

the game of influence |

help stakeholders think differently about L&D





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An illustration featuring a hand in a dark blue suit sleeve holding a magnifying glass. A bright blue beam of light from the magnifying glass's lens illuminates a deep, dark blue chasm. The background is a solid teal color with three white, fluffy cloud-like shapes. The overall theme is one of investigation and discovery.

What are the biggest challenges facing L&D today?

the biggest challenges L&D must overcome



change

L&D struggles to keep pace with the changing needs of the workplace.



Legacy

L&D struggles to overcome the legacy mindset that learning looks like school.



time

L&D struggles to fit meaningful learning opportunity into the busy workflow.

L&D cannot advance our practices until we shift the way people think about learning in the workplace.



mindset → strategy → process → technology → content



Mindset informs (or inhibits) every part of the learning ecosystem.





modern
learning
mindset

Make learning a critical part of **work(flow)**.

Take advantage of the full **ecosystem**.

Apply **data** to accelerate decision-making.

Provide an **equitable** experience at scale.

Drive clear business **impact**.

Foster persistent organizational **agility**.





essential L&D skills

digital

data

curation

enablement

influence



How do you explain
what you do to
people **outside L&D?**

No one else cares about learning.
They care about the ability to do the job.



L&D must find ways to influence stakeholders to adopt a modern learning mindset.

Otherwise, L&D will remain order-takers and the workplace learning experience will remain fragmented.



Stakeholders vary by organization, but here are some of the usual suspects.



EXECUTIVE



LEGAL



IT



SME



MANAGER



EMPLOYEE



EXECUTIVE

L&D must answer key questions about each stakeholder if we hope to influence their mindset.

- ❑ What do they care about?
- ❑ How are they held accountable?
- ❑ How are they motivated?
- ❑ What's their experience with L&D?
- ❑ How can you provide value?





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Different stakeholders may be influenced by different tactics.



case
study



outside
expert



reporting



roadmap



peer
stories



job
support



yes,
and...

you win —————
————— everybody wins



An organization can only transform
as fast as people can learn.





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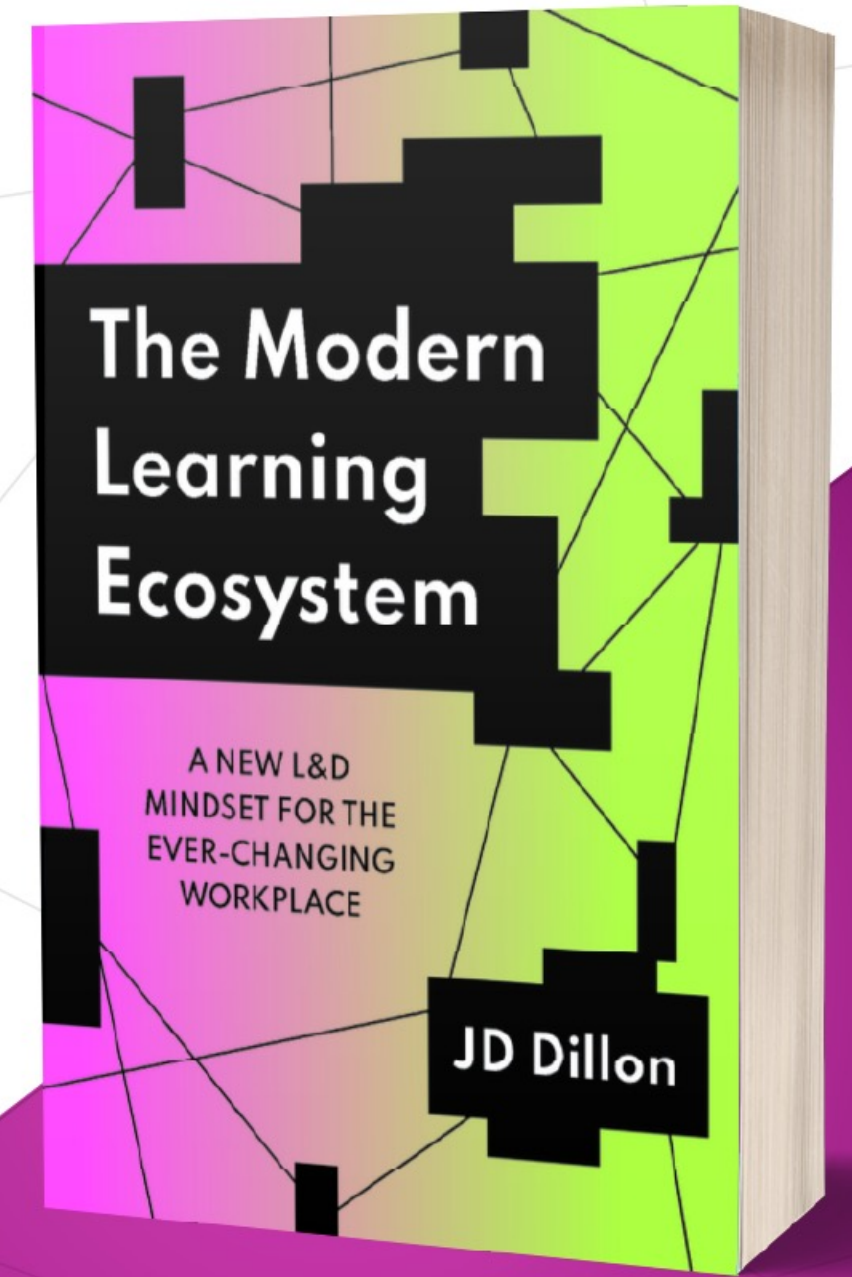


L&D must act as the bridge between people's legacy perspective and the modern learning mindset needed to advance our practices and drive results.





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Be well.