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Learning

Program Kick-off & Impact Planning Worksheet

Program Kick-off

Complete this section as you prepare to launch your program. Refer to the [Program Toolkit](#).

Program kick-off checklist	Due Date
I have the "what" of my announcement (i.e., strong benefit statements, program goals)	
I have the "who" of my announcement (i.e., a senior leader, CEO)	
I have the "how" of my announcement (i.e., diversity of channels like email, slack, all-hands)	
I have a clear attendance policy (i.e., expected, mandatory, encouraged, optional)	
I have a strategy to remind participants about training (i.e., digital flyers, testimonials, drip campaign)	

Measuring and defining success

What results do I want to see from training over the next 12 months?

(e.g. managers giving more specific, performance-changing feedback)

How will you measure those results?

(e.g. 10% more employees say "My manager gives me useful feedback" in the Engagement Survey)

Why do these results matter? I.e., what organizational goals do they link to?

(e.g. Trying to lower regrettable attrition from solid employees)

What are my priorities in the next 6 months?

i.e. What other initiatives will my team be working on? (There's only so much one can take on!)

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Announcement Strategy

The "What":

What are some benefit statements (or reasons why this will be personally beneficial for the participants) that you can include in your announcement?

See examples here.

The "Who":

Which senior leader or culture champion can you ask to announce the program?

(e.g., CEO, team leader, etc.) Pro-tip: use the template in the Program Toolkit to make your ask simple!

The "How":

Which communication channel will you use to announce the program?

e.g. video, Slack, email, all-hands announcement, etc.

Attendance Strategy:

How will you frame attendance?

Pro-tip: use the Program Toolkit to identify the best attendance policy for your program!

Mandatory *(only recommended if there's a strong senior leader involved in announcement)*

Expected *(recommended for CORE Programs or DEI initiatives)*

Encouraged *(only recommended for all-staff enrichment or opt-in programs)*

Other

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Advertising Strategy

Name your program:

Are there any cultural puns, other L&D initiatives, or values you can use to brand the program?

(e.g., ActionIQ uses "Leadership in Action," and Flatiron Health uses "Knowledge Infusions")

How will you keep this program top of mind?

(e.g., Slack reminders, countdown clocks, testimonials from past participants)

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Program Impact

Complete this section as you create your program impact strategy.

Refer to the Best practices for making change that sticks.

Impact Strategy checklist	Due Date
I have identified one influencer (role model) who can share their key takeaways	
I have at least one system that will hold people accountable (reinforce) to the skills (i.e. performance reviews, recognition system, etc.)	
I have 1-2 tools to assess the success of the program (e.g. feedback dashboard)	
I have at least one way to help participants reflect on their learning (e.g. booster series, manager meetups)	
I have a strategy to remind participants about training (i.e., assigned resources from the Learning Hub, testimonials, drip campaign)	
I have calendar-blocked time to review results	

Impact Strategy

LifeLabs Learning uses the 3R's Framework to create a well-rounded, effective impact strategy that drives the results you're looking to achieve:

Role Model (Social Learning):

We adopt new habits if we see leaders and other influencers walking the talk.

Reinforce (Classical & Operant Learning):

Skills turn into habits when we receive positive and corrective feedback on the new skills, and when there are systems in place that create opportunities to implement new behaviors.

Reflect (Experiential Learning):

Reflection is how we turn information into knowledge.

According to Kolb's Experiential Learning Theory, reviewing and extracting value from a learning experience is a required step for making meaning and driving action.

Impact Strategy (continued)

Role model

- Who do people look to to set the standard in our organization?

- What public forum *(i.e., email, Slack, all-hands meetings)* can you ask them to share a takeaway or the importance of training in?

Reinforce

- What systems do we already have in place that I can use to reinforce the learning? *(i.e., performance reviews, role competencies, 1-1s, etc.)*

- What's the easiest thing we can do to drive accountability, feedback, or recognition? *(e.g. shoutout in a company newsletter, create a diamond board or gratitude Slack channel)*

Reflect

- How can we create reflection moments to extract the learning? *(i.e., Manager meet-ups, Slack learning moments)*

Measurement Strategy

Implementation

- When will I implement the measurement strategy I chose at program kick-off?

- What are my next steps for measuring the success of the program? Where will I share the results? *(Tip: review the strategy you chose at kick-off)*

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