



Prepare

FranklinCovey
Impact Platform
Learner Launch
Supplemental Guide



Utilizing the FranklinCovey Impact Platform to Create and Sustain a Culture of Learning



This guide is meant to assist you when delivering the FranklinCovey Impact Platform Learner Launch Kit deck with your future learners or when speaking with your stakeholders. Whether you are preparing a cohort of learners for a FranklinCovey Impact Journey or introducing the FranklinCovey Impact Platform to your learners as a self-directed resource, it is important to present a message that is compelling, relevant, and inspirational. We've collected best practices across five key focus areas to help you craft this message and ensure sustainable results for your organization.

Click to review and consider the information from each topic before hosting a learner orientation or speaking with stakeholders.

Business Case

[What challenges do learners face?](#)

[What do we need them to do differently?](#)

[What is the definition of success?](#)

Leader-Led Initiatives

Democratization of Learning

Reinforcement and Accountability

A Long-Term Approach

Our team of learning experts is committed to helping you drive collective behavior change across your organization. Your FranklinCovey Implementation Strategist is ready to partner with you on any of the five focus areas listed above.

Business Case

A good business case will explain the challenge, identify all the possible options to address it, and allow decision-makers to decide which course of action will be best for the organization.

Before you can fully create your business case, you need to conduct research. Some sample questions to ask during your research could be:

- What challenges do learners face?
- What do we need them to do differently?
- What is the definition of success?
- Why is this important to the organization?
- What does success look like?

Once you have answered these questions—and others that you may have—you can write your business case, present it to key decisions makers, and decide what learning will best solve the challenge.

What challenges do learners face?

Top challenges leaders say they face:

1. Engaging, motivating, and retaining talent
2. Leading multiple generations
3. Leading change
4. Prioritizing coaching and mentoring
5. Translating strategy into action
6. Developing other leaders
7. Getting the work done
8. Leading the business

What do we need them to do differently?

Imagine a future where your learners have overcome these challenges:

- What do they need to start doing today to get closer to that?
- What do they need to stop doing?
- What do they need to do differently?

What are the behaviors that would help learners overcome this challenge? (Do you have people in your organization that are strong in this challenge area? You might consider interviewing them to help develop this list of effective behaviors)

What are the most significant skill and capability gaps this audience has?

What is the definition of success?

Here are some prompts to challenge your definition of success for this initiative:

- How will you know if this initiative has been successful? What metrics will you point to in order to track progress?
- What results will learners be able to achieve tomorrow that they aren't today? What are those results worth to the business?
- Would other stakeholders in your organization define success differently? Validate your definition of success with others. This could be as simple as a summary email of your responses to the above questions above with the prompt, "How do you define success for this initiative differently?"

To clearly communicate the business case to participants and leaders:

- Identify the desired results first (From X to Y by When, where possible)
- Identify desired behavior changes
- Identify key measures to establish and monitor

Some example business cases could be:

- **Employee Engagement:** Improve engagement scores for frontline employees from 60% to 70% by November 30.
- **Succession Planning:** Increase internal promotions and transfers from 40% to 60% by April 30.
- **New Manager Onboarding:** Shorten the onboarding period from 120 days to 90 days by August 31.

Now that you have written your business case, presented, and received sign-off from key decision makers, it is time to present the case and the solution to learners.

We all like to know where we are going and why. Clearly communicating the extended learning journey as well as tying it to the business case will help the learner better understand where they are coming from, where they need to go, and why. This is not only an opportunity to explain why FranklinCovey was chosen, but also an opportunity to explain why the specific program was selected and what the intended results should be from completion.

Some ways to clearly communicate the business case to participants and leaders are:

- Explaining the desired results identified up front ("x to y by when" where possible)
- Desired behavior changes identified
- Key measures established and monitored

By explaining the above information in more detail, you are enticing the learner to take a deeper interest as they can now tie their role to the outcome.

Leader-Led Initiatives

Leader-led learning gives employees the opportunity to work with, not under their managers. It allows them to be part of the company's success, and a great way to build trust, keep the conversation going, and sharpen the skills of the leaders of tomorrow.

When you are working with an executive sponsor it is best to give an overview of the full session as well as the behavior changes identified. This way they can assist in committing to the model and helping reinforce the desired outcomes.

The next set of leaders to engage are those closest to the participants. These are the leaders that can really support and drive the desired outcomes. These leaders should be certified to model and reinforce the desired behaviors so they can set clear expectations before the work sessions and provide coaching and support after.

