

BUILD YOUR OWN LEARNING MOVEMENT

10 GOLDEN RULES INSPIRED BY DIGIOPS



Use these 10 golden rules to build something similar.



1. START WITH CAPABILITY

Don't begin with courses. Start by asking: what kind of people do we need to build for the future?
Choose skills that connect to your strategy, your industry, and the real capability gaps in your organisation.



2. KNOW YOUR AUDIENCE

Be clear on who the programme is for and what they need most.
Think about role, level, geography, language, workload and how much time learners can realistically commit.



3. SECURE VISIBLE SPONSORSHIP

A learning journey becomes important when leaders treat it as important.
Sponsors should talk about it, role model it, recognise progress and help keep momentum when business pressure increases.



4. BUILD THE RIGHT SQUAD

A strong programme needs more than one owner.
Bring together the people who can design, deliver and sustain it: programme lead, SMEs, platform support, comms, HR and learning partners.



5. CREATE A SUPPORT NETWORK

Don't leave learners to complete the journey alone.
Use sponsors, mentors, team leaders and peer groups to create accountability, encouragement and shared energy.



6. MAKE ENROLMENT MEANINGFUL

Enrolment should feel like a commitment, not just a name added to a platform.
Use it to capture expectations, baseline confidence or skill level, and a clear understanding of what learners are signing up for.



7. DESIGN A REALISTIC CALENDAR

Even great learning fails if people cannot fit it into real life.
Give visibility upfront, show time commitment clearly, and plan around busy business periods, holidays, shifts and deadlines.



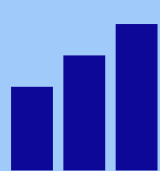
8. MAKE LEARNING FEEL FUN

Learning does not have to feel like compliance training.
Use points, badges, leaderboards, challenges, rewards and recognition to create energy, confidence and healthy competition.



9. MIX THE LEARNING METHODS

Don't rely only on live sessions or long courses.
Blend self-study, expert sessions, quizzes, case studies, peer learning, escape rooms and practical assignments so the experience stays fresh.



10. MEASURE WHAT MATTERS

Don't stop at completion rates.
Look for evidence that the programme changed skills, confidence, behaviour, adoption and business outcomes.

LAUNCH CHECKLIST

- ☐ Clear purpose
- ☐ Intentional skill model
- ☐ Defined audience
- ☐ Visible sponsor
- ☐ Delivery squad
- ☐ Learner support network
- ☐ Realistic calendar
- ☐ Blended learning design
- ☐ One platform to connect the journey
- ☐ Clear graduation and impact measures

DON'T BUILD A COURSE CATALOGUE. BUILD A CULTURE.

Make it strategic enough for leaders to care, practical enough for learners to use, and fun enough for people to keep going.

