

The ultimate guide to Learning at Work Week

An official guide for learning
colleagues and champions to build
an effective Learning at Work Week

**Learning at
Work Week
2024**

campaign
for learning 

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Learning at Work Week is a unique annual event to build learning cultures at work. It aims to put a spotlight on the importance and benefits of continual learning and development.

Start here

Are you looking to kickstart a learning revolution in your organisation, or build on the great things you do already?

This ultimate guide to Learning at Work Week is the place to start.

This guide includes suggestions on how to approach the week, handy tools to help you generate great ideas, and tips to make your week a success – plus, lots of ideas of where to go next.

You can also use this guide to create other learning campaigns too.



Let's start with the essentials...

- Learning at Work Week takes place in May every year.
- In 2024, the national dates are 13 – 19 May on the theme 'Learning Power'.
- Learning at Work Week is organised by **Campaign for Learning** and led by learning and development colleagues and learning champions in their organisations.
- It's a chance to collaborate, share and learn, aligned to personal and business goals
- www.learningatworkweek.com has resources, planning ideas and lots of inspiration – you can also sign up for the newsletter to get news direct to your inbox.

Learning at Work Week is designed so all organisations can take part. Workplaces of all sizes, sectors and types run events, including multinationals, SMEs, charities, public sector organisations and government departments.

Learning at Work Week

FAQs

Wondering if Learning at Work Week is suitable for your organisation? We explore some of the common questions and why it's a week for everybody.

1

Do we have to run Learning at Work Week on the national dates?

While there are advantages to running the week in the national dates, including accessing special offers, the most important thing is that it needs to work for your organisation. You can run your week at any time in the year and use the free resources including planning guides and graphics.

2

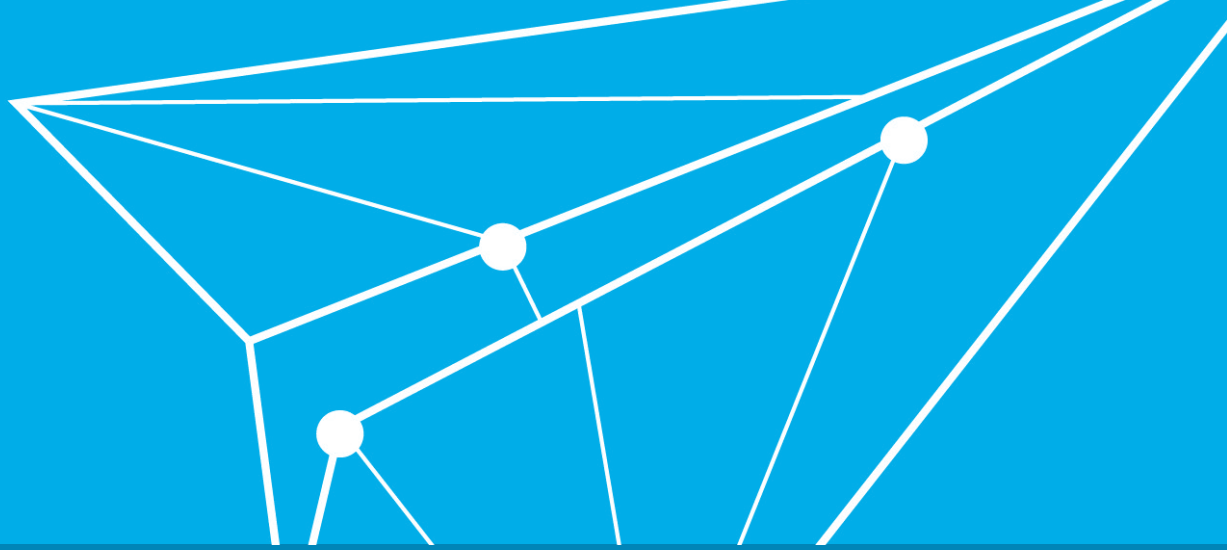
Do you need a big budget to run Learning at Work Week?

Staff time aside, with ingenuity and great free online tools, learning and resources, you can run a brilliant week on a small budget - even in a larger business. A powerful approach is to draw on your colleagues' talents, interests and specialisms from across the organisation. It's amazing what you can uncover and share - whilst connecting people across the business.

