

# the FOUR KEY CHANNELS

to Targeting Your LMS Audience

Targeted training is at its best when it takes into account the audience segmentation that naturally occurs within an organization. Target training audiences may form around criterion like business unit needs, most appropriate learning modalities and/or business goals. Following are some popular audience segments to consider while targeting training.

## the LEARNING MODALITY channel

1

Training targeted based on audience-specific learning modality is crucial when designing your custom training solution. Perform an audience analysis observing daily routines and processes to determine the best instructional strategy and modality using brief surveys, side-by-side observations, and quick touchpoint calls. Now, use your findings to deliver the curriculum with optimized modality. Now, use your findings to deliver the curriculum with those optimized modalities.

2

## the BUSINESS UNIT channel

Based on lean business process, it may seem like one standard curriculum across all business units would be an easier and most economical approach. However, one standardized curriculum will not meet individualized needs of business units like Finance, Marketing, and Engineering. Each has its own unique team of employees, processes, goals, products, and procedures. A one-stop training curriculum will not address specific needs of a Finance Manager, let alone an Engineering Manager. Specificity trumps lean process for this audience.

## the PROCESS & PROCEDURES channel

3

Since work flows, processes, and procedures may vary by division, location, and manager, it would be a best practice to target training solutions for individual processes and/or work flows. Let's say your organization is upgrading their Salesforce Application and is in need of a full training implementation. Would you roll-out the same training to every sales executive and administrator in the organization? Not really... You would create targeted training per process and per role such as sales manager, sales executive, and sales administrator.

4

## the STANDARDS & REQUIREMENTS channel

Standards and requirements vary greatly from vertical-to-vertical, division-to-division and role-to-role. The need for targeted training here is critically important to the overall health of the organization. Say your organization is launching a new PMO (Project Management Office) including new roles of Senior and Junior Project managers. The training needs for this venture include overall PMO training (what is PMO, what are the core standards, requirements, expectations, processes, and outputs of the PMO) along with core job training for each new role.