

A large, light blue wireframe hand is positioned in the upper left, reaching down towards a globe. The globe is composed of a grid of small dots, with some areas filled with a pattern of small text. The background is white.

Creating a Compelling Vision for Learning



Michelle Ockers



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



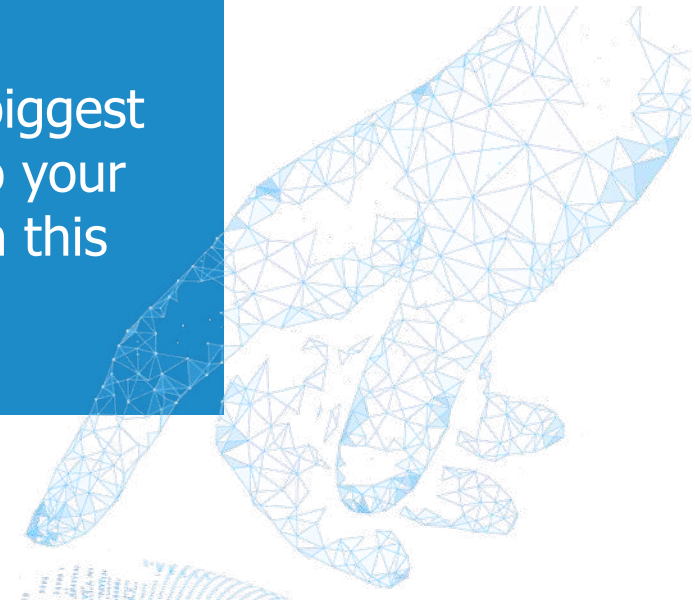
Shifts in learning strategy



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%

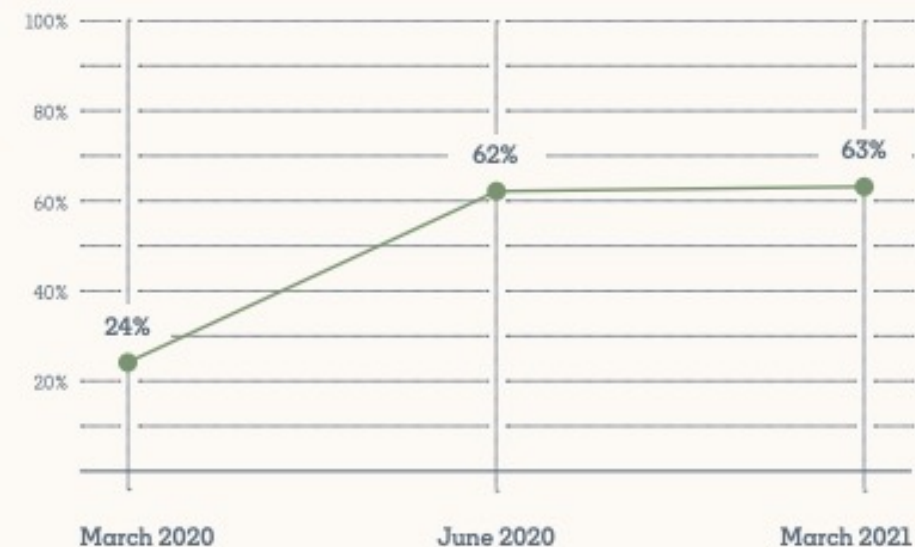
of L&D pros globally agree Learning and Development is focused on **rebuilding or reshaping your organization** this year

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

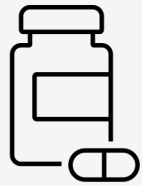




What a value proposition is and why it matters

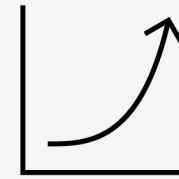


What is a value proposition



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



Accomplish more with better notes

Evernote helps you capture ideas and find them fast.



Capture anything

Add more than text to your notes, including photos, files and to-do lists.



Keep it together

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Find it fast

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Take it anywhere

Sync your notes to all your devices so they stay with you, even if you're offline.



