



Scaling Learning Beyond the Workplace: Best Practices for Extended Enterprise Training

Introducing Today's Speakers from PeopleFluent



Jim Johnson

Lead Product Manager



John Rockett

Strategic Product
Adoption Manager

Agenda

- Turning Learning Programs into Revenue Streams
- Keeping Non-Employees Invested in their Learning
- Compliance and Data Privacy: Navigating Legal and Security Requirements
- Case Studies: Success Stories in Extended Enterprise Learning
- Questions





Turning Learning Programs into Revenue Streams



Turning Learning Programs into Revenue Streams

Training can be both a **value-add** and a **source of revenue**.



Why Monetize Training?

Add value to your business through

- Establishing thought leadership,
- Building brand loyalty,
- Creating a competitive edge, or
- Generating additional revenue.



Identifying the Right Audience

Customers?

Needs?

Services?

- ★ Certifications
- ★ Continuing education
- ★ In-depth product training
- ★ Exclusive workshops



Choosing a Pricing Model



Primary examples:

- Subscription models
- One-time payments
- Bundled packages

Consider factors like

- Audience size
- Customer demand
- Perceived value

Leveraging Technology for Delivery and Sales

Learning Platform - LMS or LXP to manage the training being offered

Sales Platform - Ecommerce or CRM to process sales directly or indirectly

Analysis Platform - Tracking course engagement and sales analytics to refine offerings



Measuring Success and ROI

Determine your own **key metrics**

- ★ Enrollment numbers
- ★ Revenue generated
- ★ Customer satisfaction
- ★ Customer engagement
- ★ Increased referrals



POLL QUESTION

Who would be your ideal audience for external training?

- Customers who purchase directly from us
- End customers who purchase through a retail outlet, distributor, or another partner
- Partners and vendors who resell our products/services
- More than one of the above





Keeping Non-Employees Invested in their Learning



Designing High-Value Content

Content Considerations: Focus on high quality, relevance, and scalable content.



Keeping Non-Employees Invested in Learning

Design a great Learning Experience Personalized (Role Specific) Learning Paths

The screenshot displays the 'stories' learning platform interface. At the top, the navigation bar includes 'My Story', 'Explore', 'Coach', 'Practice', and 'My Team'. A search icon and a profile picture are also present. Below the navigation bar, the user's name 'Good Morning, John' is displayed with a hand icon. A status bar shows 'Explorer', '6 Weeks', and '2,34k XP'. The main content area is divided into two sections: 'Due Soon' and 'Your story so far...'. The 'Due Soon' section features four course cards: 'PF Learning Basics of Data Analytics' (Not Started, 07 Apr, 13 Mins), 'PF Learning Becoming a Leader' (In progress 40%, 05 Apr, 24 Mins), 'PF Learning Brainstorming Project Tasks' (In progress 60%, 01 May, 13 Mins), and 'PF Learning Becoming a More Effective Coach' (In progress 10%, 07 Jan, 14 Mins). The 'Your story so far...' section shows a timeline of learning activities for October 2024, including enrolling in 4 courses, adding 5 skills to the profile, and updating a Figma skill proficiency. Below this, the months of September and August 2024 are listed with expandable arrows.

stories My Story Explore Coach Practice My Team

Good Morning, John 🖐️

Explorer 6 Weeks 2,34k XP

Due Soon

- Not Started 07 Apr PF Learning Basics of Data Analytics Course | 13 Mins 2 Weeks
- In progress 40% 05 Apr PF Learning Becoming a Leader Course | 24 Mins 3 Weeks
- In progress 60% 01 May PF Learning Brainstorming Project Tasks Course | 13 Mins 1 Month
- In progress 10% 07 Jan PF Learning Becoming a More Effective Coach Course | 14 Mins 1 Month

Jump Back In

- In progress 20% 06 May LinkedIn Learning Product Management Insights
- In progress 35% 30 Jan LinkedIn Learning Technical Product Management Video | 1 Hour
- In progress 50% 22 Mar Ted How to claim your leadership power Video | 12 Mins
- In progress 70% 06 Apr Ted Leadership lessons from the prime minister of Canada

Your story so far...

