

Defining a Learning Management Strategy

Use this space to capture the strategy for your LMS. Treat this as a working strategy. You may need to revisit this as you engage additional stakeholders and begin to explore your scope and potential solutions.

OUR GOALS FOR THE LMS

Questions to consider:

- What problem are we trying to solve with the LMS?
- Which organizational priorities does learning need to support?

GOAL #1

GOAL #2

GOAL #3

OUR MEASURES OF SUCCESS FOR THE LMS

Questions to consider:

- What will be different six or twelve months after implementation?
- What measurable indicators will tell us if we're on the right track?

SUCCESS METRIC #1

SUCCESS METRIC #2

SUCCESS METRIC #3

AUDIENCE AND USE CASES

Questions to consider:

- Are they internal, external, or both?
- What is their level of experience with technology, specifically an LMS?
- How do they engage with learning experiences now?
- How frequently will they engage with the LMS?
- What do you think their priorities are for the LMS?
- Example “day in the life” scenarios (a.k.a. use cases)

AUDIENCE	BRIEF DESCRIPTION	EXAMPLE USE CASES
Learners		
Instructors		
Administrators		
Managers		
Leadership		
Other Audience		