Short links, big results

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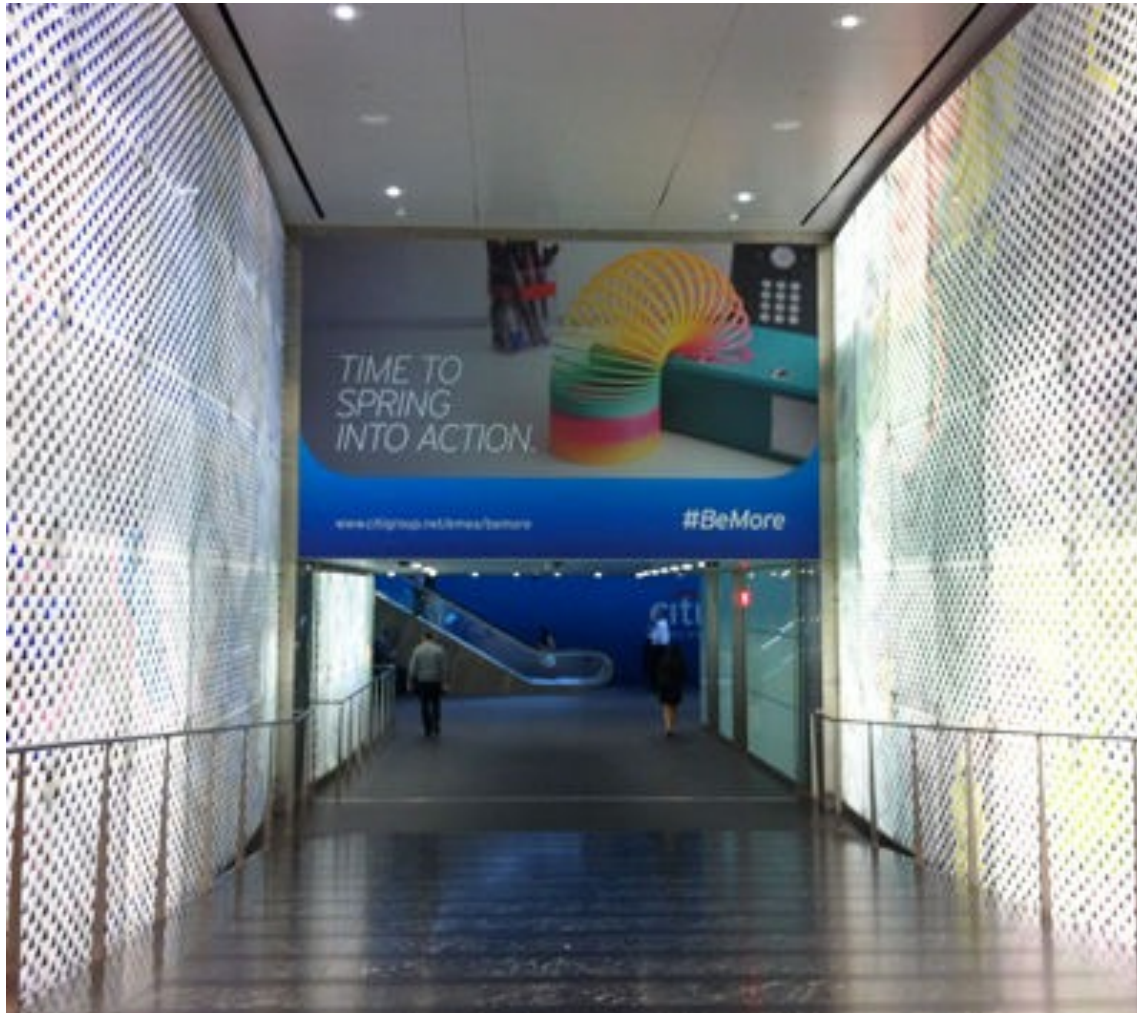
<https://bitly.com/>



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[Get Started](#)



Be More





Developing Technical Excellence



CCA
COCA-COLA AMATIL

70 20 10
DEVELOPMENT



**SUPPLY CHAIN
TECHNICAL
ACADEMY**



Farmers Mutual Group

PROVIDING A
WORLD CLASS
EMPLOYEE EXPERIENCE.