October 2024

- Enrolled on 4 courses: New Tax Laws for 2024, Product Strategy For Emerging Markets, Presenting a Clear Product Visio...
- Added 5 skills to your profile: Figma, User Research, Interaction Design, Competitor Analysis, Market Analysis
- PJ Melbrook updated your Figma skill proficiency to Expert

September 2024

August 2024



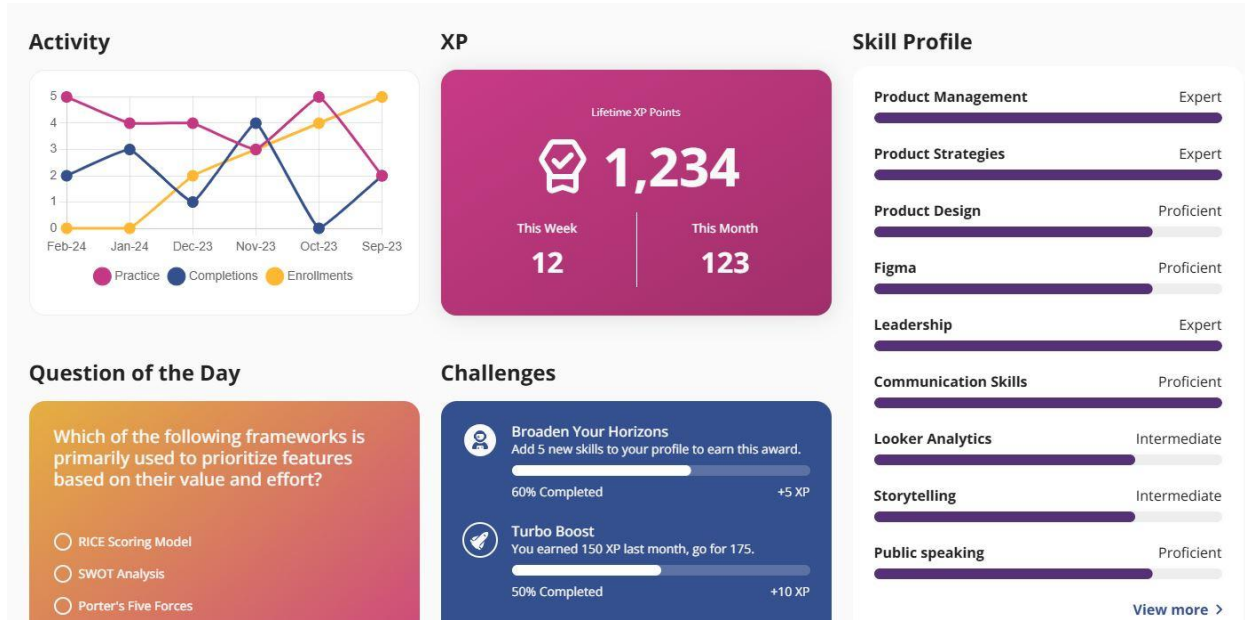
Keeping Non-Employees Invested in Learning

- Offer flexible learning options, such as on-demand webinars, online (SCORM) courses, and mobile-friendly content.



