Sprint University: Kindling a Mobile Learning Culture

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## Tips: Kindling a Learning Culture

### Create a content strategy

- **Use storytelling techniques to plan your content.** Remember that a good story compels people to change; think about your content strategy as a story.

- **Consider all touch points.** Locate the places your audience finds information to do their jobs, then thread your strategy through all content.

- **Ensure content can live on.** Prepare a governance plan.

### Mobilize a community

- **Find the right people.** Assemble enthusiasts who understand professional development is critical to company success.

- **Involve them in strategic planning.** Share dissenting views and opinions, then go back to the goal of your program and do what’s best.

- **Make your program easy to support.** Provide performance support for writers, designers and SMEs. Put process in place to buffer your program from losing traction due to business demands.

### Curate and share content

- **Provide relevant, fresh content.** Ensure content addresses the pain points encountered on the job by using a community to monitor new developments and identify editorial priorities.

- **Drop content in the work routine.** Embrace familiar communication channels and processes to deliver your message.

- **Loosely manage, but with discipline.** Encourage creativity. Make sure you do what you say you’re going to do to build habitual behavior.