

# LEADx<sup>®</sup> Launch Plan

a marketing & communications plan to ensure successful adoption



**LEADx<sup>®</sup>**

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It's time to introduce LEADx and encourage learners to get started. This guide will help you integrate the LEADx platform smoothly.

You already know that people love using the LEADx app once they discover all that it has to offer, and the biggest challenge is getting them to try it the first few times. We are all overwhelmed with competing priorities, information overload, and never enough time. As you adapt the ideas in this guide to your own launch, keep these universal principles in mind:

- People learn and process information in different ways, so delivering announcements through multiple channels is a best practice
- Don't forget to share the benefits of LEADx with Coach Amanda, not just the features (i.e., address the WIIFM—what's in it for me)
- Some people are persuaded with “authority” so getting support and messages from your CEO or other C-level leaders can be effective
- Others are persuaded by their peers, so sharing testimonials from this group can be effective, too



It's time to create some buzz and trigger curiosity about the upcoming launch of LEADx at your organization. Don't overwhelm people with too much information just yet, the goal is to grab their attention and alert them that something will be coming soon. Just make sure to include the date of the big day. If you'd like to include the LEADx 'X' graphic as part of your message, you can [download it here](#).

Here are a few ideas to help spread the word:

## **Idea #1: Teaser Email (from CEO or most senior executive as possible)**

This email can be vague. You just want to spark some curiosity here.

Suggested Email Subject Line: T-10 Days...The "X" Factor

Suggested Email Text:



Save the date! In 10 days, you'll be receiving an exciting new digital resource designed to help you to achieve your full potential. Feedback from early users has been great. More information is coming soon.

## **Idea #2: A Mysterious Poster**

Use the email content above, or something similar, and create fun posters to put in the break room or conference rooms. You can [download a printable poster here](#).



It's time for the official announcement. You can download the official LEADx logo [here](#) and an alternate colored version [here](#). In this stage, be sure to communicate the WIIFM (what's in it for me) to show how the training program generally will support staff growth and development, and on-the-job performance success.



Here are some ideas for things to do to build excitement and awareness of LEADx:

## **Idea #1: Send An Email Regarding The New System And Your Goals (from CEO or most senior executive as possible)**

Suggested Email Subject Line: New Leadership Development Platform Coming Soon

Suggested Email Text:

As some of you may have heard, there are exciting plans afoot to update processes for leadership development at [company name]. Over the course of the next few weeks, we will be adopting LEADx for this purpose. Integrating this technology will help all of us become better, more productive leaders and employees.

LEADx is designed to increase leadership behaviors, employee engagement, and productivity with features that include:

- Analysis of your unique personality
- Behavioral nudges and tips related to leadership effectiveness
- "Coach Amanda" (powered by IBM Watson technology). It's like texting a friend who teaches you how to be a better leader.
- Content library with 100s of micro-learning videos, webinars, podcasts, book summaries, job aids, and more.

To ensure the adoption of LEADx goes smoothly, I have charged [coordinator] with overseeing this project. During this effort, they will be reaching out to all of you regularly with updates and to solicit feedback to ensure that everyone knows how to use it and to get the most out of it.

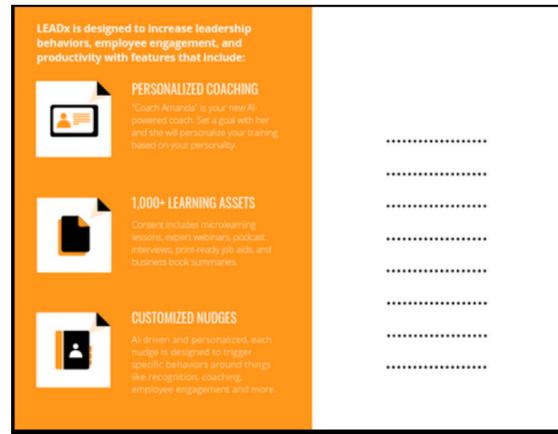
We are constantly trying to find new business innovations to give us a competitive edge and keep everyone involved engaged and growing. It is my hope that LEADx will help us get where we want to go. Visit [LEADx.org](http://LEADx.org) if you are interested in learning more. Or [read this Wall Street Journal article](#) featuring the company. Sign-up instructions to come soon.

