7 Tips
for Making the Case for Learning Through Partnerships

Aligning with your business partners across the organization is an essential step to get to know the teams you are serving and promote a culture of coaching and learning. Use one, or several of these tactics to create connection with your organizational partners, better understand employee needs, and show the organization that learning can impact them and their peers in meaningful ways.

01 • Find an ally in learning
Which business partners get the value of learning? Who wants to create positive change? Are they willing to partner with L&D to make that change?

02 • Define learning
How people define coaching and learning typically varies greatly across the organization. To create a valid starting point and consistent expectations, come up with a clear, agreed-upon definition of coaching and learning. Upfront consistency translates to better long-term value and shared goals.

03 • Measure skill gaps
Leverage your online learning platform to identify the skills gaps on the team. Work with your business partners to identify which skill gaps to focus on.

04 • Map courses to needs
Once you identify the most important skill gaps on the team, offer a short list of learning programs and online learning courses that will support their goals.

05 • Agree on metrics
Determine what the team cares about and conduct an assessment both before and after the learning program to determine improvement.

06 • Conduct a time study
Quantify how much time your target audience (employees, managers, execs) are spending time developing the skills you want them to build. Be ready to make a recommendation on how much time they should spend on learning.

07 • Align on measurement
Know the end goal and determine in advance how you'll measure it. Some ideas for measuring learning impact include: quantity of time spent learning and coaching; quota attainment; manager effectiveness as determined by Employee Voice Surveys (EVS); learning and coaching consistency; attrition, etc.

Pro Tip
Broadcast successes. By showcasing the individuals and teams benefiting from learning, you'll encourage other team members and departments to prioritize learning.