

A guide to design a

LEARNING CAMPAIGN

*successfully integrating digital
learning opportunities.*

developed by

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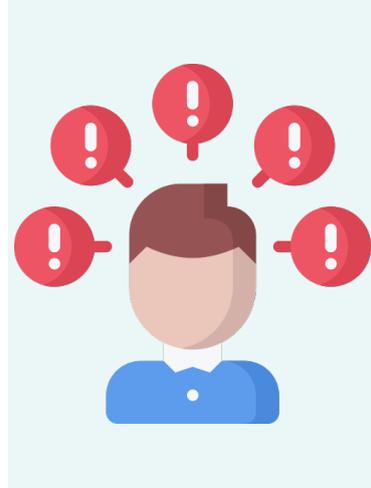
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ADDRESSEE

WHO IS THIS FOR?

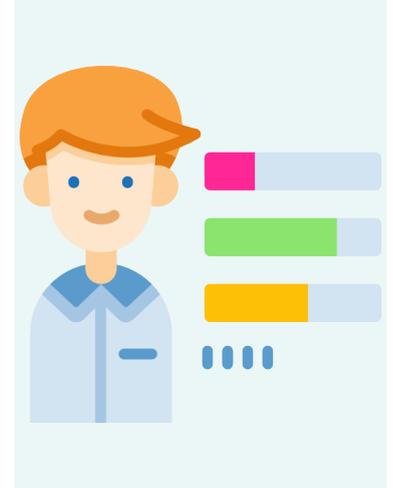
This booklet is designed to help Swiss small and medium-sized businesses (SMBs) that implement or have implemented eLearning, e.g. Learning Management Systems (LMS), and employ a significant number of employees aged between 45-65 who demonstrate resistance towards digital learning. The booklet guides SMBs on how to design an effective learning campaign integrating eLearning.



PROBLEM

WHAT PROBLEM DOES IT SOLVE?

It addresses employees' mindset, attitude and fears due to which they resist using an LMS. With a collection of learning experiences aligned in a learning journey and carefully planned out in a learning campaign, employees are motivated to use digital learning opportunities. This allows Swiss SMBs to facilitate human resources' development more effectively.



COMPETENCES

WHAT COMPETENCES ARE NEEDED?

To implement the learning campaign, four organisational groups have to collaborate closely. While HR is facilitating the employees' development, Corporate Learning manages the LMS, the supervisors engage their employees on a more individual level, and the executive board has to support the initiative for building a thriving, sustainable learning culture.

"Older employees are the ones who struggle the most in adapting to new technologies."

- Digital Communication Expert, 2021

"These learning experiences spark interest in me to learn and try out the LMS."

- Older employee at Swiss SMB, 2021

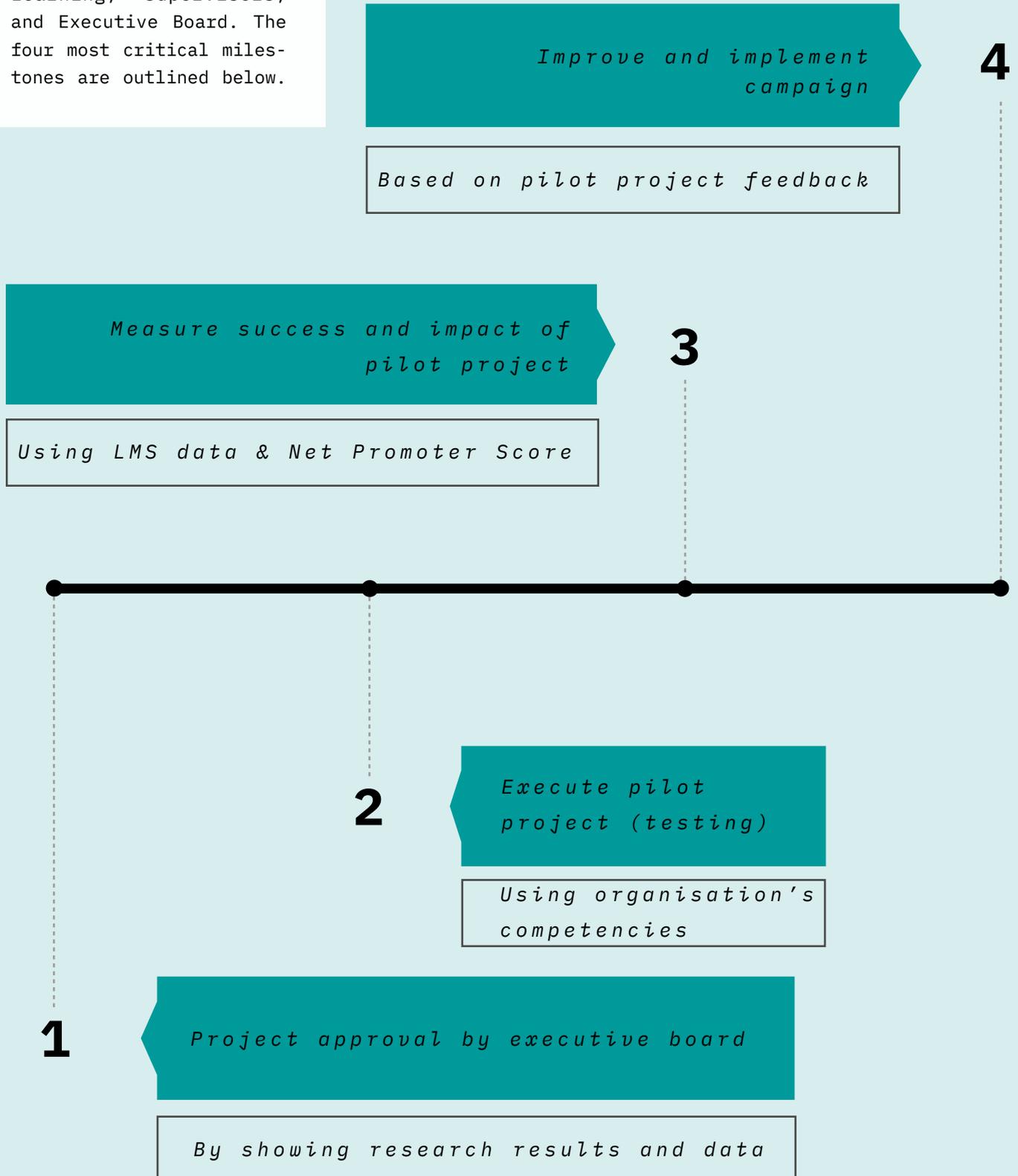
"The solution is realistic because it builds on resources that typically already exist at SMBs."

