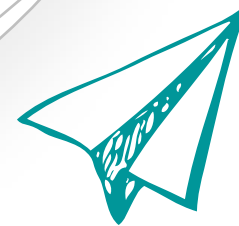


user adoption

How to build a learning environment



**What is
user adoption?**



user adoption...

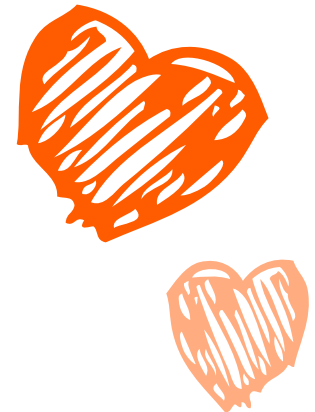


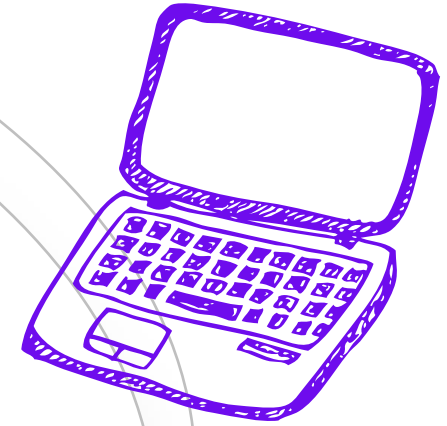
aims to take away **employees' fear of the new** and **to create the greatest possible acceptance** for new technology and new ways of working.

supports all employees in **learning, using and incorporating** new technical systems or functions into their daily work.

is responsible for ensuring that the relevant information is made available **transparently, according to target groups and needs.**

takes care of the **sustainable introduction** of new technology and software.





What is a learning environment?

A learning environment...



promotes
self-directed
learning

builds trust and
increases transparency

provides orientation
and continuity

promotes knowledge
exchange

supports the onboarding
process of new employees

Why bother?



User Adoption and a learning environment is key to sustainable change.



Why bother?

New ways of working (for example: mobile working from home/on the go) are changing our communication behaviour and the flow of information

"Evergreen concept" (= continuous updates) of our work programmes/tools changes the learning rhythm



These new requirements can no longer be met via big company wide training sessions or the service desk support alone.



Let's get started

1.

Define needs and goals



- What are your main goals?
- What do your employees / colleagues need? What do they want to learn?
- Do you know how your employees would like to learn?
- What do you need for communication and for the provision of learning content?

Caution: decision on which techn. Platform you would like to use AFTER you defined your needs and goals

2.

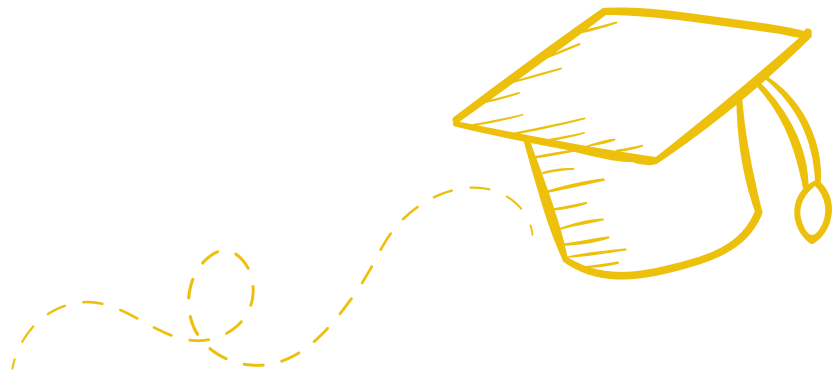
Make it a group effort

- A Learning platform is a company-wide topic
- Cluster the learning content in one place/platform
- Focus on what needs to be achieved (not on politics)
- Define publishing guidelines that are as informal as possible



3.

Be authentic



- User demand should be the focus - not your communication brief
- Avoid advertising slogans & IT slang
- Explain "what's in it for them"
- Publish content that users can relate to in their daily work (work hacks)

4.