## Idea #2: A Poster

Hang up a poster to spread awareness about what is to come. Make your own or [download this one](#).

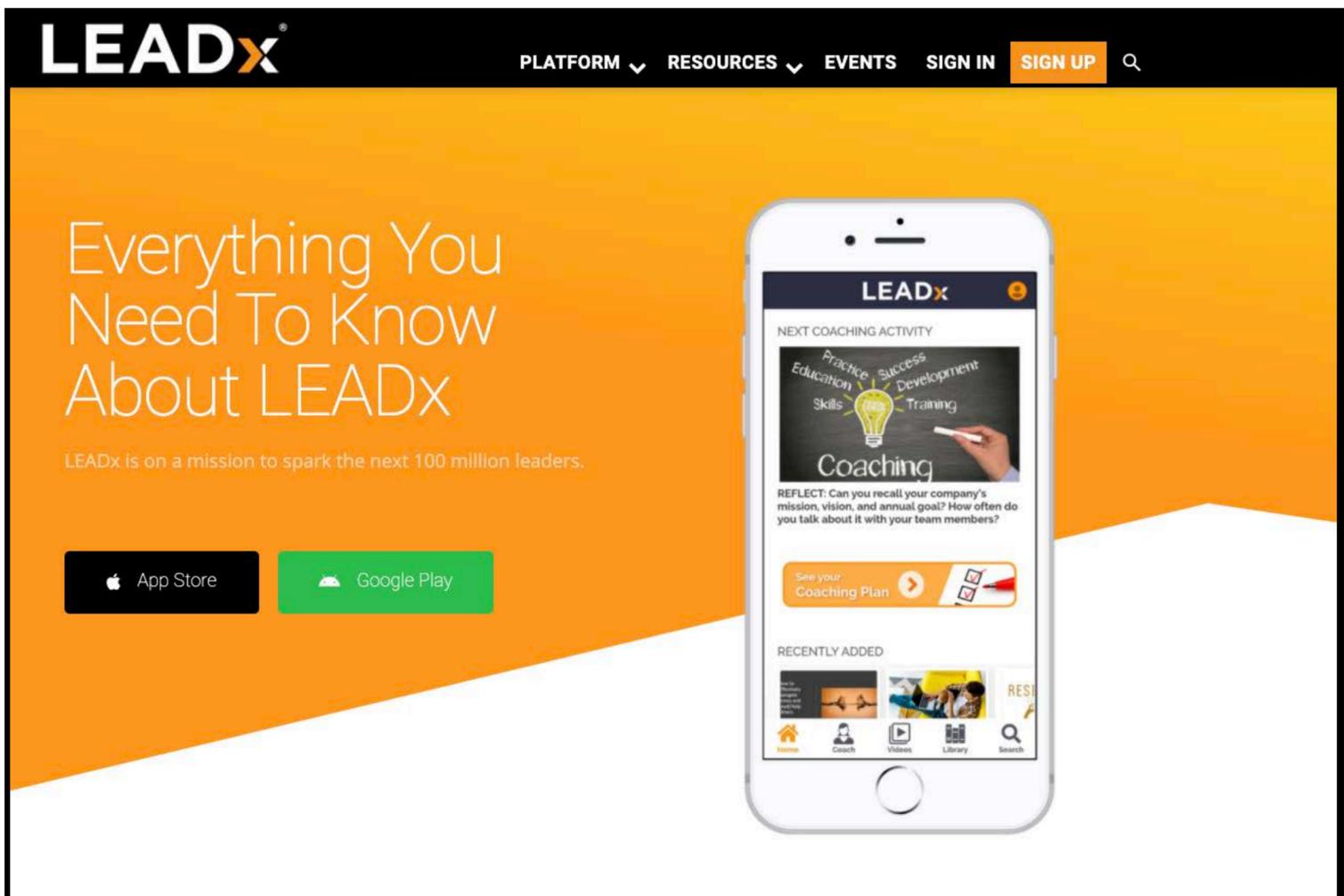
## Idea #3: Send Postcards

Send out postcards to spread awareness about what is to come. Make your own or [download this one](#).



