

Learning Platform Toolkit

Presenting Your Learning Platform Replacement Project to Senior Management: A Step-by-Step Guide

You know that you need to replace your learning platform. You may even have selected your preferred vendor. Time for the hard part – getting approval from senior management to fund the project.

This guide, and the accompanying tools, will provide the support you need to make an effective presentation to senior management.

How to Avoid Hidden Costs

STEP 1: KNOW THE NUMBERS

In the ROI checklist that accompanies this toolkit, you'll find the key metrics that you'll need to arm yourself with. Not only is this going to provide compelling evidence that replacing your learning platform will make a big difference, but it will also quantify it and make your case more powerful. Including an ROI table or numbers in your presentation may just be what seals the deal with the executive team at your company.

STEP 2: KEEP THE PRESENTATION SIMPLE

The worst thing you can do is fill your slides with text and overwhelm the executives in the room. It's important that you state your points clearly and that all of the information you present is relevant to what matters to them – i.e. running the business. If the relationship between your argument and the intended business outcome isn't clear, you'll lose their attention and possibly your project.

STEP 3: INCLUDE EXPERT OPINIONS AND DATA

As much as you are highly regarded and respected in your organization, ensure you provide valuable information showing that this is a decision that best in class companies are making. Great sources of information include:

- Analyst reports and data (Brandon Hall Group, Fosway, Ventana Research and, Towards Maturity provide an excellent resource)
- Leading experts in the field (Charles Jennings, Jos Arets, Laura Overton, Christopher Pappas)
- Testimonials from your selected vendors' customers
- Quotes from surveys and research studies

STEP 4: BE READY FOR OBJECTIONS

There is nothing worse than being blindsided by hard questions during a presentation. Carefully think through the objections likely to come up and work out how you'll respond. To get started, review the last section in this guide: "**Common Objections and How to Overcome Them**".

STEP 5: PREPARE, PREPARE, AND PREPARE SOME MORE

You can have the most amazing content in your presentation but if you don't spend time preparing your delivery, it will be an uphill battle. Presenting your ideas confidently is a critical part of making your case. For some guidance on how to convey your ideas, check out [this video](#) from TED Talk moderator Chris Anderson.

Objections You Will Face

(And How to Overcome Them)

OBJECTION: “WE HAVE A LEARNING PLATFORM IN PLACE ALREADY.”

Response: The learning platform we have in place has some strengths but it doesn't provide us with the flexibility and scalability we need to really drive improvements in our learning programs. We'll save time and money with a smarter learning platform.

OBJECTION: “WHY ARE WE SPENDING MORE ON SOMETHING WE ALREADY SPENT MONEY ON?”

Response: Our current learning platform isn't giving us the returns we could get from a more advanced learning platform. Actually, because of the efficiency we'd gain with a new platform, we'd save enough people hours to cover the additional costs within the first two months.

OBJECTION: “IT'S GOING TO TAKE FOREVER TO GET THIS UP AND RUNNING IT WILL DISRUPT THE BUSINESS SIGNIFICANTLY.”

Response: The new cloud-based, Artificial Intelligence-powered learning platform we're considering is much easier to implement. We'd be looking at no more than a couple of months. The great thing about these new technologies is how easy they are to use – our learners wouldn't need training on how to use the new system. They can start learning right away. Not only that, the new technology allows them to learn in a more effective way, where and when they need it.

Use the Implementation Starter Guide included in this toolkit to set expectations related to implementation timelines and required internal resources as a way to further satisfy any decision-maker concerns.

OBJECTION: “WE DIDN'T SEE THE ROI FROM THE LAST SYSTEM. HOW ARE YOU GOING TO MEASURE THIS AND MAKE SURE THAT YOU SEE RESULTS?”

Response: We will be working to establish KPIs upfront, as well as goals and objectives for the initiative. We'll need the support of the executive team to help reinforce these goals. Also, the new platform we'll use is going to include additional functionality to ensure and measure engagement.



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