



The Digital Learning Strategy Canvas

TEMPLATE

Introduction

The Digital Learning Strategy Canvas will help you map and summarize the *why*, *who*, and *what* of your digital learning experience with key questions. With a complete canvas, you'll have created a digital learning experience that meets your unique context and learner needs and be able to effectively communicate how digital learning aligns with your organization's priorities to stakeholders.

On the following pages, you'll find a template and an example for each of the three sections.

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1. The Why Canvas // Template

Instructions:

1. Populate the canvas with your own data.
2. Effectively communicate your problem statement.

WHY? // Problem statement

Strategic objectives

Problem statement

1. What prevents us from achieving our strategic objectives?

2. How do you know this is a problem?

Digital solution

3. How will you solve for this problem?

4. How will a digital solution solve this problem?

Performance impact

5. How will this initiative enable you to meet your strategic objectives?

1. The Why Canvas // Example

WHY? // Problem statement

Strategic objectives

- Increase repeat client sales by 10% in the new financial year through strategic improvements in client engagement and service levels.
- Increase employee engagement and satisfaction levels as measured in our annual survey by 5% over the next 12 months.

Problem statement

1. What prevents us from achieving our strategic objectives?

- Sales staff are not able to easily and efficiently access information needed to perform in their roles.
- New managers do not know how to have effective performance conversations with their employees virtually.

2. How do you know this is a problem?

- Low customer satisfaction scores and decreasing repeat sales.
- High employee turnover and low engagement scores.

Digital solution

3. How will you solve for this problem?

- We will create an online library for sales staff to easily access information as and when they need it.
- We will roll out a young leaders online academy in order to develop a pipeline of leaders who are effective at giving and receiving feedback virtually.

4. How will a digital solution solve this problem?

- By implementing a digital platform, we will enable employees to access information as and when they need it.
- By launching an online academy, young leaders will be able to learn by example and by practically engaging with others digitally.

Performance impact

5. How will this initiative enable you to meet your strategic objectives?

- As employees will be able to access information on the job, they will be better able to apply correct processes and meet customers' needs in the moment, leading to higher customer satisfaction levels.
- As leaders will be able to have better performance conversations, employees will feel greater levels of satisfaction and engagement.

2. The Who Canvas // Template

Instructions:

1. Populate the canvas with your own data.
2. Understand who your learners are and design for them.

WHO? // Learner personas

<i>Insert visual here</i>	Persona name	Role	Behaviour
	Professional title		
Goals			

2. The Who Canvas // Example

WHO? // Learner personas

**Persona name**

Simon Brown

Professional title

Sales agent

Role

- Responsible for conducting thorough and accurate customer needs analyses
- Solves customer needs by recommending specific products or services
- Guides customers through the application, implementation, or after-sales processes
- Identifies opportunities for cross- and up-selling
- Engages with and guides customers in a friendly, empathetic and service-oriented way
- Help customers address their current and future needs by recommending appropriate products.

Behaviour

- Simon has been working as a sales agent for 2 years - first job since school.
- He enjoys interacting with customers and his team - competitive, natural salesperson.
- Not strong on admin, often pays more attention to new customers than following up on existing.
- He is self-motivated and goal-driven and regularly exceeds his targets
- Often gets visibly frustrated when the system is offline and he can't conclude a sale with a customer.
- Simon is comfortable learning digitally, likes interacting with others, worried online learning might be quite boring without connection.

Goals

- Doesn't want to become a team leader or manager.
- Happy in his current role, but easily bored.
- Thrives on making new sales - wants to master this.

3. The What Canvas // Template

Instructions:

- 1. Populate the canvas with your own data.
- 2. Begin developing your content strategy.

WHAT? // Content & Competencies

Competencies

What activities or tasks need to be completed to achieve our strategic objectives?

What knowledge, skills, or abilities are needed to achieve our objectives?

By the end of this initiative, employees will have learned how to:

Content strategy

Content delivery

Describe the different types of content you will need

Measuring success

Impact

What does success look like?

INDIVIDUAL

ORGANIZATION

Data points

What data points will you need to track to measure if your learning has been a success?

QUALITATIVE

QUANTITATIVE

3. The What Canvas // Example

WHAT? // Content & Competencies

Competencies

What activities or tasks need to be completed to achieve our strategic objectives?

Managers are able to have engaging and effective performance conversations with their teams.

What knowledge, skills, or abilities are needed to achieve our objectives?

By the end of this initiative, employees will have learned how to:

- Give and receive feedback with empathy
- Be persuasive and motivating to others
- Have effective conversations
- Make use of active listening skills

Content strategy

Content delivery

Describe the different types of content you will need

- Custom-develop a short interactive online module about our organisation's specific performance process
- Invite senior leaders in the business to record a short video or audio clip sharing their experiences and tips for having performance conversations
- Share curated articles and YouTube videos on how to give and receive feedback
- Ask learners to find examples of persuasive or motivational speeches to share in an online forum
- Include practical activities for employees to practice active listening skills

Measuring success

Impact

What does success look like?

INDIVIDUAL

Employees have completed the training and are able to have engaging and effective performance conversations.

ORGANIZATION

Increased employee engagement and satisfaction levels, specifically related to team and leader support.

Data points

What data points will you need to track to measure if your learning has been a success?

QUALITATIVE

- Post-course feedback forms
- Participant discussion forum posts
- Employee sentiment through check-ins with line managers

QUANTITATIVE

- Platform login statistics
- Course completion and engagement
- Formative and summative knowledge checks and assessment results
- Employee survey data results