BUILD EMPIRE

90-Day LMS Adoption Plan

Need a hand? 🤝

Talk to us

	DAY 1- 30 **STAGE 1**	DAY 31-60 **STAGE 2**	DAY 61- 90 **STAGE 3**	BEYOND 90 DAYS **STAGE 4**
Goal	Getting people in, giving them a reason to stay, and removing barriers that might stop a return.	Transition users from casual browsers into regular, intentional learners.	Turn two months of data into smarter decisions and a stronger case for what comes next.	Connect the LMS to the rhythms of the organisation so adoption maintains itself.
Key Actions	• Set a target for the percentage of users who have logged in. • Name an adoption owner in every department or site. • Brief managers and get each to assign at least one piece of learning to their team. • Set up a support contact and help channel and make it visible and used. • Capture baseline data on activation rate, bounce rate, and return visits.	• Grow voluntary engagement and track it separately from mandatory completion. • Identify low-adoption cohorts and treat them as separate problems. • Get managers to assign learning and check in on their teams. • Put at least one engagement tactic in place beyond email communications. • Identify drop-off points in multi-step courses and act on them.	• Review content and update or remove anything that isn't landing. • Run a learner feedback survey and identify the gaps. • Review search intent data to find what learners want but cannot find. • Connect at least one LMS metric to a business outcome. • Produce a 90-day adoption report and share it with leadership.	• Analyse manager engagement and send targeted quarterly digests. • Audit the content library and refresh it every quarter. • Introduce a new non-mandatory reason to return each quarter. • Connect the LMS to an organisational milestone each quarter. • Report adoption data to senior leadership every quarter.