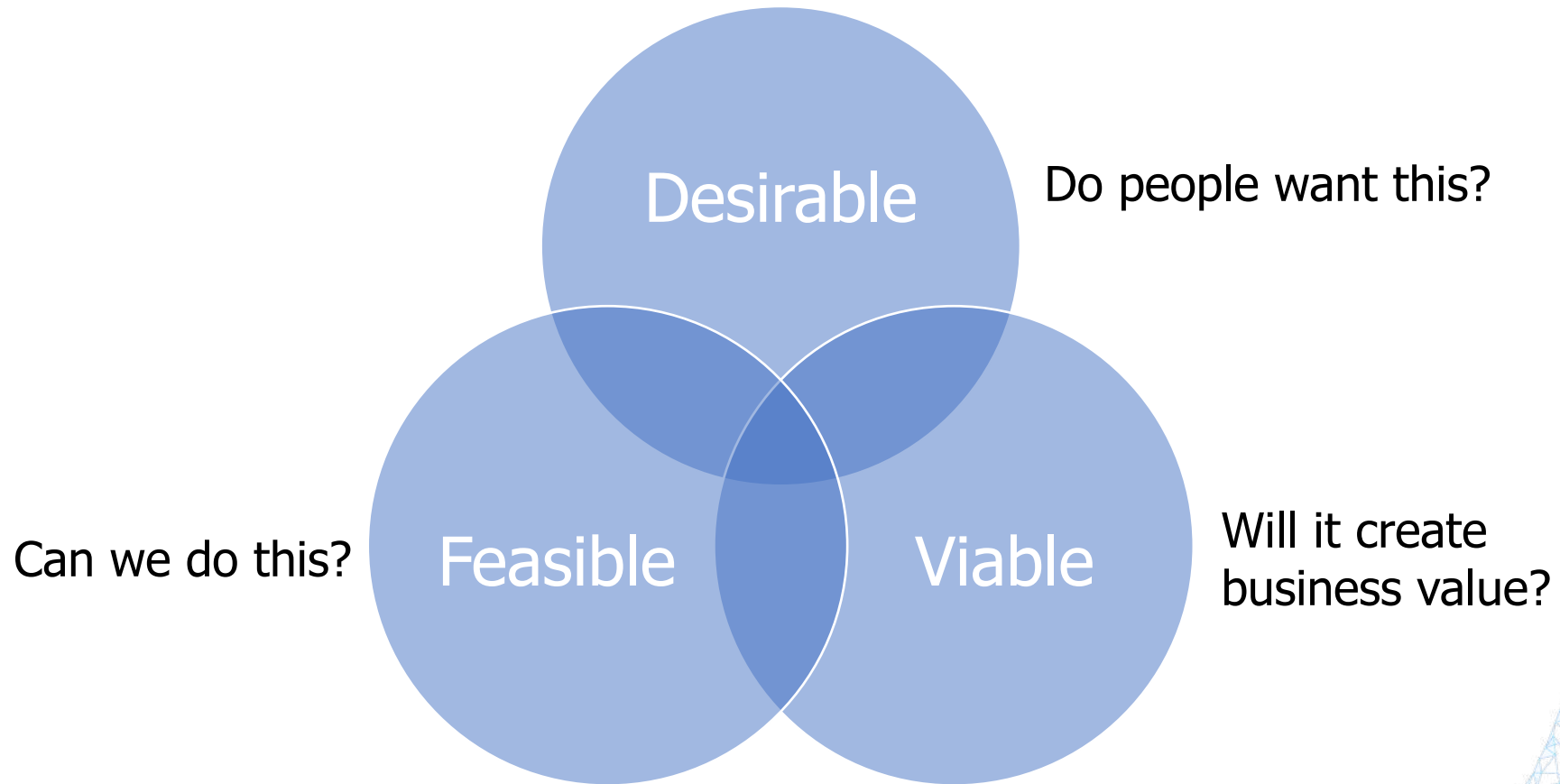


IMPACT ON BUSINESS
PERFORMANCE





Hallmarks of a good learning strategy





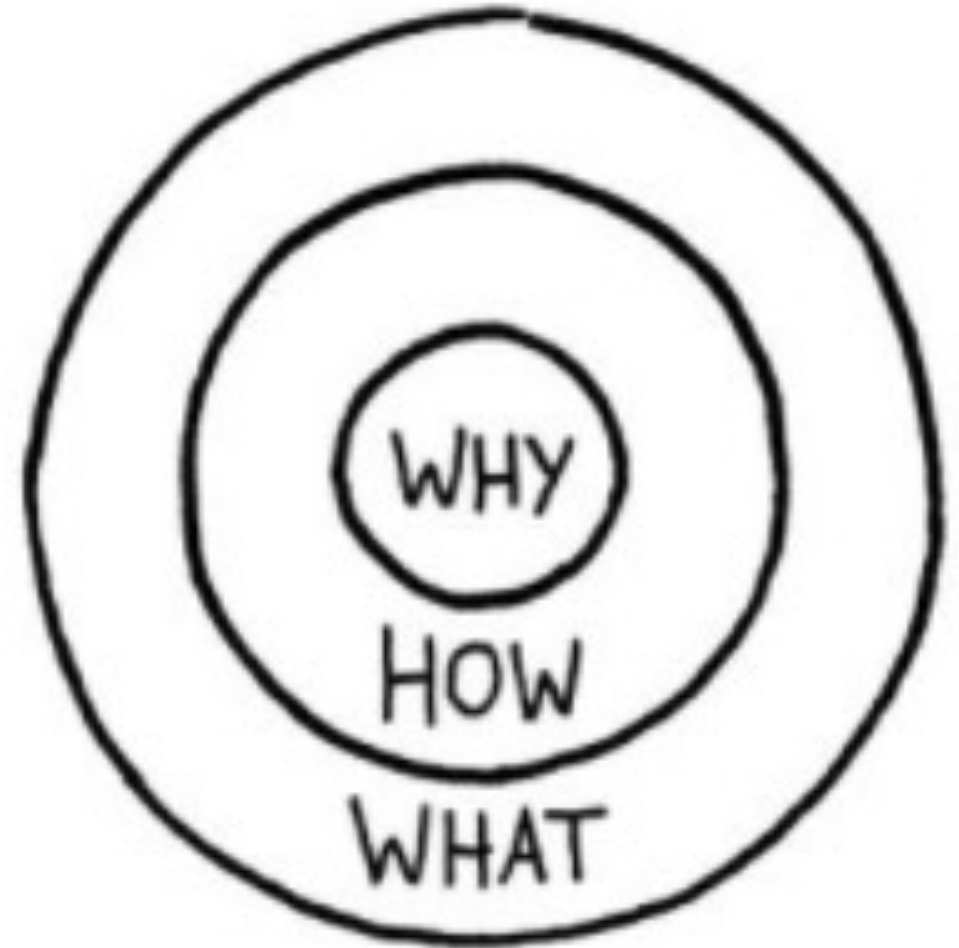
Making it compelling



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.*

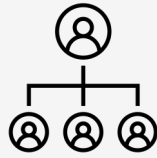




Who is the value proposition for?



Our
people



Our
managers

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

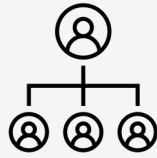




Who is the value proposition for?



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.

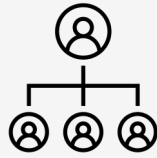




Who is the value proposition for?



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.

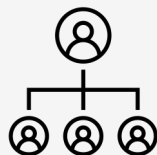




A compelling overarching value proposition



Our
people



Our
managers



Our
leaders



Our L&D
people

A background image for the 'Be More' section showing a dense, tangled mass of colorful ropes (orange, blue, green, red, purple) against a light gray background.

Be More

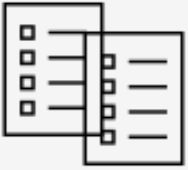


Crafting your value proposition





Common pitfalls



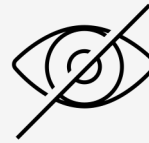
Copy
someone
else's



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?