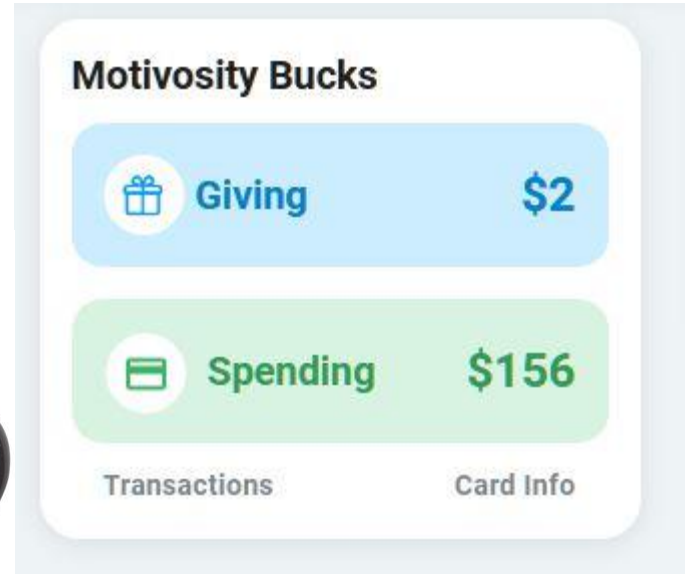
Keeping Non-Employees Invested in Learning

Incorporate interactive elements like quizzes, simulations, and (gamified / leaderboards) modules



Keeping Non-Employees Invested in Learning

- Implement a system of incentives and rewards to encourage participation.
- Corporate giveaways



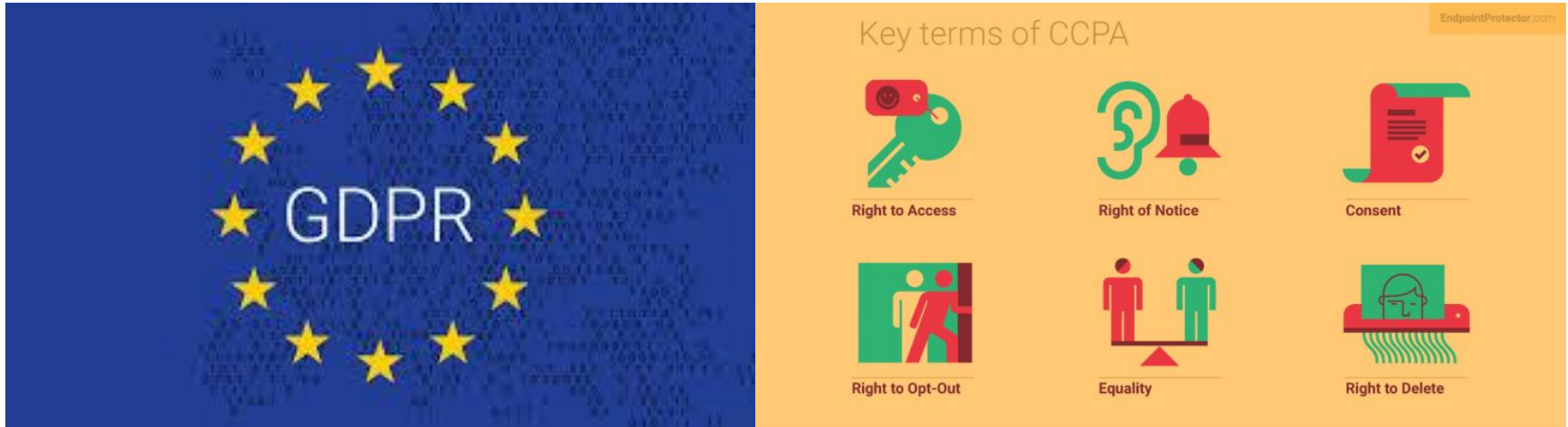


Compliance and Data Privacy: — Navigating Legal and Security Requirements



Compliance and Data Privacy: Navigating Legal and Security Requirements

General Data Protection Regulations (GDPR)
California Consumer Privacy Act (CCPA)