## Idea #4: Create A Webpage

It's important that people can access the information they need. Create a webpage with all of the information they need. One way to keep it up to date is to embed the "[How To Use LEADx Video](#)" because we update the video frequently. [Here is a sample webpage with some language you can modify for your own use](#).



It's launch day! We hope you're as excited about this as we are. Here are some ideas to announce the official launch of LEADx at your company:

## **Idea #1: Send An Email With Sign-up Instructions (from CEO or most senior executive as possible)**

Suggested Email Subject Line: It's Time For LEADx 🎉

Suggested Email Text:

Today's the day. LEADx is here. You will be receiving an email with sign-up instructions from LEADx. I hope you will take the time to download the app, login, and browse some of the content.

LEADx has thousands of business book summaries, video courses, podcasts, webinars, job aids, and worksheets. You can also set up a coaching goal with your new AI-powered executive coach within the app. They call her "Coach Amanda" and with her, you can work on recognition, accountability, building trust, and more.

LEADx will be hosting a webinar to run us through the basics of the app and for you to ask any questions you may have. Details from LEADx to follow.

I am looking forward to the integration of LEADx at our company and I hope you are also excited at the prospect of this new opportunity.

If you have any technical difficulties, please reach out to [support@leadx.org](mailto:support@leadx.org).

## **Idea #2: Recommend Content or Coaching Goals**

Create a short guide or "cheat sheet" for staff that highlights individual courses available or recommended for specific staff categories. You can find content in the app relating to specific categories with the search function. For example, if you want your managers to be better at communicating, just search "communication" to find content to put on the "cheat sheet."

You can also have conversations with your direct reports about what coaching goals they should work on with Coach Amanda. If you know somebody has a hard time communicating with others, recommend a communication coaching goal for them. You then know that they are using content that is relevant to them. And you can check in with them to track their progress.

## **Idea #3: Have A Raffle**

Enter everyone who signs-up within the first week into a raffle.

This isn't something that you can give people and forget about. Not everybody is driven to challenge themselves by learning and growing. We want LEADx to be successful for you. So here are some ideas to keep the momentum going:

## **Idea #1: Build The Information Into Performance Reviews**

Show individual contributors and supervisors that learning is highly valued in your organization and include reminders and information in the performance review process. Ask them about their coaching goal in the app and progress toward it. Or help them choose an area that needs improvement and set up an action plan with them.

You want to help staff to identify and determine which courses are “right for them” – by role, job function or competency. When users engage with specific content, they will receive nudges that correlate to that content. You'll also want to promote success stories of individuals, by showing how completing courses can align with positive outcomes. Highlight how individuals have put their own learning into action, and achieved results that contribute to the organizational global mission.

## **Idea #2: Highlight Specific Content Every Once In A While**

If you're a manager and you read a book summary or watched a webinar that really resonated with you, send an email to your directs recommending it to them. Better yet, gather everybody's weekly or monthly favorites and send the list out.



## Idea #3: Meetings And Events

Meetings and events are great forums for maintaining momentum and generating learning awareness.

### 1. New Hire Orientation

- Encourage new team members to contribute to your organization by enhancing their professional skills
- Recommend courses relevant to their areas of responsibility

### 2. Lunch And Learns

- Invite learners to gather in a casual setting and watch a video course or webinar
- Encourage them to bring food and be social (or you can provide some coffee and donuts to encourage people to attend)
- Target people new to on-demand learning, who are often drawn to social lunch and learn events

### 3. Annual Week of Learning

- Select one week out of the year have an “annual week of learning”
- Ask employees to take two courses and share top takeaways with their teams
- Invite employees to embrace microlearning and skill-building by setting aside a few minutes each day
- Companywide, highlight content for a new topic each day of your selected week (Monday: Employee Engagement; Tuesday: Productivity; etc.)