- HR staff at Swiss SMB, 2021

IMPLEMENTATION

HOW IS IT IMPLEMENTED?

The implementation strategy builds on competencies from HR, Corporate Learning, Supervisors, and Executive Board. The four most critical milestones are outlined below.



The goal of this learning campaign is to motivate employees to access and use an LMS. It is primarily targeted at older employees who tend to show the most resistance in adapting to digital systems. The goal consists of objectives that directly address employees' identified problem areas. Further,

	Attention 		Interest 	
Objective What are the objectives?	<ul style="list-style-type: none"> 🎯 convince employees that they will not be judged and that they have the ability to use digital learning platforms 	<ul style="list-style-type: none"> 🎯 assure the employees that digital systems give them control 	<ul style="list-style-type: none"> 🎯 spark interest in using the LMS amongst the employees 	
	Across all phases:			
Experiences What is/are the selected learning experiences?	<ul style="list-style-type: none"> 🔗 Learning News 	<ul style="list-style-type: none"> 🔗 Learning Buddy 🔗 Learning News 	<ul style="list-style-type: none"> 🔗 Learning Day 🔗 HR Conversation* 	
<i>*existing</i>				
Target Audience Who should feel addressed?	 All employees:			
Goal What is the overarching goal?	 Motivate employees:			

the campaign is structured according to the AIDA model's four cognitive phases. These phases consist of different learning experiences that will be shown on the next page.

LEARNING CAMPAIGN

<h3>Desire</h3> 	<h3>Action</h3> 	
<ul style="list-style-type: none"> 🎯 create positive associations surrounding digital systems 	<ul style="list-style-type: none"> 🎯 encourage employees to think "I need more training" 	<ul style="list-style-type: none"> 🎯 encourage employees to embrace failure - instead of fearing it
<ul style="list-style-type: none"> 🎯 Communicate learning is voluntary 🎯 Demonstrate how content is relevant, interesting, easy to understand 		
<ul style="list-style-type: none"> 🔗 Learning Day 🔗 Learning Buddy 🔗 HR Conversation* 	<ul style="list-style-type: none"> 🔗 Learning News 🔗 HR Conversation* 	<ul style="list-style-type: none"> 🔗 Advertisement & How To Training
<ul style="list-style-type: none"> 🔗 First Day* 🔗 Introduction Day* 		
<p>special focus on employees aged 45-65 because they tend to show most resistance</p>		
<p>to access and usage a Learning Management System (LMS)</p>		

