Your guide to

Selecting the right learning partner

filtered

The vendor/vendee relationship is often cold and robot-like — online forms, no human-to-human interaction, one and done. Very transactional.

A true partnership is quite the opposite — helpful and providing value from day one, always there to inspire and motivate, truly understands your business. **A true partner should feel like an extension of your team.**

When it comes to selecting a learning platform, a partnership is critical.

As you begin — or continue — your learning partner search, factor in the following **5 traits of a top-notch learning partner.**

Intelligent Curation

a partner that will help you take control of your learning catalogue

The right LXP partner should help your team analyse your existing content learning library, intelligently curate/categorise it, and ultimately craft genuine learning experiences.

Intelligent curation is the backbone of any solid LXP.

It's the one feature so intrinsic to the true power of an LXP; if it's not something your LXP can provide, look elsewhere.

Without adequate, skills-centred curation, learning is not practical nor useful which will leave your learners unengaged.

Learning Engagement

a partner that truly understands how to motivate and captivate learners
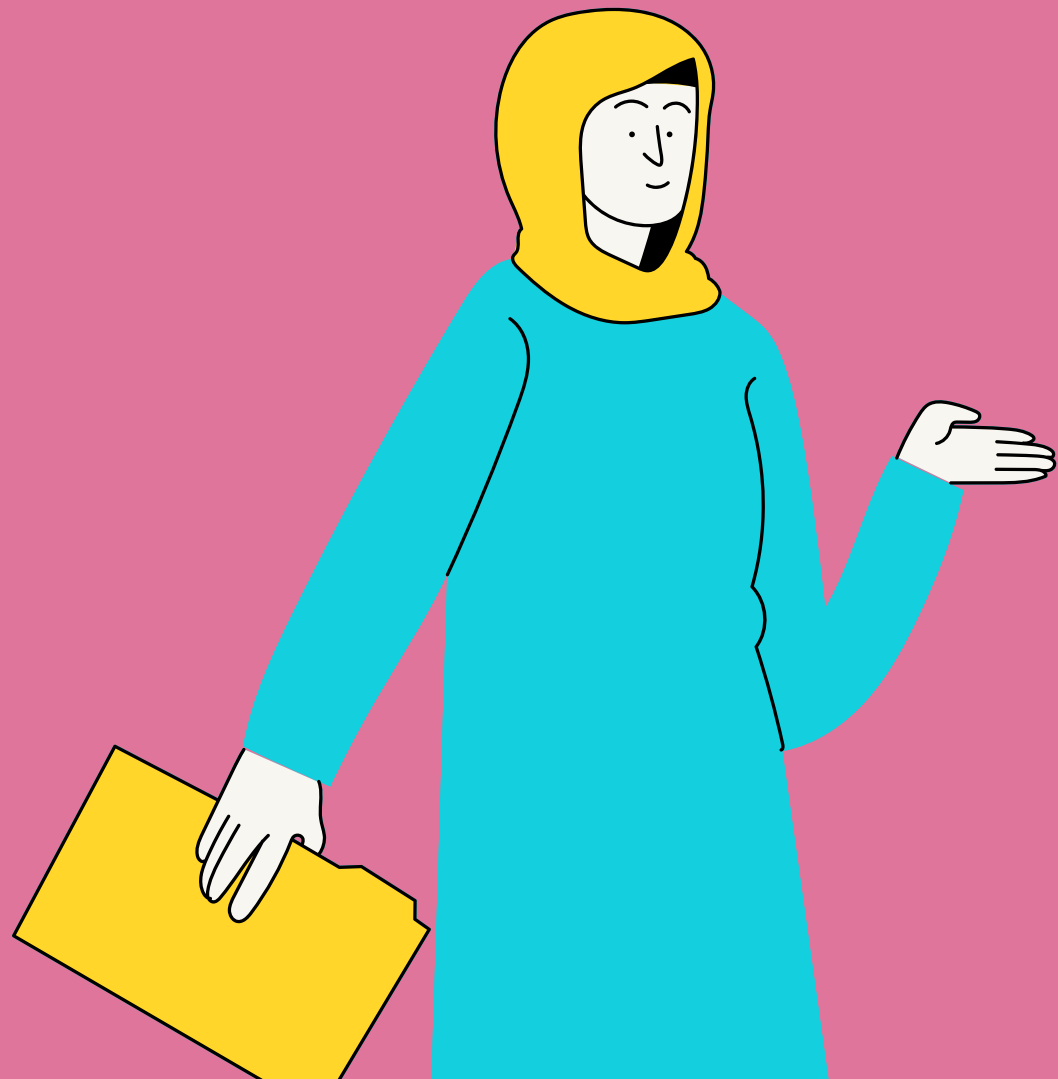
It's relatively easy to acquire users, but engagement is one of learning's biggest challenges.

One of the most common mistakes learning platforms make is banking on the intrinsic value of a platform to engage users.

You need a partner with Customer Success and Learning Engagement specialists – someone who truly understand digital marketing methods. You need a partner who can help implement nudge theory campaigns to drive engagement and make your initiative/implementation a success.

Key Performance Indicators

a partner that takes your goals and KPIs as seriously as you do

A true partner wants to support your goals and is often laser-focused on proving value using data insight. But, the C-suite cares about KPIs and ROI.

Assets opens, platform usage, course completes, and so on are now table stakes.

