

# Establishing your team and goals

It's important to enlist strategic partners who can help make Lynda.com a success, particularly if you have responsibilities other than on-demand learning. Likewise, setting goals helps keep learning on track. Use this guide while choosing partners and setting learning objectives for your organization.

## Find strategic partners

To ensure successful adoption, identify colleagues to help you sponsor, implement and promote Lynda.com.



### Implementation team

- Include individuals who'll play major roles in the launch of Lynda.com (for example, an executive sponsor, the directors of learning and development (L&D), HR or IT as well as communications team members).
- **Action item:** Meet with the implementation team to define roles and create your launch plan.



### Executive sponsor

- Get a CXO to be a sponsor or program advisor to generate accountability, build credibility and encourage buy-in.
- **Action item:** Meet with executives and share your excitement about how Lynda.com develops employee skills.



### Functional leaders

- Engage managers from your organization's creative, technology and business functions.
- Create goals and learning plans for their teams.

## Set goals

Rolling out Lynda.com is easier when you establish a foundation that includes a needs assessment, goals and success metrics.

STEPS	TASKS	EXAMPLES
<b>1</b> <b>Identify needs</b>	<ul style="list-style-type: none"><li>• What are the skill gaps?</li><li>• What teams and departments are affected?</li><li>• How is the overall organization affected?</li></ul>	<ul style="list-style-type: none"><li>• New leaders need training on managing people and assessing performance</li></ul>
<b>2</b> <b>Set goals</b>	<ul style="list-style-type: none"><li>• Consider short and long term objectives</li><li>• Discuss how Lynda.com supports achieving these goals</li></ul>	<ul style="list-style-type: none"><li>• Team meets to discuss how Lynda.com can improve employee reviews</li><li>• Team determines that Playlists, group meetings and quarterly check-ins with direct supervisor can help maintain program initiatives</li></ul>
<b>3</b> <b>Measure success &amp; track ROI</b>	<ul style="list-style-type: none"><li>• Track employee engagement</li><li>• Monitor knowledge gains</li><li>• Measure behavior changes</li><li>• Analyze learning results and impact</li></ul>	<ul style="list-style-type: none"><li>• Admins track course completions and positive feedback</li><li>• Managers deliver effective performance reviews</li><li>• Employees benefit from 360 feedback improvements</li><li>• Employee retention increases</li></ul>

## Set a launch date and craft a communications plan

A successful Lynda.com rollout stretches across three key time frames: pre-launch, launch and post-launch. A schedule helps keep your team on track. Use these resources to build your communications calendar: our sample "[Marketing and communications plan](#)," our "[Emails to learners](#)" and our "[Meetings and events](#)" tip sheet.