TOOL TO USE

Brandon Hall Group

Organizational
Self-Assessment on

Extended Enterprise Learning

2022

Introduction

Creating, delivering, and measuring learning for an organization's workforce is a complex undertaking for most L&D teams. However, the challenges and complexity grow exponentially when the learning audience is made up of disparate groups of people that are not employees. This is the extended enterprise, and the learning audiences can include customers, channel partners, distributors, resellers, franchisees, and more.

This self-assessment tool provides an opportunity to understand how your organization can build and improve learning for extended enterprise audiences. It has a series of critical considerations you can use to benchmark your organization's efforts and set priorities for improvement. The best way to use the tool is to print it out and mark the boxes and add notes or action items.

IDENTIFY EXTENDED ENTERPRISE LEARNING OPPORTUNITIES			Priority for Improvement			
	Agree	Disagree	High	Medium	Low	Notes/Action Items
We need to train end users on new and existing products and services						
We want to provide education on specific topics of interest to external audiences						
We need to train resellers on new and existing products						
We need to speed up employee onboarding by providing training to candidates						
We need training to onboard new customers						
We need to provide training as part of our customer support approach						
We need to ensure our franchise partners are providing consistent training to their employees						

COMMENTARY

The extended enterprise consists of any external entities that are connected to your business. They can be directly connected like customers and clients, or more indirectly, including the public at large. In any case, providing training to these audiences provides opportunities to improve relationships, build a brand, increase sales, and even generate revenue.

EVALUATE YOUR TECHNOLOGY'S CAPABILITIES FOR THE EXTENDED ENTERPRISE	Yes	No	Priority for Improvement			Notes/Action Items
			High	Medium	Low	
Does our technology allow for testing /evaluation upon completion?						
Does our technology have adequate reporting/analytics capabilities?						
Does our technology allow for external audiences to communicate and collaborate with each other?						
Does our technology have strong enough data security protocols?						
Can we deliver a 100% mobile experience if necessary?						
Can we have different domains for each audience, running from the same central platform?						
Does our technology have eCommerce capabilities?						

COMMENTARY

Technology plays a lead role in the effectiveness of an extended enterprise learning strategy. Without the right technology, it can be difficult to meet the dynamic variety of client needs and still deliver a high-quality learning experience. Not every learning technology is built to handle this complex environment, and it can be even more difficult to build an in-house solution from existing technologies.

HAVE A PLAN FOR MEASURING EFFECTIVENESS	Agree	Disagree	Priority for Improvement			Notes/Action Items
			High	Medium	Low	
We measure learner engagement in the extended enterprise						
We track monthly active users						
We track customer satisfaction as a metric of extended enterprise learning						
We track customer retention as a metric of extended enterprise learning						
We track increased sales as a metric of extended enterprise learning						
We track customer support requests as a metric of extended enterprise learning						

COMMENTARY

Measuring the effectiveness of internal learning efforts is already difficult enough. The complexities and degrees of separation inherent in external audiences make it that much more difficult. It is critical to identify the criteria for success up front, as well as how those metrics will be measured. Keep in mind that metrics for customer training will likely be entirely different from the metrics for training resellers or franchisees.

Authors and Contributors

David Wentworth (david.wentworth@brandonhall.com) wrote this report. He is Principal Learning Analyst at Brandon Hall Group, focusing on all aspects of learning and the technology that supports it. David has been in the human capital field since 2005 and joined Brandon Hall Group as senior learning analyst in early 2012.

Mike Cooke (mike.cooke@brandonhall.com) contributed to this report. He is CEO and Principal HCM Analyst at Brandon Hall Group. Mike has more than 20 years' experience in human capital management and the research, software and technology industries. Before running Brandon Hall Group, Mike was co-founder of AC Growth, a research and consulting firm, and VP and General Manager of Field Operations at Bersin & Associates, a global analyst and consulting services firm in all areas of HCM.

Rachel Cooke (rachel.cooke@brandonhall.com) is Brandon Hall Group's Chief Operating Officer and Principal HCM Analyst. She is responsible for business operations, including client and member advisory services, marketing design, annual awards programs, conferences and the company's project management functions. She also leads Advancing Women in the Workplace and Diversity, Equity and Inclusion initiatives, research and events. Rachel worked in the HCM research industry for 15 years and held several key management and executive positions within the Talent and Learning Research, and Performance Improvement industries.
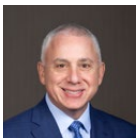
Michael Rochelle (michael.rochelle@brandonhall.com) contributed to this report. He is Chief Strategy Officer and Principal HCM Analyst at Brandon Hall Group. Michael leads a wide range of advisory support and strategic engagements for Fortune 1000 and small- to medium-sized organizations as well as leading and emerging solution providers across the HCM industry. Michael has more than 30 years' experience in HR, IT, sales, marketing, business development, and strategic and financial planning in Fortune 500 and venture-backed start-up organizations.
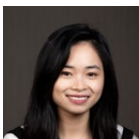
Emma Bui (emma.bui@brandonhall.com) is the Graphic Design Associate at Brandon Hall Group and created the graphics and layout for this report.

About Brandon Hall Group

With more than 10,000 clients globally and 29 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications
Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership
Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

SOME WAYS WE CAN HELP

Excellence Awards
Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

Advisory Offerings
Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.