### 4. Book/Course Club

- Build a community of learners and start a monthly discussion about LEADx
- Each month, select a course or book for the group to view and discuss
- Interview a club member and feature popular courses in a newsletter
- Use downloadable worksheets to help facilitate discussion

## Idea #4: Have Contests Or Games

Make it easy and make it fun with these guidelines to help get your creative juices flowing! After launching LEADx, it's helpful to keep reminding learners about the opportunity to develop their skills.

### 1. Trivia

- Have someone watch a course and prepare trivia questions from the content
- Have a social lunch or a meeting and play trivia with the questions
- The person with the most right answers gets a prize!

### 2. Bingo

- Make Bingo cards with different book summaries on them
- The first person to get BINGO from reading five in a row gets a prize!

### 3. Get Spotted Learning, Win A Prize

- If a manager walks past an employee's desk and spots an employee using LEADx, that employee is awarded a prize!

### 4. Have A Raffle

- Have a random drawing from active users and give out prizes. This will incentivize employees to continue use. Announce the winner publicly (through an email or in common space).

## Idea #5: Reminder Emails

Remind learners about the ongoing opportunity to build skills and advance their careers.

### Email Example #1:

Suggested Email Subject Line: Enhance Your Professional Skills Today

Hello, I'm writing to remind you that as an employee at [company name], you have unlimited access to LEADx, an on-demand library of various learning content covering a vast range of leadership and productivity skills. With thousands of courses, book summaries, podcasts, webinars, job aids, and worksheets—and more added every week—LEADx is designed for all levels of learners, and it's available whenever you're ready to learn. You can access it on the web or in the app from the App Store or Google Play.

A great way to get started is to watch the [How to Use LEADx video here](#).

### Email Example #2:

Suggested Email Subject Line: Your LEADx subscription

Hello, I'm writing to remind you that as an employee at [company name], you have unlimited access to LEADx.

LEADx is an AI-powered leadership development platform available as an app on your iPhone, iPad, or Android device. It's also available on your web browser. To read about LEADx (featured in a recent WSJ article), go here: <http://leadx.org/wsj>

LEADx is designed to increase leadership behaviors, employee engagement, and productivity with features that include:

- Nudges and analysis related to your unique personality
- Behavioral nudges and tips about leadership effectiveness
- "Coach Amanda" (your AI executive coach). She helps you set a goal and checks in with you weekly about your progress.
- Content library with 100s of micro-learning videos, webinars, podcasts, book summaries, job aids, and more

LEADx is adding new content every month. A great way to get started is to watch the [How to Use LEADx video here](#).

## Idea #6: Send A Short Reminder On Slack/Basecamp/LinkedIn/etc.

Example Message:

- Discover bite-size learning. All LEADx courses are broken into short videos, so you can focus on a key topic of interest. Microlearning, or watching small snippets of longer courses, helps you gain knowledge across numerous subjects. Dedicate 10 minutes each day to learning something new.

## Contact LEADx

Compile a list of any questions or concerns that have come up in the past month and send them to [gary@leadx.org](mailto:gary@leadx.org). This will be incredibly helpful to us!

## Send Company-Wide Thank You E-mail

Send an email thanking everyone who signed up and gave feedback. Let them know that they can always contact LEADx directly at [support@leadx.org](mailto:support@leadx.org) with their questions. You could also inform them that you may be using coaching goals for performance reviews as a way to keep track of their progress.



We hope this guide gives you the momentum you need for your people to grow and learn with LEADx. If you need more assistance, we are always reachable at [support@leadx.org](mailto:support@leadx.org).