Make it simple and emotional



- Access and usage needs to be simple and user friendly
- Focus especially on non-tech savvy people
- Appearances matter
- Learning is more fun with colours and pictures
- Offer small learning steps and content that users can “snack on”

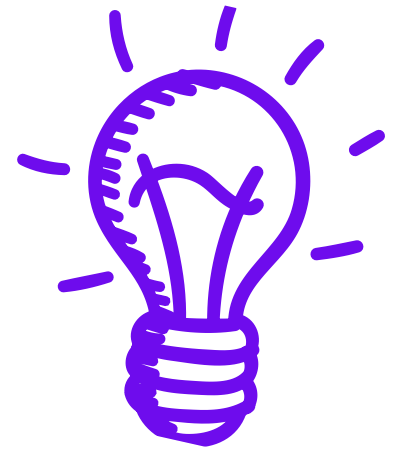
Why build a learning environment in SharePoint?



Why to build a learning environment in SharePoint?

Working and learning is happening in one place

- No need to switch from work environment to a “special platform”
- Easy, direct access
- Logical, clear topic structure
- Comprehensive search options
- Forwarding / recommendation options
- Public question and answer / feedback opportunities



Why build a learning environment in SharePoint?

Simple authorization structure

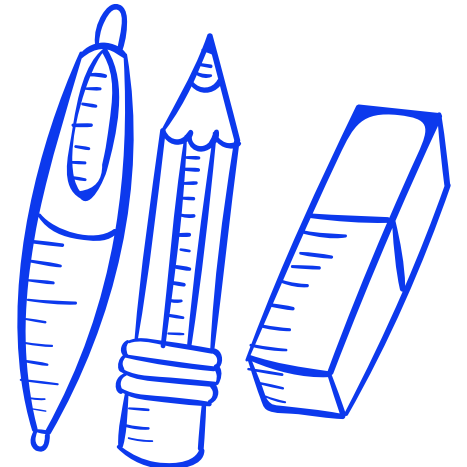
- No extra licensing required (if your are already using M365)
- Separate authorization structure for each Communication Site allows low maintenance administration via Site owners
- Target group-specific communication possible (if desired)
- Easy networking of several Communication Sites via Hub Sites



Why build a learning environment in SharePoint?

Good design options

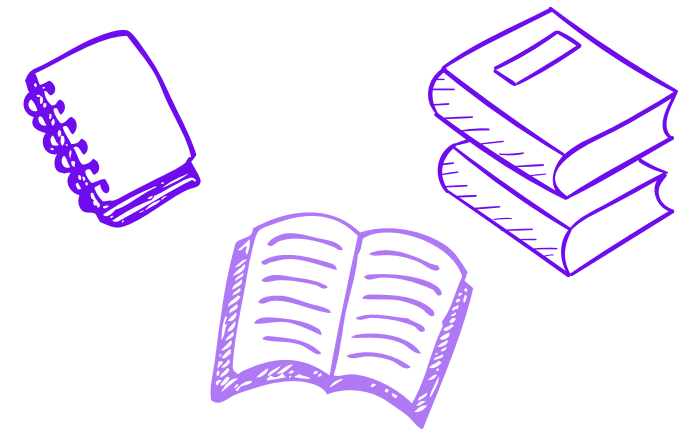
- Simple yet very good widgets and operation/user interfaces
- One hour introduction for site owners (that's all)
- Substantial image database is freely available and is (amazingly) good
- Vast (free) icon library



Why build a learning environment in SharePoint?

Well known media formats

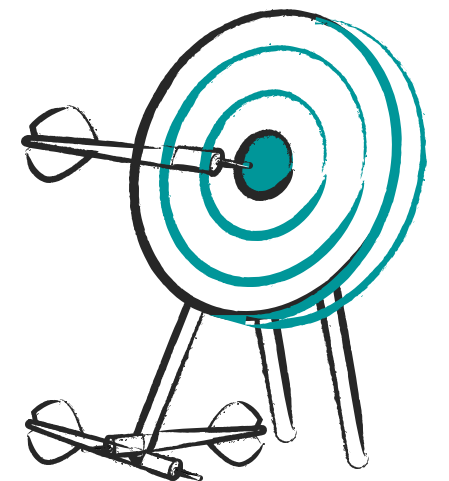
- Easy integration of M365 apps and document formats
- good Video integration via different webpart options



Why to build a learning environment in SharePoint?

