

7 Tips to Activate Managers

According to the [2018 Workplace Learning Report](#), two-thirds of learners would be more likely to engage with learning resources if their manager was involved in their learning process. But how do you get managers involved? **Here are seven ways to activate your managers.**



01 • Articulate the impact

Managers want to know what's in it for them, so help them understand how learning affects their performance, their team's performance, and their own personal growth in the moments and spaces you connect with them.

02 • Focus on focus

Encourage managers to select one idea to implement—depending on the L&D environment at your organization, this may be a monthly, quarterly, or even yearly focus.

Hone in on a single, clear goal and schedule meetings where the only agenda item is reporting on what has or has not worked, and why.

03 • Tap into urgency

When learning is tied to a specific event—say, an upcoming conference, presentation, or big customer meeting—it can be more effective, as managers can put learning into action immediately.

Identify these types of events and remind managers of courses that can be particularly helpful in these scenarios.

04 • Encourage action and ensure accountability

To make training stick, create opportunities for managers to practice the concepts learned.

Instead of one-and-done trainings, encourage ongoing learning—on a weekly or even daily basis—which supports retention of ideas, extends the value, and allows learners to put ideas in action as they go.

05 • Create space

Team up with your HR business partners to create and support a space—maybe it's an online forum, maybe it's a weekly or monthly coffee hour at the office or at a local cafe—for managers to learn, get insight into company strategy, and foster community. This is also a good time to carve out 15-20 minutes for managers to learn how to hone their own management skills.

06 • Find a champion—or many!

It's pretty easy to spot those managers who are excited about learning and ready to spread the word. But also be sure to look beyond the obvious—for those who are especially vocal—and find the quiet leaders who may also be evangelists for learning, either at the head of a small team, or potentially, company-wide. Mine and share these stories to inspire similar outcomes across the organization.

07 • Continue coaching

Don't let learning falter as managers move up the leadership rank. Model and create discipline around consistent, high-quality training and accountability for putting the learning into practice.

Pro Tip

Consider creating an online forum where managers can connect, support each other, and share best practices and inspiration.