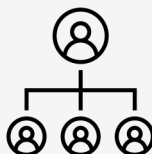


Research focus for value proposition

- 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



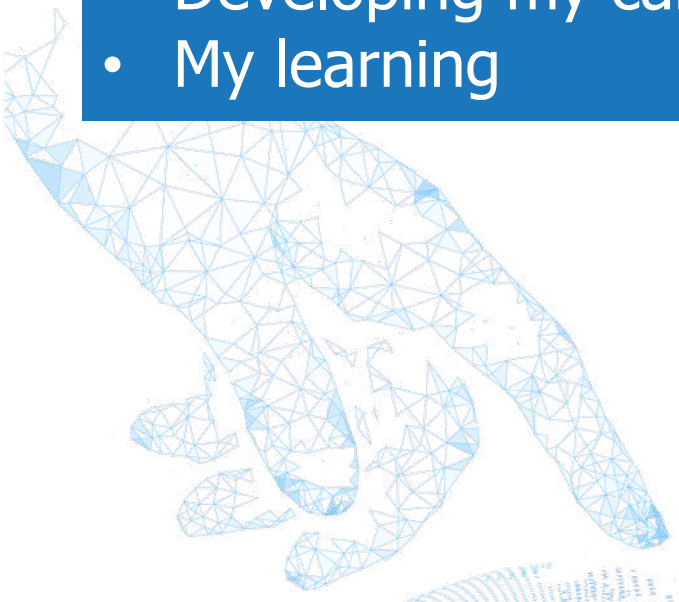
Think



Feel

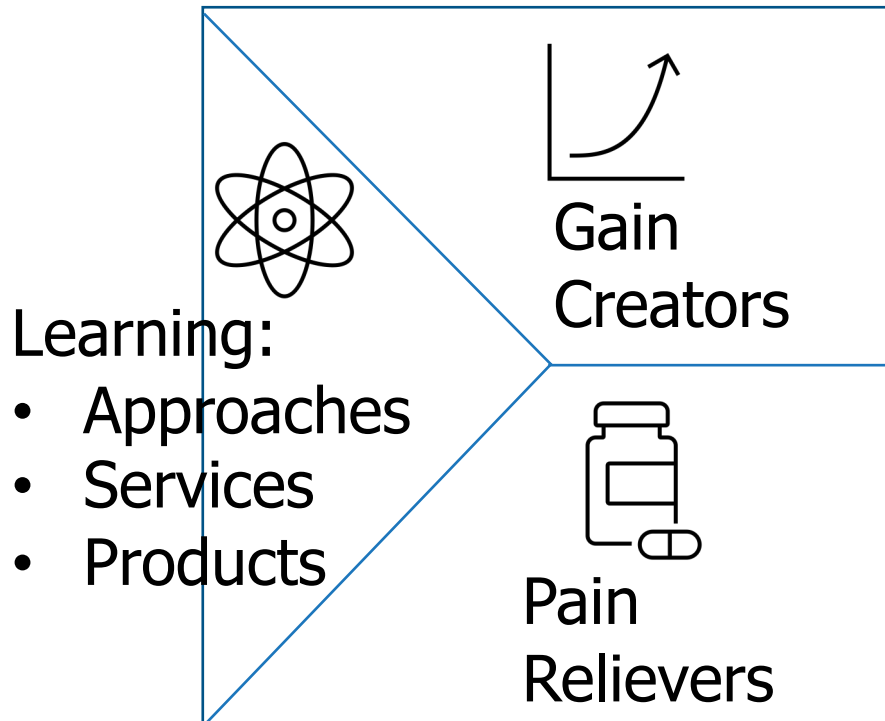


Do

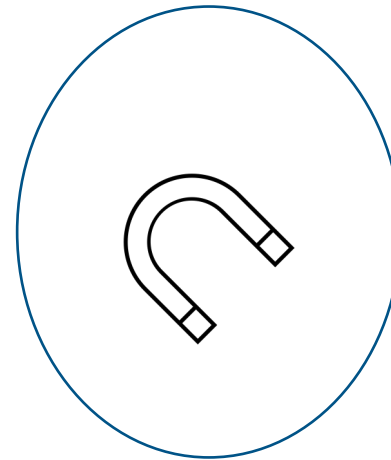




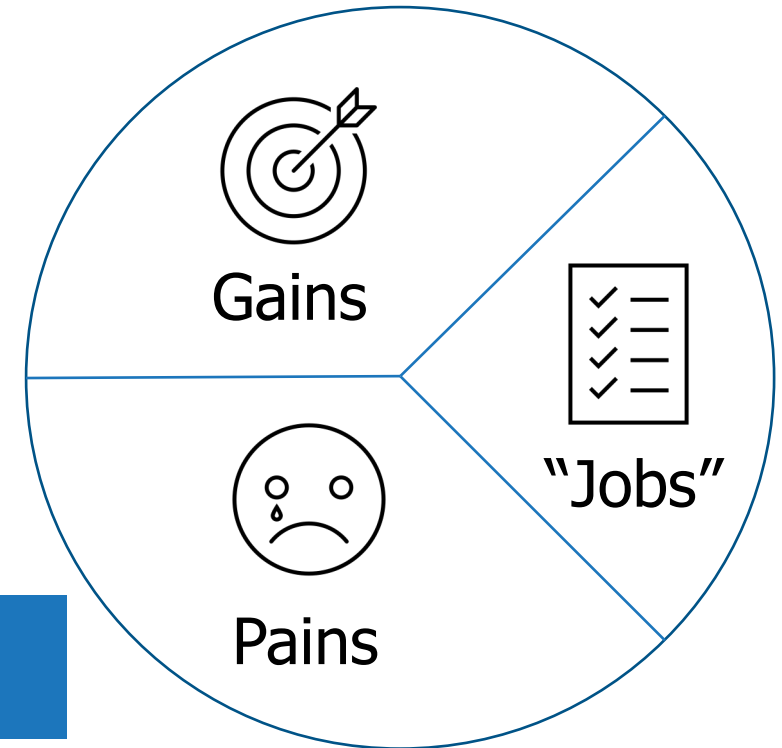
Shape a Value Proposition



Value Map

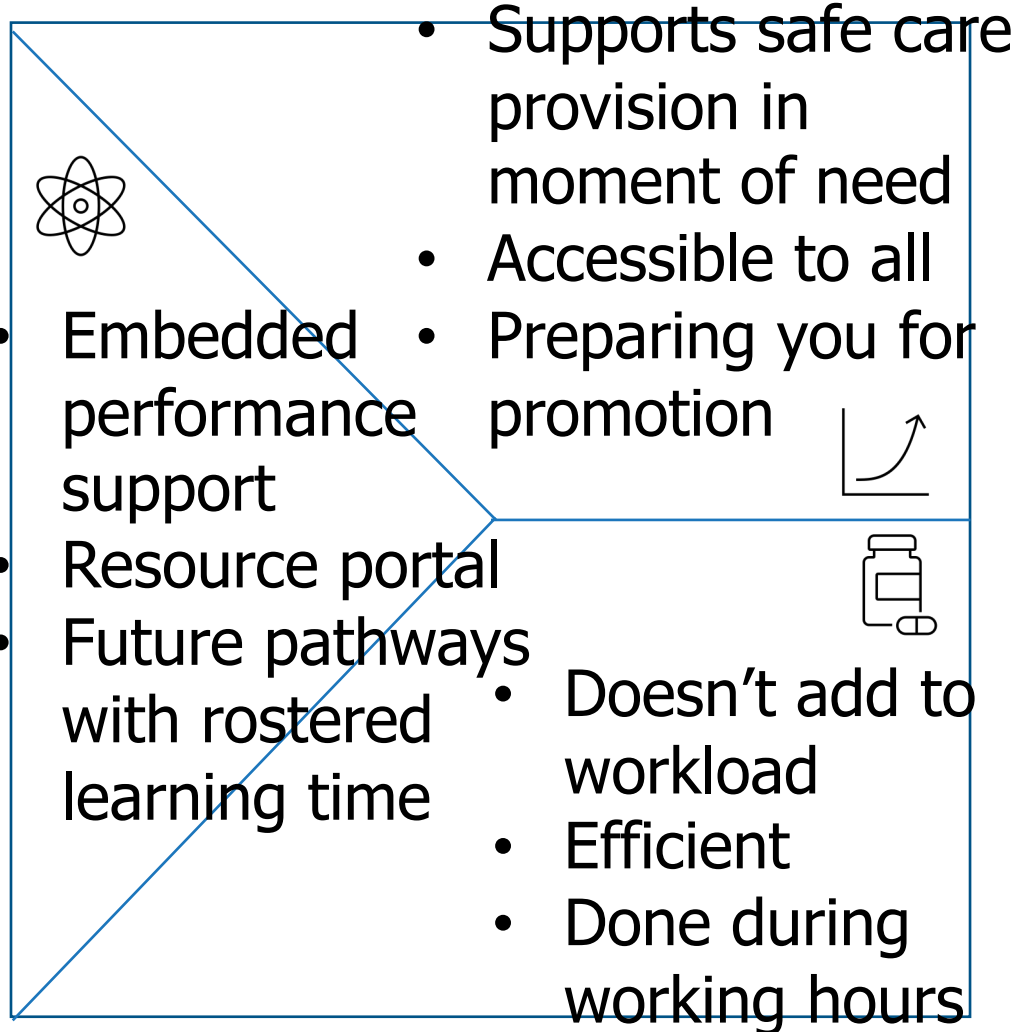


Value Proposition Statement



Stakeholder Profile

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



Safe
patient
care &
career
develop
ment

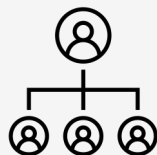




A compelling overarching value proposition



Our
people



Our
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Our
leaders



Our L&D
people

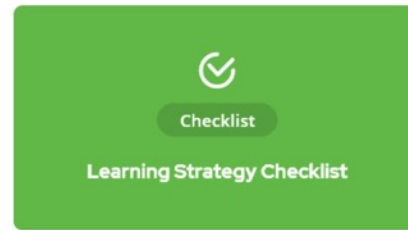
A large graphic on the right side of the slide. It features the text "Golden Thread" in blue, overlaid on a background of many colorful ropes (orange, blue, green, red, purple, grey) that are tangled and knotted together. The ropes enter from the top and right edges and spread out towards the bottom left.

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

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STRATEGY
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#MYLDWHY

Why do you work in L&D?

<http://bit.ly/myldwhy>

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