LRN® *Inspiring Principled Performance*®
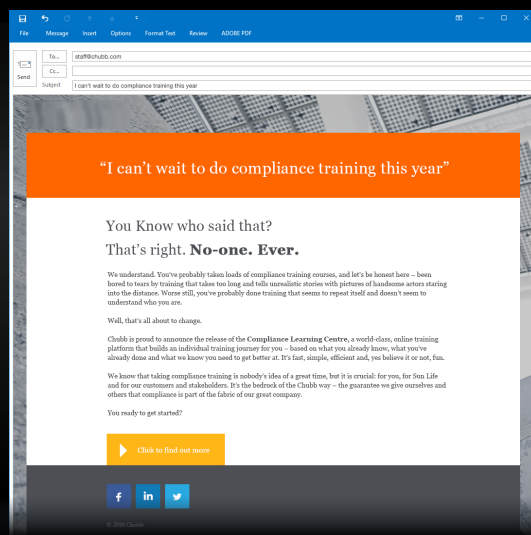
Communication Strategy

Campaigns, not courses

LRN.COM/**ADVISORY**

Good training is not quick to create. It takes time, effort, and years of instructional design experience. Best-in-class training is too often ruined by inadequate or authoritarian style communications. An effective, attention-grabbing communications strategy is just as important as the quality of the learning itself.

An emerging best practice in training is the move away from "one and done" courses towards a campaign-based approach. These campaigns are made up of microburst trainings and snappy communications, videos, and job aids on the same topics, with simple repeated messaging from real, diverse voices and local leaders.

Partner with LRN's expert Advisory team to craft a completely custom, multimodal comms strategy—tailored specifically to your organization.

Our approach

| Campaigns, not courses | Simple messages, in multiple formats | Real people, real issues | Aligned with your brand, your voice, and your audience |

What we do

A carefully targeted communications strategy designed to repeat a series of simple, focused messages through multiple channels using authentic voices.

We work with you, your partners, and communications specialists to create a calendared strategy that is tailored for your needs. The right messages, the right headlines, delivered in the right channels.

Cut through the noise: Ensure learners hear what they need to hear in a form which resonates and connects.

> "More emphasis is needed on the importance
> of pairing training and communications to spread
> the compliance message within organizations."

Responsive. Flexible. Timely.

Users receive regular email updates reminding them of courses to complete, key takeaways, and video "boosters" to reinforce key behaviors and habits.

Messaging and timing can be amended to respond to business needs as they arise, using a set of ready-made communication templates and assets.
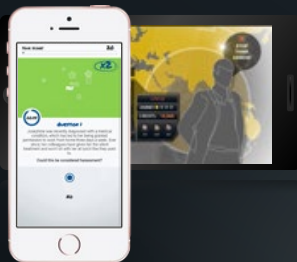
Learners also see intranet banner ads, print posters, and other collateral such as screensavers, all tied to the same branding and campaign.
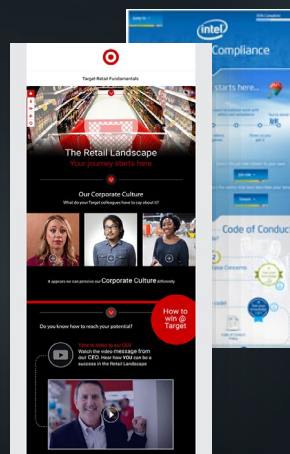
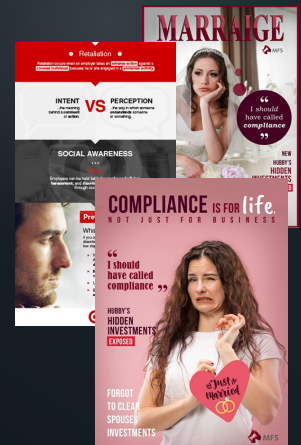## Delivery channels

Animations & Videos

You always hit your deadlines.

Gamification

Infographics

Workplace posters

Banner ads

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