Simple but effective marketing options

- No media discontinuity
- Global navigation
- News Sites & newsletters are useful advertising tools
- Events can be combined well with Teams Live Events & Webinars



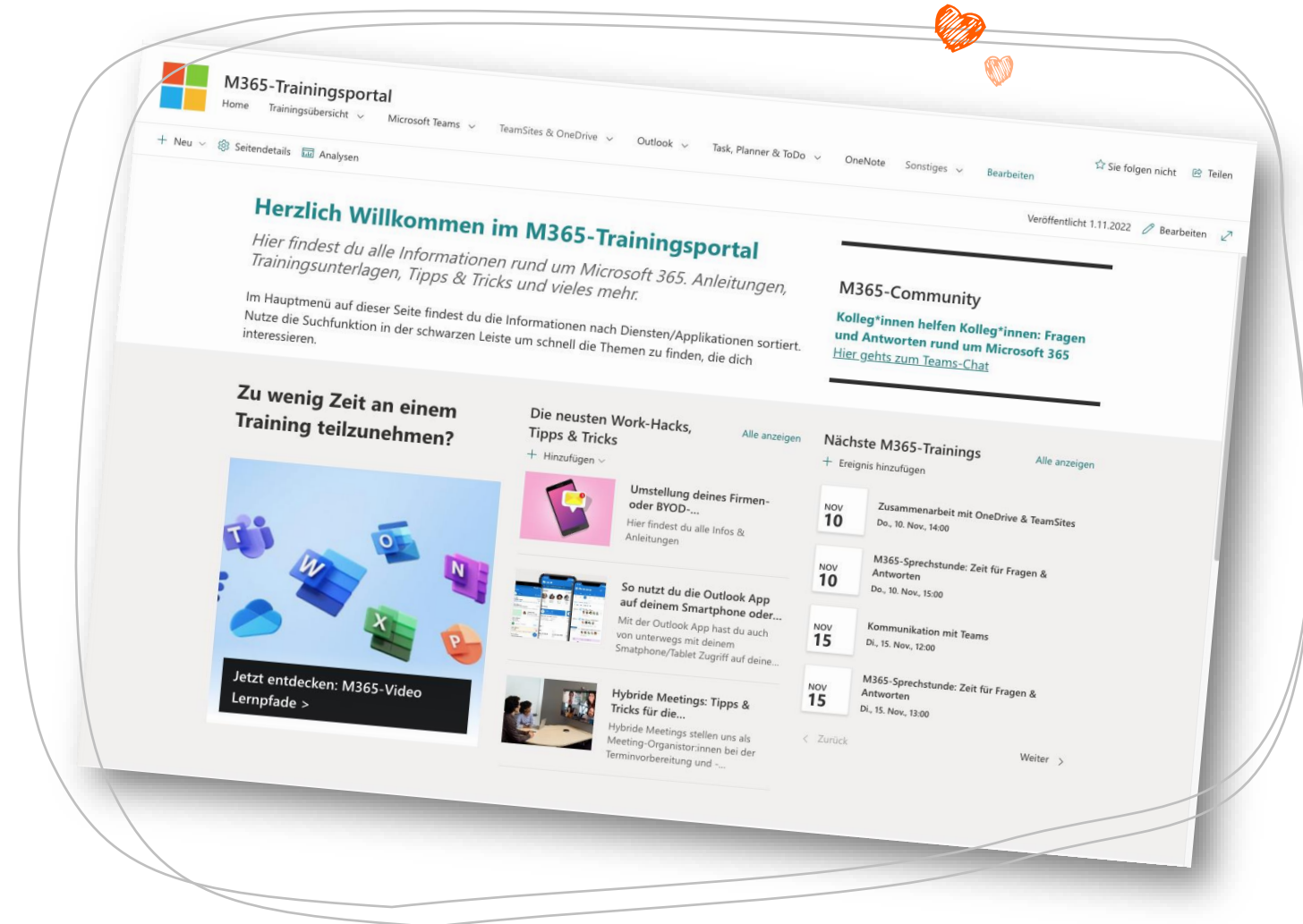
Example Knowledge Hub RTL

How did we do it?

On the way to a learning organization

- Gradual /step by step introduction of M365
- Parallel introduction of the new SharePoint learning environment
- Build-up M365 Champion community
- Build –up M365 community (Teams Q&A)

... more to come





any questions?

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