

Strategies for Developing Success Stories

Success stories (aka case studies) are great tools to showcase the industry curriculums' value to learners and your organization. Below is a recommended approach to developing success stories to support your marketing initiatives...

1. Determine Audience and Message

Before beginning the success story development effort, it's important to identify the goal(s) of the project, the message you want to convey and how the stories will be used (email, blog, etc.).

2. Identify Story Candidates

Identify learner candidates based on your target audience in your marketing campaign. Look for employees that:

- Have completed the industry training
- Are high performers in their job
- Are influencers within the learner community
- Are supportive of the training initiatives

Tips:

- Identify two to three times as many candidates as the number of stories you want to develop (i.e., if you want to create two stories, identify 4-6 candidates).
- If you're unsure who the organization's top performers/influencers are, work with LOB managers to identify candidates.
- Use available data (LMS completions, Badging data, etc.) to identify potential candidates.

3. Collect Stories

Based on the goal(s) you identified in Step 1, determine the questions you will ask the candidates to draw out their experience and provide the information you need to build the success stories. At this time, you will also want to consider the base way to gather the information:

- Email candidates a questionnaire
- Host an information-gathering call/meeting
- Ask candidates to write a blog about their experience
- Use a survey tool to gather feedback

Potential Questions: (select 6-8 that are most relevant)

1. How has the increased industry knowledge you gained from the training impacted your success? Your team's success? Can you provide an example?

2. How has the increased industry knowledge you gained from the training improved revenue growth opportunities? Can you provide an example?
3. How did the increased industry knowledge you gained from the training impact the quality of your industry-focused discussions with clients/peers?
4. Did you see any productivity or time savings improvements after completing the training? Can you provide an example?
5. Would you recommend the training to your colleagues?
6. What concerns did you have about the training before you completed it? How do you feel about them now?
7. What is your favorite feature or part of the training? Why?
8. What is your advice for other individuals who are considering taking this training?
9. What are the biggest challenges on the horizon for your role? What are your goals for the next three months?
10. How will your enhanced industry knowledge help you meet those challenges and goals?
11. Are there other members of your team who might have feedback for us?

4. Create Stories

Once you've collected the information you need, you'll want to draft the success stories in a similar format and consider the distribution format. For example, do you plan to create short videos highlighting the individuals, develop case study documents to distribute to potential learners or create short podcasts, etc.? It's always a good idea to ask candidates to review the final version of the success story to ensure it conveys their thoughts appropriately.