3

We don't have a learning and development team, can we still take part?

While learning and development colleagues are the main leaders of Learning at Work Week, if you don't have a learning team, don't worry. The week is also led by learning champions from a range of business areas. The best Learning at Work Weeks are collaboratively delivered by a team of colleagues with different experiences, understanding, skills and ideas.



4

Is Learning at Work Week just about promoting your usual learning and development offer?

A big benefit of taking part is to highlight and support the great things you already do – however, it’s also an opportunity to do so much more! Our mantra is ‘be bold, be creative’. Run a learning campaign, try something new, test a different approach – for some great examples and inspirations, read the [Impact Award winner stories](#).

5

Is Learning at Work Week just a bit of fun?

Learning at Work Week should be enjoyable, but we like to think of it as ‘serious fun’. Your plans should have a clear purpose linked to organisational goals and employee needs. By creating engaging and enjoyable experiences, you can promote a positive taste of learning - something that can help people overcome psychological barriers to learning, engage them in new ideas and knowledge and kickstart learning journeys.

6

Do we have to run Learning at Work Week on every day of the week?

There are no set rules. You can mark it with just one activity or event. And if time is short, it’s best to keep it simple. The key thing is to tie it to a need you’ve identified at work; making sure your plans benefit both the business and employees and create a sense of occasion. Make your activities social, collaborative and celebratory!

Create a week with impact

A powerful way to create a week with impact is to treat it as a learning campaign.

The aim of a learning campaign is to see a positive shift in learning that supports an identified goal for your organisation, employees or L&D plan.

Learning shifts could be a change in confidence, attitudes, awareness, values, understanding, knowledge, skills and behaviour.

How to create a learning campaign using our tried and well tested model.

Step 1 Identify your driver

Identify an issue, challenge or opportunity that Learning at Work Week can support – for example, better wellbeing, increasing cross-organisational knowledge or a promoting a new learning platform. See the [what's your driver page](#) for more ideas.

Step 2 Create a campaign goal

What is the learning shift you need to see (your campaign goal) to support your driver?

Decide how to measure the change and what base readings you need to show the shift from before to after. E.g., visits to learning resources, requests for training or confidence in using digital technology.

Step 3 Think about engagement

Identify the barriers to learning and engagement for different audiences in your organisation. What are their motivators for learning and what's in it for them? Your audiences can be grouped in different ways, for example, by specialisms, where they are based, their skills levels and/or aspirations.

Step 4 Use a theme

A theme is the story that you want to tell about your week and gives it a unified feel. The [ideas on a theme page](#) in this guide will help you to create a powerful theme.

Step 5 Design your activities

Create activities that support the learning shift designed to overcome any barriers that you've identified – think length, timing, format, online or offline. Make sure you have a mix of activities that deliver both benefits for the business and employees.

Step 6 Communicate your plans

Promote the week and activities using the best channels for your different audiences and highlight the benefits and value of taking part to tap into colleagues' motivations. Design a programme with all your activities. Make the week stand out from the norm, with creative approaches to get attention.

Step 7 Evaluate

Collect and evaluate your data so you can measure the learning shift that has happened.

Planning your week: what's your driver?

Learning at Work Week is all about giving learning the profile it deserves, but it's also a chance to design activities that address priorities, challenges and opportunities for your business and colleagues and deliver these in different, interesting and engaging ways.

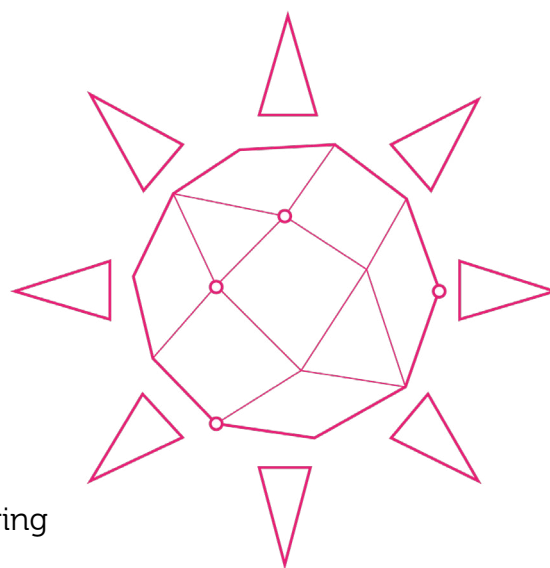
By focusing on what's needed for your organisation and colleagues, you can use Learning at Work Week to deliver benefits and make a persuasive business case.