Compliance and Data Privacy: Navigating Legal and Security Requirements

Ever changing security threats requires vigilance
Phishing scams, fraud, threats

Continuing Training for awareness -
Stay Informed

Develop an Incident Response Plan





Case Studies: Success Stories in Extended Enterprise Learning



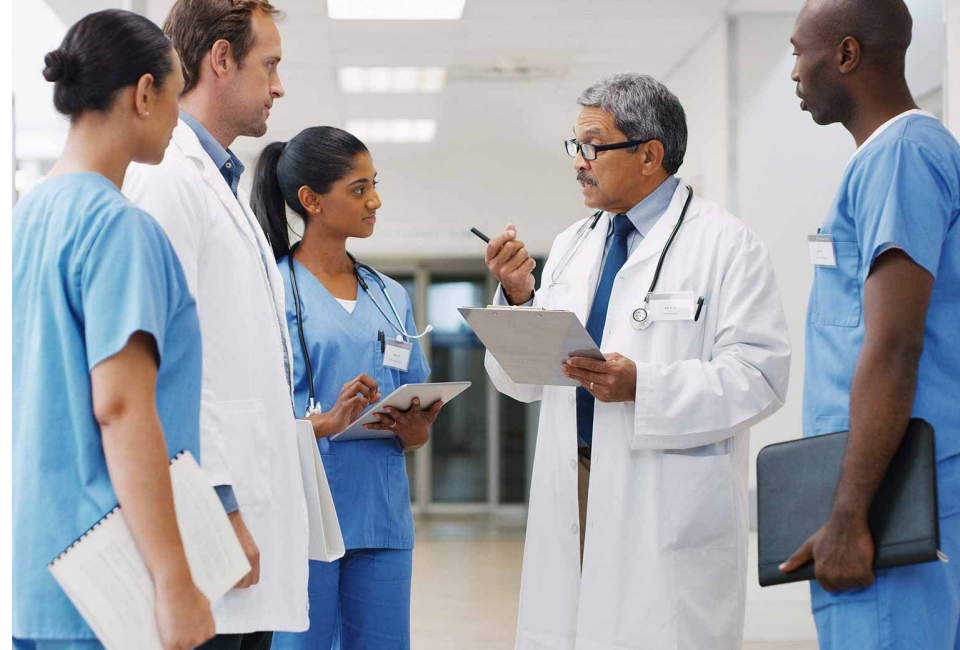
Selling Training as B-to-C

A large health care institute offers training across a wide array of topics:

- How to use their systems
- Understanding their methodologies

Offered through both elearning and instructor led training sessions.

Uses the LMS to process ecommerce charges through internal payment gateway.



Providing continuing education credits



A national education organization provides testing to health care practitioners with certified exams.

Practitioners take course external to an LMS, but use the LMS to take the corresponding examination and provide certifications with printable certificates.



Certifying Service Providers

An auto manufacturer certifies the service providers who work on their cars.

Provides online training for all aspects of their vehicles, with a certification program.

Offered through their service centers, who may or may not have their own LMS platforms.



Training Customers on Using a Product



An international paint and coating company trains their end users on the proper application of their products.

Allows distributors to pay for the training as a value added service to their customers.



Franchise-based training

A national organization, with state and regional franchises, provides training on policies and procedures.

Employees of the franchises may use a different LMS within the franchise, but also use the national organization's LMS.



Key Takeaways

Key Takeaways

- How to tailor training programs to meet the unique needs of external audiences like customers and partners.
- Key strategies for creating scalable and engaging learning content across different learner groups
- How to leverage learning management systems (LMS) and technology to support extended enterprise training.
- Best practices for measuring the success of external training programs using KPIs and metrics
- Navigating compliance and data privacy when delivering training to non-employees



The background is a gradient from dark purple at the top to bright pink at the bottom. It is decorated with several large, faint, organic shapes that resemble stylized cells or molecules. These shapes are composed of rounded, interconnected lobes. Some are light purple, matching the top of the gradient, while others are a slightly darker shade of purple or pink, matching the bottom of the gradient. They are scattered across the frame, with some appearing more prominent than others.

QUESTIONS

Let's Keep in Touch.



www.peoplefluent.com



linkedin.com/peoplefluent



peoplefluent.com/blog



sales@peoplefluent.com





develop people. drive performance. deliver results.

Thank you!

Part of Learning Technologies Group plc *lt*g