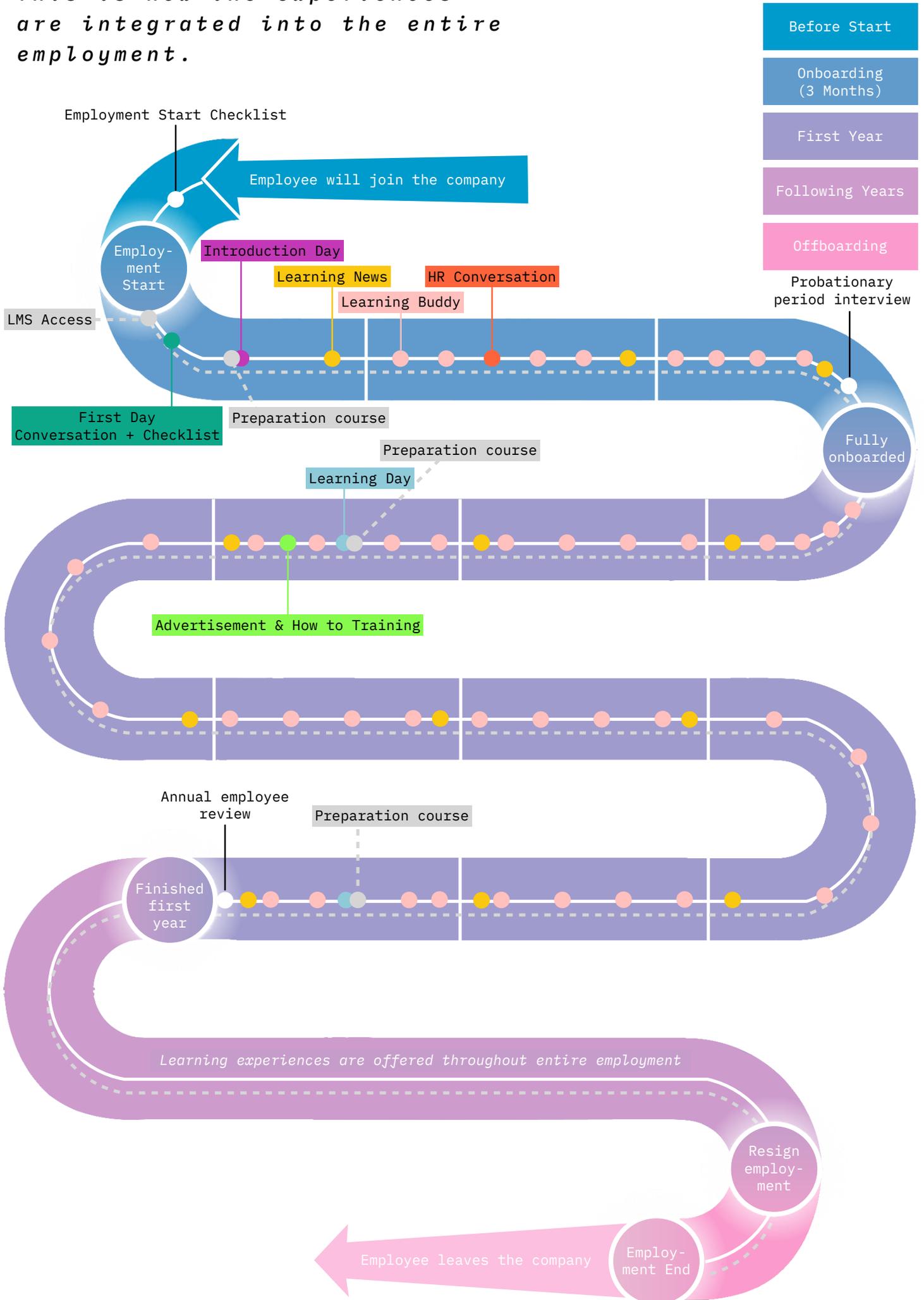
LEARNING EXPERIENCES
WITHIN LEARNING
JOURNEY

*As outlined in the campaign,
different learning experiences are
contributing to achieving the goal.
These experiences were designed to
encourage the employees to learn
digitally.*

*Scan the QR Code to find the animated
learning experiences throughout the
learning journey.*



This is how the experiences are integrated into the entire employment.



The learning campaign contributes value not only to the employees but also to the organisation.

QUOTES

"I appreciate that the solution approach shows how to integrate the learning experiences and the LMS into my daily business so that I can use the eLearning effectively."

- Employee at Swiss SMB

"I see value for the company in the reduction of costs because the learning experiences would lead to fewer questions, better trained and informed staff which also makes processes more efficient."

- HR decision maker at Swiss SMB

"Our job profiles will increasingly move towards 'technology supported workers' due to digitalisation and automation. Thus, any effort, like this campaign, that supports the existing workforce in going through this transition is inherently a value-add."

- Technology Consultant



Scan the QR Code to access the entire Bachelor's Thesis with all research results.