



LEADERSHIP ENGAGEMENT

This is key to a successful program. Identify executive sponsors and include them in the process.



MAKE IT FUN AND EXCITING

Start communicating now! Use different methods, themes, and strategies to involve all members of your organization.



FIND ADVOCATES

Find supporters throughout the organization who will help promote and talk about the training program.



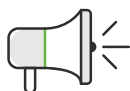
MAKE IT RECOGNIZABLE

Brand your training program by creating a catchy name and logo. Make it relevant to your employees and the organization.



READY SET... LAUNCH!

When the day arrives, make a big splash. This program is important to your organization.



MARKETING

Communication about the program doesn't stop after launch - that's only the beginning!



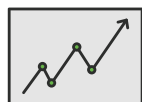
PHASED APPROACH

Not everything has to be ready at once. Your program will continue to change and grow over time. Pick a place to start and go from there.



DETERMINE GOALS

Determine what success looks like to your organization. Develop goals that align with corporate strategy and organizational initiatives.



MEASURE

Know how you're doing! Consider all the different ways a program could be measured and start at the beginning. Aim high and shoot for the stars!



NEED HELP

Whether you need help in marketing your program, are looking for learning resources, or just have a question, we are here to help!

Expect to work with your Client Success Consultant on a regular basis to discuss alignment, strategy, execution, and more!