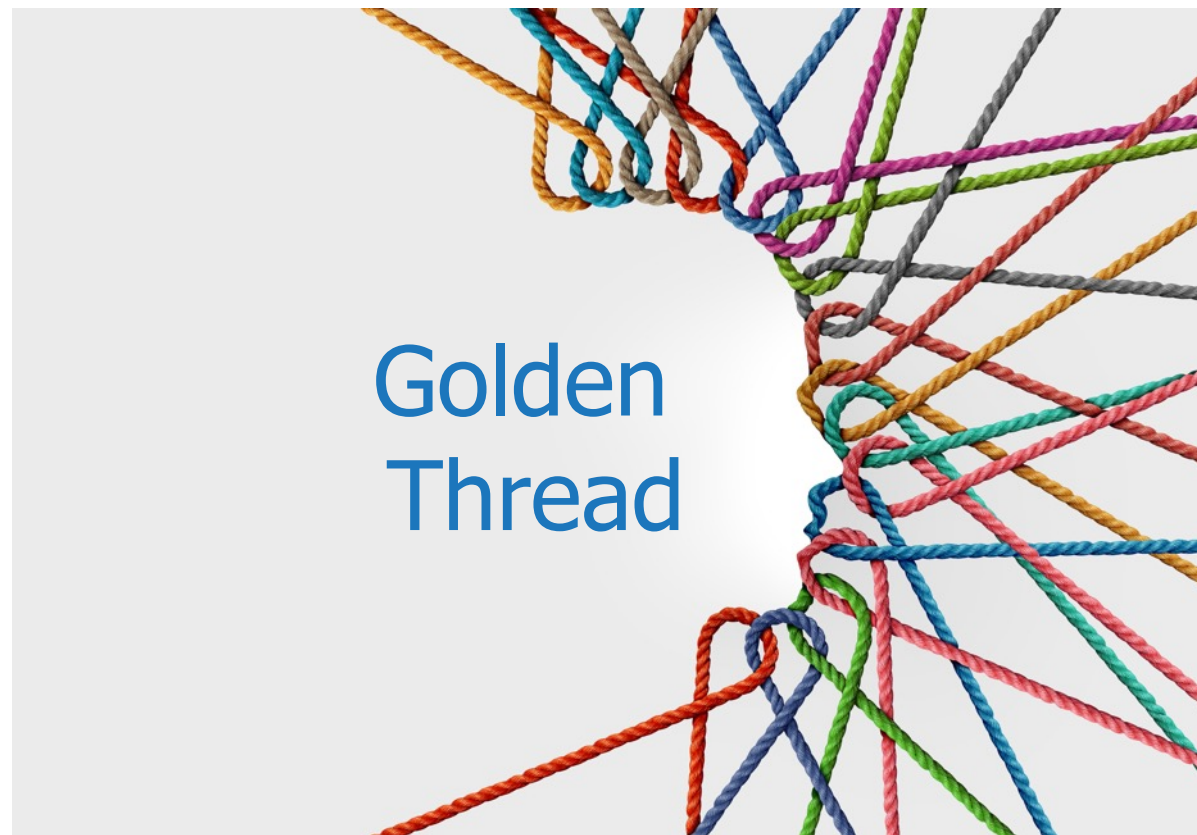


Our  
leaders



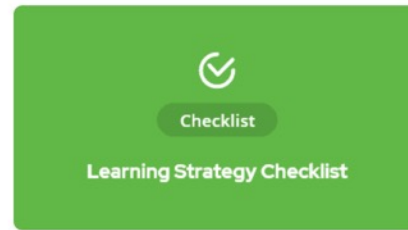
Our L&D  
people

Golden  
Thread



# Creating a Compelling Vision for Learning

Resources: <http://bit.ly/LUResources>



## Checklist: 9 Principles for Creating a Learning Strategy

Use the checklist to ensure your learning strategy is set up to create value in your organisation.

→ DOWNLOAD

NZATD2021 CONFERENCE

STRATEGY  
BUILDER   
by Learning Uncut

<http://bit.ly/LDStrategy>







# #MYLDWHY

Why do you work in L&D?

<http://bit.ly/myldwhy>

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