

6 Ways

to Inspire Executives to Be Learning Leaders



Most executives would be willing to do more to support learning programs, according to the [2018 Workplace Learning Report](#). How can these strategic partners actively support learning programs? Here are six ways to leverage executive influence to inspire employees to learn.

01

Record a video

Ask your executive to answer a simple question: why is workplace learning so important? This doesn't need to be a big production! A mobile device and a single two minute take will get the job done.

02

Gather materials for signage

Ask your executives for a one-sentence quote on the importance of learning. Use their LinkedIn photos to put up signage around the office with their name, photo, and learning quote.

03

Secure a spot in written communications

Most executives have regular newsletters to the company or department. Secure a spot in that newsletter where employees can always find learning opportunities.

04

Leverage large forums

Whether your company meets once a week or once per month, make sure the C-suite speaks to upcoming learning opportunities and why they matter.

05

Cultivate friendly competition

Create a learning challenge with each executive as a team captain. Encourage execs to beat their peers by getting their global teams to spend time learning. Whichever executive has the winning team gets a trophy!

06

Encourage executives to share favorite courses

It's inspiring for employees to know that even as executives, the C-suite still takes time to learn. Encourage executives to share their favorite online courses to spark engagement and direct learners to the right content for your organization.