Remember, once you've decided on your focus and key activities, you can add in learning that has wider benefits too by **using a theme**.

What will drive your Learning at Work Week?

Here are some real-life issues, challenges and opportunities used by organisations for Learning at Work Week:

- increasing collaboration
- raised organisational profile
- becoming more innovative
- growing new products and services
- moving from a 'narrow view' of learning
- better working relationships
- improved communications
- cross organisational working
- need for internal mobility and progression at work
- supporting wellbeing
- better business understanding and knowledge sharing
- improved customer relationships and service
- better digital and numeracy skills



Get Inspired!

Read how our **Impact Award winners** have identified a driver for their Learning at Work Week and designed a week with impact.

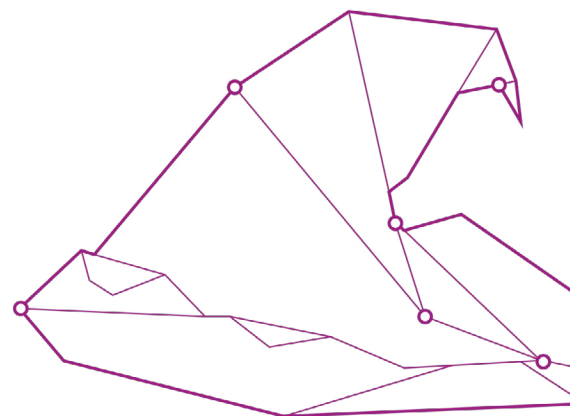
Planning your week: space to innovate

Learning at Work Week is all about trying something new, so it's the perfect time to test a new idea for learning and development.

Try using an experimental approach, which you can do at an organisational or an individual level.

The experiments need to be timebound and you can use a hypothesis which states your assumptions. For example, **if** [we do this] **then** [this will happen] **because** [this will help the problem or identified need].

The evidence you collect will need to test if your hypothesis was correct, or whether you need to modify your approach - or try something else!



Examples

As an organisation looking to innovate

Identify a need or problem as a team linked to organisational goals

Example 1: **If** we instigate allowing breaks at the same time for everyone, **then** new ideas will be fostered as people will have more chance to meet and learn from each other **because** it will enable people to make connections and not work in isolation.

Example 2: **If** we ask a director to give a talk about the many ways in which they learn, **then** we will widen people's views of how they can learn in the workplace **because** it will enable them to see that the company values and encourages learning in all its forms.

Encouraging individuals to innovate

Ask colleagues to identify a small issue or thing they'd like to change or do differently and then design a mini-experiment. Invite colleagues to share results after.

Example 1: **If** I use drawings to express ideas for projects, **then** this will help the team to identify issues and improvements more easily, **because** it will enable them to see the concepts and connections altogether.

Example 2: **If** I set small measurable goals at the start of the day, **then** this will help me feel more motivated **because** I will have made noticeable achievements and progress.

Spark new ideas and interests

Create workshops, tasters and demonstrations that draw on colleagues' own knowledge, insights, passions and interests – it's a great way to bring people together to share, collaborate and foster ideas.

Planning your week: ideas on a theme

A theme can help you shape your Learning at Work Week and tell a strong story, so that you are promoting a central message through all of your activities and communications. Finding a theme can also help you see familiar ideas with fresh eyes.

The **2024 national theme for Learning at Work Week is Learning Power**. We invite all organisations to run events and activities on the theme and use the free resources. But it's important that the theme works for your context, so read on if you need to create your own!

Creating a theme

Your theme should reflect the main aim of the week, e.g., if you are looking to address knowledge gaps across your organisation, then your theme could be 'we build knowledge together'.

