



***First Impressions
Matter:
How to Effectively
Start Online
Training Initiatives***

ALIGN  

Marketing Principles Apply

- Identify your audience
- Why should they participate?
- Prompt action
- **PLAN! PLAN! PLAN!**



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- It's about change
- Communications
- Resources

- Time line
- Measurements



Your Audience – Learning Targets



Why should they participate?



Improve
Culture or
Community?



Improve
Performance?



Increase
Development?

Prompt Action - Participation



Prepare for a Marathon

- Training programs sometimes immediate results
- Learning initiatives take time
- Commitment to results
- Communication – **CONSTANT COMMUNICATION!**
- Measure
- Adjust

