

Intuition

# Know-How



# Driving *Know-How* Usage

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- Are you looking to **increase awareness** of Know-How within the organisation or stimulate usage within the current user base?
- What tools / platforms can be used to reach users? Eg: Email, intranet, internal social platforms, weekly / monthly / quarterly general meetings etc.
- Who knows what the users should know / **learn**?
- What is the **driver** behind learning in the organisation? Eg Regulation / compliance, common baseline knowledge across employee base, upskilling and keeping up to date with market trends etc
- Is there a competency / knowledge baseline for all or some employees?
- Is the **culture** in the organisation open to self-directed learning?
- Is there an organisational-level business driver for learning?
- Do people know they need skills/knowledge? Do they know where to get them?
- Do they recognise the learning is **relevant**?

# Promotion and *positioning*

Audience	Grads	Junior Staff	New Hires	Certified Staff	Workshop Attendee	Line Managers	Senior Staff
Positioning	<ul style="list-style-type: none"> <li>Baseline industry knowledge</li> <li>Necessary knowledge to be desk-ready</li> </ul>	<ul style="list-style-type: none"> <li>Upskilling</li> <li>Career progression</li> </ul>	Baseline knowledge	Maintaining professional qualifications	<ul style="list-style-type: none"> <li>Supporting materials for workshops</li> <li>Virtual workshop tool</li> </ul>	<ul style="list-style-type: none"> <li>Bring team up-to-speed with knowledge and skills needed in their role</li> </ul>	<ul style="list-style-type: none"> <li>Reference tool / refresher</li> <li>Knowledge on new topics</li> </ul>
Promotion strategy	Integrate eLearning in graduate training and onboarding	Map learning to future role	Integrate eLearning in new hires onboarding	Promotion around CPE and accreditation	Recommended tutorials / courses for pre and post workshop study.	<ul style="list-style-type: none"> <li>Role-pathways</li> <li>Manager promotion</li> <li>CPE promotion</li> </ul>	Promotion around new topics and updated topics
Use case	<ul style="list-style-type: none"> <li>Graduate programmes</li> <li>Use learning targets for performance review</li> </ul>	<ul style="list-style-type: none"> <li>Role and skill-mappings</li> <li>Use learning targets for performance review</li> </ul>	Onboarding programmes	CPE custom learning paths (eg MIFiD II)	<ul style="list-style-type: none"> <li>Workshop pre- and post- work</li> <li>Virtual workshops</li> </ul>	<ul style="list-style-type: none"> <li>Optimising Know-How for Managers resources</li> <li>CPE promotional resources</li> </ul>	'What's new' marketing materials

## General promotional activities:

- Demos
- Learning days
- Competitions / badging system
- Posters

# Know-How Promotion Plan

## Manager Promotion

Involve Managers and Head of Divisions in **promoting** Know-How to their teams and suggest relevant content, for example in their weekly meetings.

Encourage managers to link learning progress to **performance** and **appraisal reviews**.

## Trending Topics

Communication around **top tutorials** and **trending topics** within your organisation. Intuition produce regular communications around hot topics that can be **shared to relevant audiences** to peak their interest.

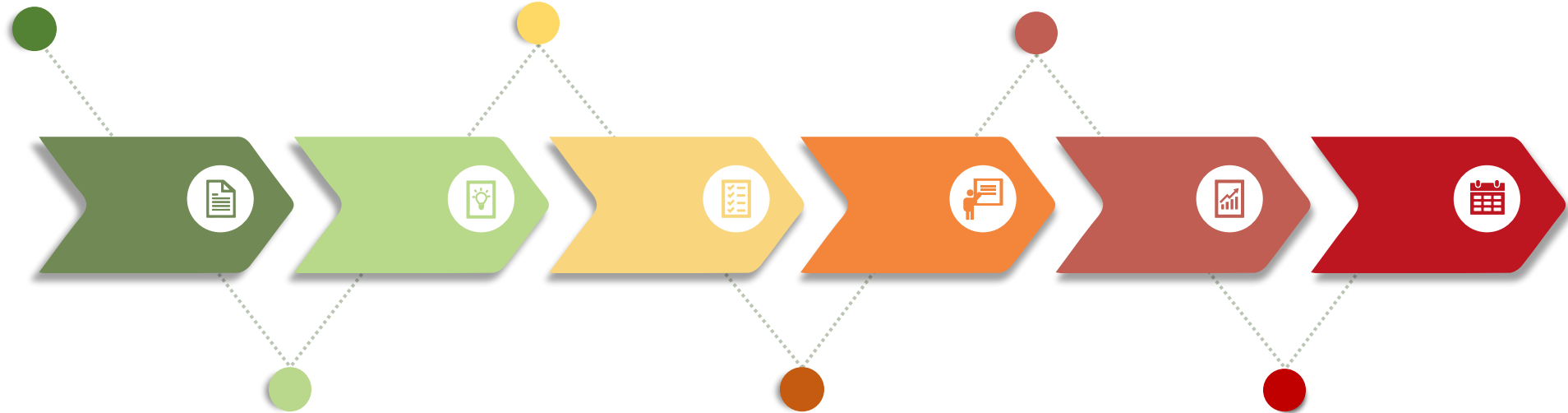
**Use reports** to identify trending tutorials across various audiences.

## Certification

Drive usage with a **CPE focused campaign** to target staff looking to meet ongoing education requirements from professional licensing bodies e.g., NASBA, CFA, CFP, etc.

We can enable **completion certificates** accessible & downloadable from the learner profile.

The interactive digital brochure **Discover Know-How** has additional information about accreditation bodies.



## New products in your organisation

Map content offering to **new products** and services in your organisation.

You can use the Custom Course function to curate and assign **custom learning paths** around new products.

## Ongoing Promotion

Send out our newsletter **Learning Insights**, covering hot topics in Financial Services, or our other articles on **Financial and Corporate Learning** as a more informal way to keep learners up to date with **industry news** that tie back into their Know-How learning.

Learners can sign up to the newsletter directly, or it can be circulated through the learner site.

## Quarterly Releases

During our **quarterly updates** email learners about new and updated content. We provide **'What's New'** collateral and email templates.

These can be **segmented** by role, business lines or topic areas.