Your activities could be a mix of business and non-work related learning.

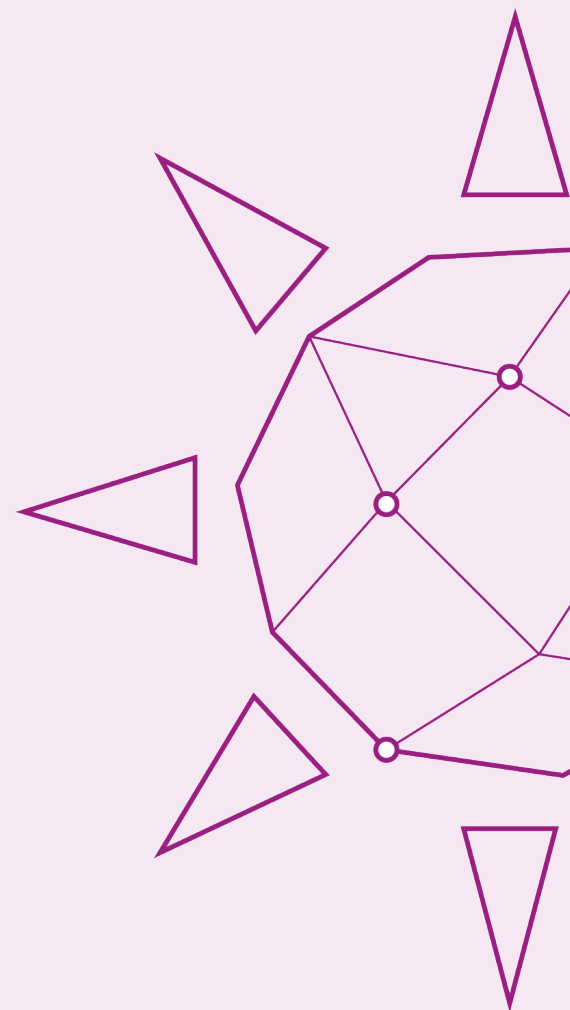
Here are some ideas on the 'we build knowledge together' theme:

- Skills exchange – 10 minute sessions by colleagues for colleagues
- Masterclasses by specialists on new innovations in your industry
- 'I can't live without...' - colleagues' share their favourite digital tools and apps for work and life
- Speakers from organisations, colleges and universities talk about hot topics such as sustainability, tech trends and wellbeing
- Mini-experiments to test new approaches to common work challenges and routines, and build new habits at work and home, e.g., using drawings to express ideas and sharing results with colleagues
- Talks on career opportunities in the business by colleagues in different departments

Once you have your theme, you can create imagery, a strapline and messages for your workplace audiences. Together, this will help you form a strong identity and brand.

Remember: Your theme is your internal 'story' from which you develop your external communications. Sometimes, a theme and strapline may be the same, but often they are different e.g., 'creating connections' could be your theme, and 'take time to connect' would be the strapline.

Use the **ideas generator** to help you create activities linked to this year's theme.



Planning your week: creating a great virtual experience

With more and more of us working and connecting online, your Learning at Work Week might need to be fully virtual, or a mix of both virtual and face to face.

Check out our tips to make sure your online activities are social and engaging!

Create a central branded online space

A dedicated online space for your all of your activities, whether offline or online, can help your week standout, give it an identity and make it easier for colleagues to find information wherever they work. You can refresh and update as needed. Use it as a space for blogs, videos, inspirational photos and stories, resources, and handy learning tips, as well as a programme of activity.

Publish an online programme of activity

If you're running a few different activities, create an online branded programme for the week with times and details including links to book, or drop in (for both offline and online activities).

Build in 'live' elements

Create an energy and excitement with live broadcasts that offer something a bit different. If you are running online activities at the same time, create a strapline to make it memorable – e.g., Live at Eleven. Most activity formats can be replicated online including masterclasses, film screenings, demos, panels and Q&As.