The more data you measure from a learning platform, the more likely you are to guarantee success. But, learning goals should be linked to business strategy.

We recommend benchmarking a set of skills and having a process in place to create a system — and culture — of accountability around agreed-upon goals.

Skills

a partner that genuinely understands skills

93% of companies view reskilling and upskilling as the number #1 priority this year.

To have a tangible impact on your organisation, a learning partner must understand — and be able to shape — your skills strategy with genuine expertise and insight.

You should determine the skills and capabilities relevant to your workforce today and over the next few years.

This requires a robust yet adaptable skills framework, which is essential to how content (and content effectiveness) is used and measured.

Part of the Team

## a partner that acts as a natural extension of your team from Day 1.

You need a partner that's invested in your aims and one who will work tirelessly with you to ensure an initiative will be a success before you've signed a contract.

When considering working with a learning partner, look for companies with a proven track record of post-sale engagement.

A good sign of a great partner includes robust SLAs, a dedicated customer success and support team, and a team of experts in data science, engagement, and learning consultancy.

An ideal learning partner will feel like a genuine extension of your team.
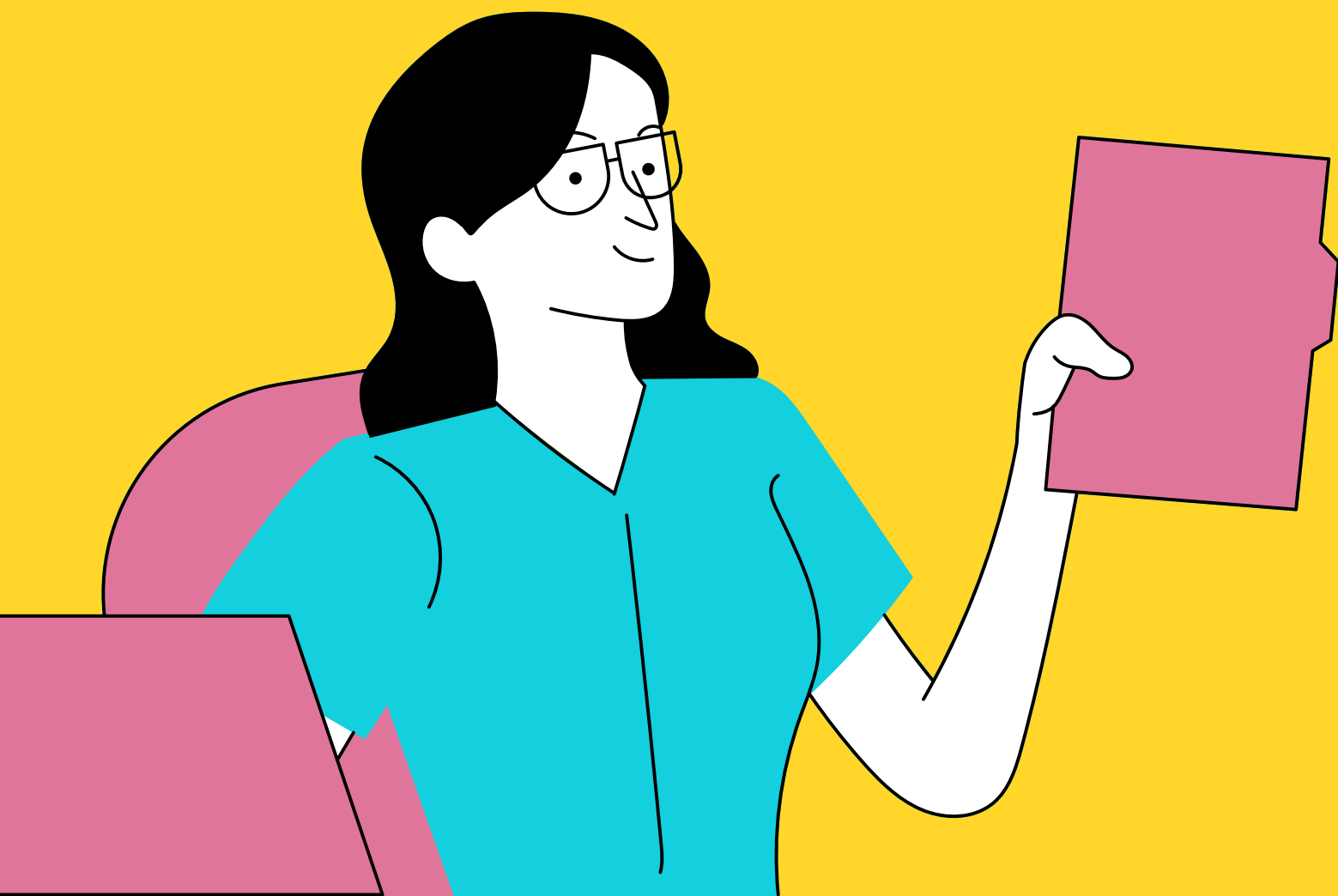
Your learning partner should have your best interests in mind.

They are there to continue to not only **support** your content learning programmes but also to constantly find new ways to **prove ROI.**

What next?

You have the tools you need to select the ideal learning partner.

Start asking questions, getting references, and determining which LXP partner is the best fit for your team.

It's time to make learning smart.

Filter out the noise of content overload. Get the right learning to the person at the right time.

See it in action