



**Creating learning  
communities for better  
training results**

# Welcome!



***Helen Marshall***  
Chief Learning Officer, Thrive

# *Setting the scene*

# Three focus areas



**WhatsApp community**

**+1000 members**

**22 subgroups**



450+ global customers

Blended solutions involving  
communities

Product focus on community &  
connection



A community run-club  
experiment

*How do you define  
community?*

**“In L&D, learning communities are dynamic spaces where people connect through *shared purpose, meaningful interaction*, and *collective growth*. Whether formal or informal, they amplify impact by turning learning into a cultural force, not just a process.”**

*What types of  
communities exist within  
your own organisations  
or businesses?*

# Communities could look like:

Communities of  
practice

Mentoring schemes

Communities of interest

Coaching programmes

Network groups

Peer-learning groups

Project specific groups

Cohort based  
programmes



# *The power of learning communities*

# Leaning into the power of human connection

When people are better connected to others at work, business are more likely to see an increase in employee:

- Productivity
- Innovation
- Wellbeing

**Face-to-face  
interaction boosts  
creativity by 15%  
(MIT)**

**“The more we connect with  
other individuals, the better  
we become at connecting.”**

The brain releases *oxytocin & serotonin*  
when we connect with others and  
experience positive social interactions.



# Psychological safety...

...is fundamental to any successful community, but is also critical to maintaining organisational performance.

**Read:**

Amy Edmondson, The Fearless Organisation  
Google's [Project Aristotle](#): It's not *who*, it's *how*.

**You're part of the 'team' and included.**

**You're able to learn by asking any questions.**

**You're able to challenge ideas or make suggestions for change.**

**You're able to contribute your ideas without second guessing.**

*Key considerations  
when setting up  
communities*

# Practical questions to ask

**What problem are you trying to solve?**

**Who are your advocates?**

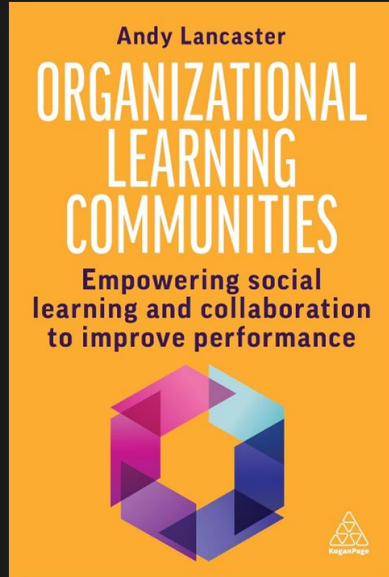
**What tools or tech can be used?**

**Are there any ground rules?**

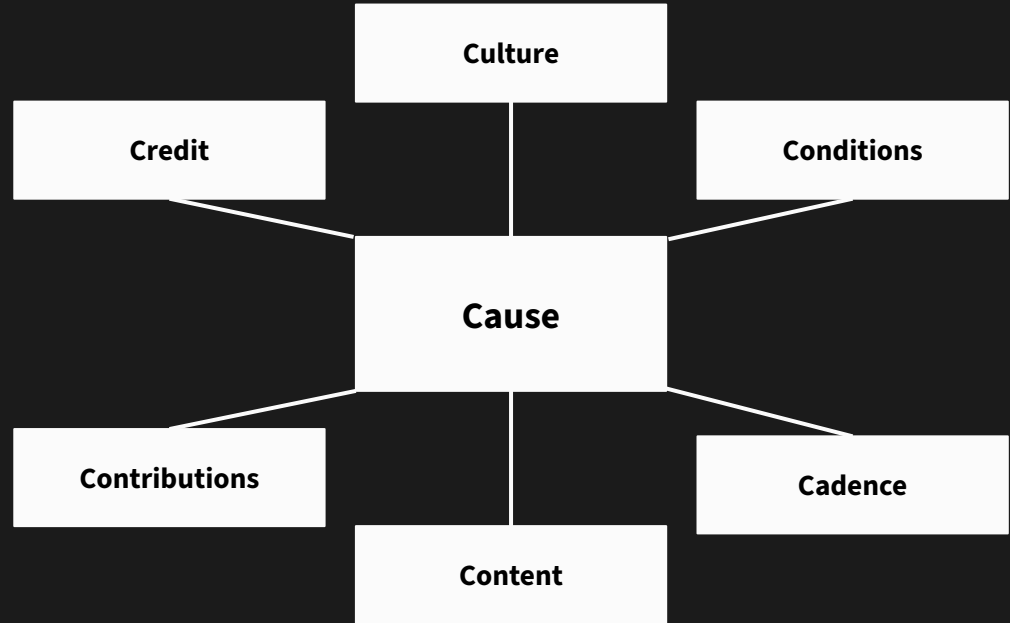
**What is the projected life cycle of the community?**

**What impact measures will you have in place?**

# Andy Lancaster's 7Cs model for successful learning communities



Andy Lancaster, Organizational Learning Communities



# *Steps to measure impact*



# The vanity metric conundrum

**Engagement**

**Impact**

**Value**

# The vanity metric conundrum

## Engagement

Membership numbers

Number of daily  
messages/interactions

Attendance at events

## Impact

Increased participation in  
stretch projects

Number of projects off the  
ground

Knowledge-sharing  
increasing

Behavioural change  
observations

## Value

Time saved

Reduced time to hire

Increased productivity

Increased talent mobility

Greater levels of innovation

Costs saved/revenue growth

# Let's take it up a notch

## Community output

## Operational outcome

## Financial impact

Peer-led onboarding

20% faster time to competency

£X saved in ramp-up costs

Community of practice, i.e. sharing negotiation approaches in a Sales team

10% increase in close rate

£X increase in monthly revenue

Top performers involved in cross-functional projects

5% fewer resignations per year

£X saved in hiring/onboarding

Innovation hub community develops new product ideas

3 ideas piloted, 1 brought to market

£X revenue opportunity

# But wait, what about the individual impact?

This is easier to track but crucial to help you to tell your story. This could look like:

- Career progression
- Skill development
- Increased wellbeing
- Accountability
- Productivity
- Innovation

# Meet Claire.

A year ago she was made redundant and in a dark place after months of job searching.

Claire joined WomenIn and found support and a sounding board, and felt connected to people who understood what she was going through.

“I think I would have been in a very dark place without WomenIn. I’ve made great friends, significantly enhanced my network and learned a lot about L&D, but also myself in the process.”

**12 months after starting her job search, Claire secured her next role - through WomenIn.**



*Sustaining engagement  
or letting it die*

# Always ask:

What value is this driving?

Who is benefitting from this?

What could happen next?

Who will drive this in the future?

When should it end?

# *An experiment*





Tackling the problems of:

- Running solo.
- Run clubs all taking place in the evenings.
- Unsafe environments.
- Lack of community.

# GORC

***WHERE***

***COURAGE***

***MEETS***

***COMMUNITY.***





**What questions do you have for me?**