Make it a great 'live' experience

Having a host for your virtual sessions adds a personal touch, offers essential support and creates continuity for your week. Your host can:

- Offer support to colleagues delivering online for the first time
- Give essential details at the start of your session and familiarise people on how to use the platform
- Familiarise people on how to use the platform
- Moderate comments and take questions from the audience for presenters
- Interact with presenters to give sessions a light-hearted and fun feel
- Highlight what's happening next and how to enter any competitions and challenges

Check sound and equipment

Ask presenters, speakers and facilitators to do a test run the day before and log in 15-30 minutes before the start of the session to check everything is working.

Record and create digital assets

With permission, record talks and sessions for colleagues unable to attend on the day.

Build in feedback opportunities

Ask colleagues to feedback on sessions as you go through the week. Try interactive whiteboards to create graffiti walls, or webinar polls to gain before and after confidence shifts.

More support for your Learning at Work Week

Free learning from our partners

Our national partners offer **free activities** that you can promote to colleagues including downloadable resources, live webinars and online learning.

Free 2024 graphics

Create a splash with the **Learning at Work Week graphics** including logos, banners and 'Create the Future' themed graphics suitable for online and printed materials.

The best of the web

So much great stuff, so little time... we'll be **curating ideas** that you can use to enrich your Learning at Work Week, whether it's inspiration for your own learning activities, free online learning or tools to help you plan and promote your week.

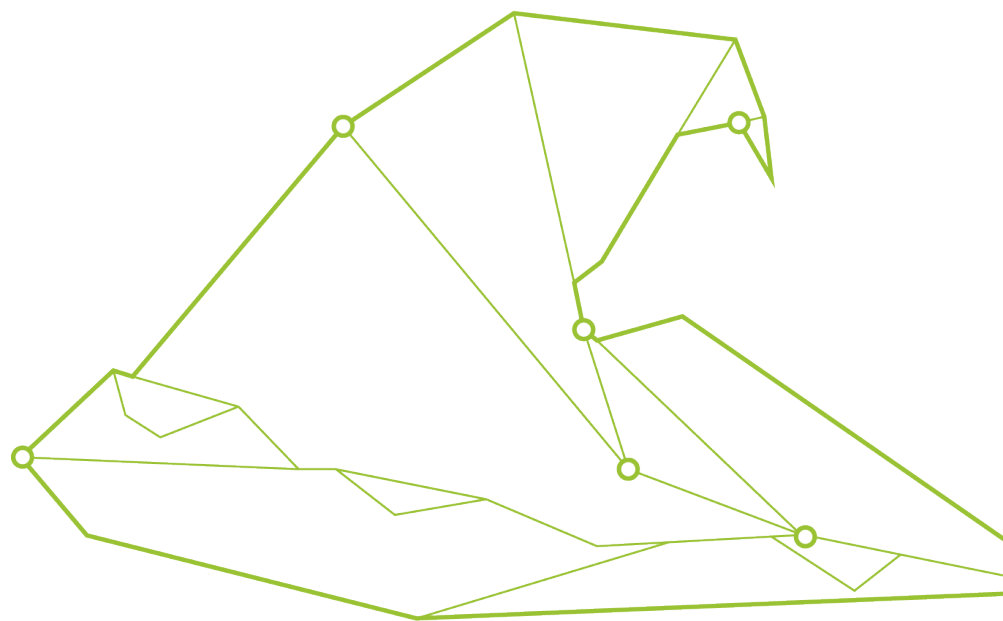
Impact Awards

The Learning at Work Week Impact Awards celebrate excellent Learning at Work Week events. Categories are announced in April with closing date for entries in July, giving you plenty of time to enter!

[Read about last year's categories and winners to get inspired.](#)

Extra planning support and inspiration

[Check the planning page on the website](#) and download our **inspiration guide** with more top tips to create a brilliant week.



Your Learning at Work Week check list

Sign up for the Learning at Work Week newsletter

Plan your week using this guide for extra support

Let us know your plans via the website– we can publish these on the with your permission and offer opportunities to be included in press releases and news articles.

Check the **special offers and activities** from partners and Campaign for Learning

Download the LAW Week logos and graphics

Check out the LAW Week **Impact Award categories** so you're ready to apply

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Campaign for Learning, part of the NCFE Charity

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