

How do I get employees to understand our sustainability strategy?

➤ Are you struggling to make progress against your business sustainability targets because your employees don't know what they are or why they're vitally important?

This is an issue most businesses face at some point. You can have the most robust strategy in place, but unless your employees are convinced that sustainability is important and relevant, you get nowhere fast.

Training, and specifically eLearning, is one of the most effective ways of getting employees briefed and on board quickly. But it has to be planned and executed in just the right way to engage and inspire your employees – rather than patronise and bore them.

RESOURCES

Grab the 'Getting to grips with eLearning' infographic www.imsplc.com

WARMING UP



RESOURCES

Read our blog on driving behavioural change with eLearning at www.imsplc.com

EXPERT OPINION



Roxanne Ratcliff, senior consultant; elearning and engagement specialist

Having delivered sustainability eLearning for global businesses, I can see why many struggle to create their own training that is fit for purpose. A combination of many, quite different skills is needed and often businesses just don't have all of them in house. You need to know what sustainability means, how to affect behavioural change, how to develop learning content, how to use interactive design tools and how to sell the business case for sustainability to multiple audiences at once. It's a daunting task for anyone to tackle!

The IMS approach is to have these skills sets in our business in the form of multiple experts, working together to deliver excellent training for our clients.

Follow these steps to develop a training programme that turns your employees from sceptics into sustainability assets:

- **Understand the current level of knowledge** across different parts of the business and the resources and technology available. Also consider current perceptions of sustainability, for example is it seen as an environmental distraction or something that is too hard to tackle right now?
- **Plan content** for your training that explains the business case, approach, best practice and practicalities. Let people know what they can do and share how others have solved problems.
- **Customise your materials** so there is different content for different job roles or business units. Good training will include customisations so the message and examples can be specific and relevant across your business.
- **Design using excellent eLearning software** that provides animation, interactivity, colour and interest. eLearning should not be death by powerpoint slides with a quiz at the end; it should be an immersive and fun learning environment.
- **Communicate the training programme** through a HR and communications plan. A plan of promotion and encouragement spanning months will get the best result.

HELP ME SOLVE THIS PROBLEM

Let the IMS team plan and deliver an effective sustainability training programme for you. Contact us at info@imsplc.com or visit www.imsplc.com to find out more.



RESOURCES

See examples of our elearning modules online at www.imsplc.com