Knowledge anywhere

LMS Launch Plan

Helping organizations get their online training program off the ground seamlessly.

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30 Days Prior to Launch

*Note: Some of these items might need to begin earlier depending upon the level of brand and cross functional approval required

- Finalize Name and Tagline for Learning System
- Establish goals for system (i.e. 1,000 new users by March 25; 5,000 users by April 20, and 3,000 completed courses by July 20, etc.).
- Begin creating/ordering printed material (collateral, table tents, etc.)
- Begin building introduction external communication (if system is customer facing)
    - E-mail
    - Website
    - Social Media
    - Newsletter
    - Customer Events
- Begin building introduction internal communication
    - E-mail
    - Website
    - Social Media
    - Employee Newsletter
    - Posters and Table Tents

30 Days Prior to Launch (cont.)

*Note: Some of these items might need to begin earlier depending upon the level of brand and cross functional approval required

- Send brief internal communication to leadership and solicit any feedback
- Send brief description to line management on their responsibilities and solicit feedback
- Setup and attend customer or technical support meeting to share the system
- Assign individual(s) who will handle technical support emails and calls
- Prepare a Frequently Asked Question (FAQ) Sheet (include how they will contact support)
- Set up an e-mail alias for technical support questions
- Send a "teaser" email out (something new is coming your way in 30 days...)
- Prepare press release if system is external facing
- Build structure for contest or incentive program
- Other

7 Days Prior to Launch

- Send internal communication to leadership regarding the new system and goals
- Send communication to line management confirming their responsibilities
- Pilot communication with a few users to ensure the instructions are clear
- Send out e-mail to customer facing system regarding the new system with the FAQ
- Mail out printed material
- Finalize customer e-mail communication, e-mail list and distribution delivery method
- Develop a brief video introduction
- Other

At Launch

- Send e-mail communication regarding new system and how to access to the system (include how they will contact support)
- Post announcement (Web, Internal sites, LinkedIn, Twitter…)
- Post physical collateral
- Suggest adding note on customer facing e-mail signature (see our new learning system at…)
- Test e-mail alias for immediate response
- Send reinforcement communication to line management on their responsibilities
- Build list of questions to improve instructions and or FAQ
- Send Press Release
- Announce contest or incentive
- Post video overview and introduction
- Other
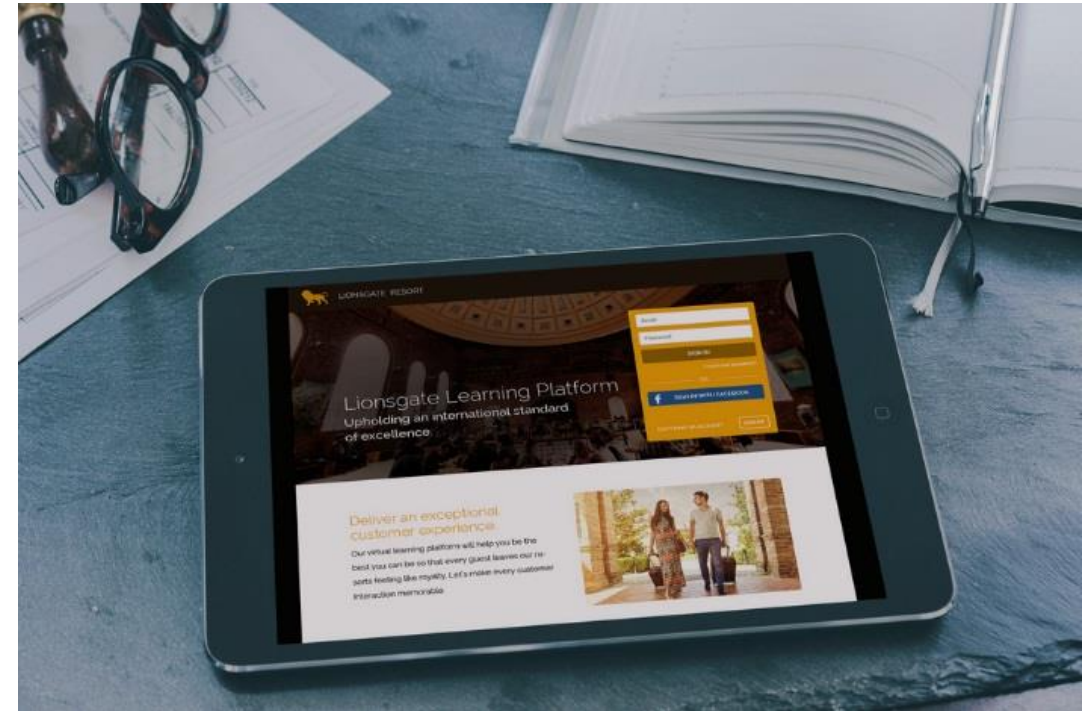
30 Days Post-Launch

- Send e-mail communication regarding new program and how to access to the system

- Update instruction based upon questions and feedback

- Review learner feedback

- Review results compared to pre-established goals

- Update leadership team on progress

- Thank team who participated in the development

- Update announcement on website

- Touch base with customer service and technical support on awareness and questions

- Other

60 Days Post-Launch

- Send out notice on new courses available

- Audit responses to learners' questions and suggestions

- Review learner feedback and look for areas to improve

- Post positive comments from learners

- Review results compared to pre-established goals

- Update leadership team on progress

- Provide an update on contest

- Complete post launch review with the team. What went
  well and what could be improved on?

- Other

Ongoing

- Send out notice on new courses available
- Post positive comments from learners
- Review results compared to pre-establabled goals
- Update leadership team on progress

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