Both the executive team and mid-level leaders should be coached regularly. When coaching you should focus on the process, application, and sustainment.

Now that you have engaged the executive sponsors and direct leaders, it is time to let the learners know who is invested in this program. Making this a priority will show the learners that this is an important initiative and that their compliance and completion is important to their success, the success of their leaders, and the success of the organization. Any time that you can tie back to the learner's success in their role and their involvement to the success of the organization is a chance to truly capture their engagement.

Throughout the program it may be a good idea to have personalized messages from the program leader, participant manager, or program alum with reminders, tips and offers of support.

Democratization of Learning

By democratizing, or making more accessible, the learning opportunities of the workforce, instruction becomes a shared effort among instructors, content creators, and the learners themselves.

Learning is often administered with a top-down approach. The means it usually comes from executives, senior leaders, and managers. However, democratized learning comes from a bottom-up structure, where the learners themselves are sharing information with their peers and leaders.

One way to support this effort is to set up frequent connection points for learners to engage with one another around what they are learning and how it applies to their work and the entire organization. You can do this through a chat platform, such as Microsoft Teams, or by creating a chat board on your LMS.

On the chat board you can:

- Highlight different sessions
- Create a space for networking
- Post questions that create an open conversation
- Post challenges that other departments are trying to solve
- Invite learners to weigh in on organizational challenges/initiatives that are important to senior leaders

Creating a space that is encouraging for learners to express their thoughts and expertise freely as creators, as opposed to only consumers of learning will both empower and connect them.

One way the FranklinCovey Impact Platform can help with this is the 360 Feedback assessments. Through this assessment learners are shown several microlearning options that coincide with the feedback from their assessment as well as application challenges to make the learning relevant to their work.

Reinforcement and Accountability

People are more likely to prioritize self-directed learning if they know they will be asked to share with others. The impact journey might include a regular schedule of touchpoints wherein your learners reconvene in pairs or small groups for short events like lunch and learns, virtual coffees, or leader roundtables to discuss the application of their learnings. It can also be effective for the learner's leader to inquire about the learning journey during their regular 1-on-1s and performance review connections.

Another item to consider is recognition. Think about creative ways to recognize and reward those who are actively engaged during the entire impact journey. This could include tangible gifts like program completion certificates, digital stickers or credentialing, newsletter shout-outs, books, and cool office tech or opportunities for additional PTO, or lunch with a leader or team of choice.

As you steward the program, you will want to coordinate, schedule, and send occasional reminders about current assignments via e-mail or through your LMS. The cadence for these communications should be based off the milestones in the journey as well as the length of time it takes to complete the journey.

A Long-Term Approach

Behavior change takes time. It is key that the learners understand the journey doesn't end when the program ends. It is important for them to continue to grow and sustain what they learned during a cohort experience as well as continue to leverage FranklinCovey content to address other challenges they will encounter in the flow of work. By offering a variety of learning formats (video, e-learning modules, podcasts, readings) and variable time commitments (from 3 – 30 minutes), learners may select what is most meaningful for their work and feasible to complete.

On the FranklinCovey Impact Platform, learners can pick and choose from a variety of solutions such as Insights, Excelerators, and relevant Jhana articles.

You may also want to suggest that learners block out “grow time” on their calendars each week/month to help make this a priority.

The FranklinCovey Impact Platform will automatically send out learner [communications](#), but as the admin of the program, you will want to coordinate, schedule, and send your own occasional [reminders](#) about sustaining their learning via e-mail or through your LMS.

The recommended cadence for these check points is:

Two Weeks:

Remind participants to keep an eye out for learning reinforcement emails coming from the FranklinCovey Impact Platform.

30 days:

Remind participants that though the program is completed, they need to continue growing and sustaining their learning by exploring the solutions available on the platform during the “grow time” they blocked on their calendars.

60 days:

Remind participants again that they need to continue growing and sustaining their learning by exploring the solutions available on the platform during the “grow time” they blocked on their calendars. You could also set up 45-minute alumni calls to bring everyone back together to share best practices, roadblocks, reinforce new relationships built during the program, and what solutions they have been utilizing on the FranklinCovey Impact Platform.

90 days:

Utilize a major event that will be happening soon such as performance reviews, entering busy season, new company strategy being launched, etc. and highlight content from the FranklinCovey Impact Platform that will help them respond and skill up for the event.