

fuse

TOP TIPS

**TO IMPLEMENTING
FUSE AND POWERING
PERFORMANCE**

(from those in the know)



CUSTOMERS REFLECT ON THE CRITICAL DRIVERS FOR SUCCESS

At Fuse, we're in the business of unlocking tacit knowledge and experience-based know-how from the heads of subject matter experts.

We're big believers in the value of advice that's rooted in context and experience.

So much so, we recently interviewed three of our fantastic customers (all of whom have implemented Fuse in at least one organisation) to source their expert advice on how to get the best out of Fuse.

It's safe to say we gathered some excellent tips and tricks. Keep reading and you'll see for yourself...



MEET OUR EXPERT CUSTOMER PANEL...



Lyn Warren

Retail & People Director
at Joules

Lyn is a two-time Fuse customer, having implemented our platform at the UK's largest carpet and flooring retailer, Carpetright, and global premium lifestyle group, Joules.



Cheryl Ogle

European Customer Care
Operations Manager, Panasonic

Cheryl manages customer care across Panasonic's European Contact Centres and engaged Fuse in 2019 to provide the company's outsourced customer care agents with access to knowledge on demand.



Jo Attenborough

HR Director
I-TRUST HR Limited

Jo, now an independent HR Director, was previously involved with the implementation of Fuse at leading UK electronics specialist, Maplin, and home and garden retailer, Homebase.

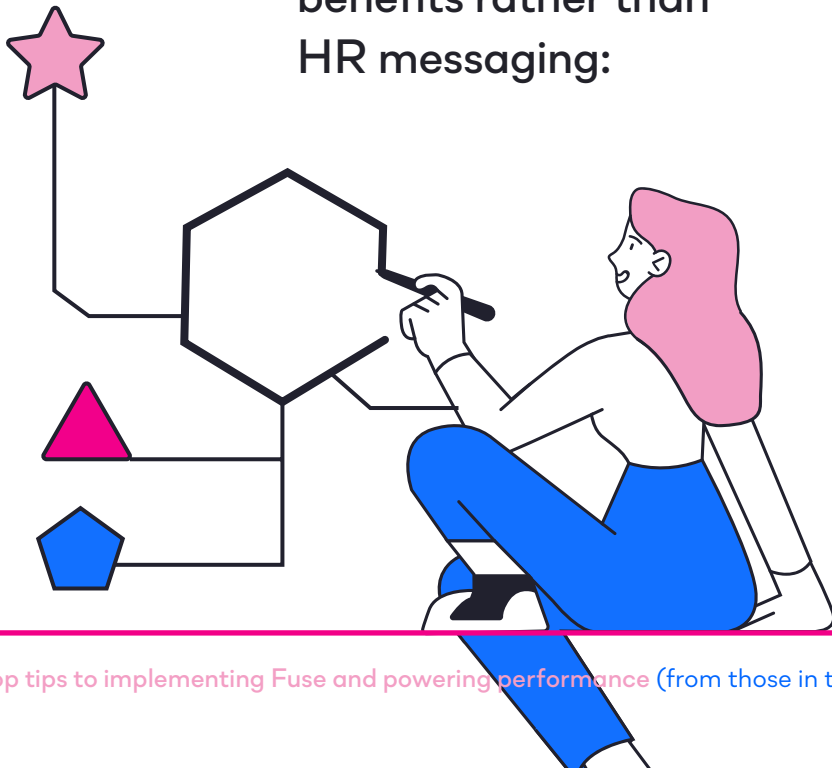
SPARKING THE FUSE AND IGNITING PERFORMANCE

Laying the foundations
for a future of learning

TIP #1

BUILD A COMPELLING BUSINESS CASE

For Lyn, this is a huge one and she emphasises the need to focus on commercial benefits rather than HR messaging:



Don't talk about compliance, talk about learning in the context of driving people and business performance. Focus on the commercial outcomes and communicate how it will reduce losses and increase profit. Really hone in on that and position Fuse as a strategic business tool as well as a learning platform.

Lyn continues:

Also be prepared to show the C-suite demonstrable examples of how Fuse has driven performance growth in other organisations. Seeing is believing and it really helps senior leaders to visualise the overriding purpose and goal.



TIP #2

GET SENIOR LEADERSHIP SUPPORT

Closely tied to Tip #1, both Jo and Cheryl cite senior leadership buy-in as another critical driver for success.

“ Leadership support is essential - both at the beginning, during the implementation phase, and beyond. Central to that is strong communication around the platform's ability to solve real business problems. That's really key in terms of creating that all-important follow the leader effect. ”

It's a point echoed by Cheryl:

“ Senior leader endorsement and support is vital - and especially so for avoiding the perception that this is 'yet another system'. Get them onboard, show them the benefits, and turn them into advocates. That's absolutely key to supporting long-term adoption ”



TIP #3

MANAGE MINDSETS

Lyn also affirms the need to communicate with learning and business leaders about what good corporate learning looks like - a factor she says is key to eradicating 'tick-box training' mentality and encouraging a mindset change that leads to commercial success.



It's essential to lay the right foundations in terms of getting people to really understand and buy into the modern ways of learning at work. Communicate the guiding principles that are going to deliver commercial success - and demonstrate how enabling instant access to knowledge in the flow of work sits at the heart of that. There needs to be a very concerted internal comms effort in that regard.

I'd also advise against trying to make Fuse fit with the organisation's existing learning processes. Instead, it's crucial to reconfigure processes in line with Fuse. Doing it that way round will ensure you start out with the right mindset and set yourself on the right path.



TIP #4

INVOLVE PEOPLE OUTSIDE OF HR

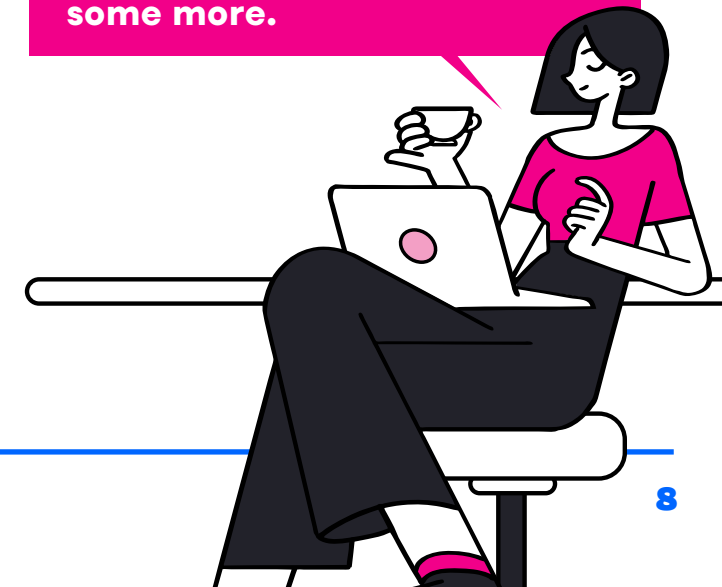
Jo advocates for involving a diverse group of business stakeholders in the tender process, emphasising that this should not be an HR-only process.

Having a diverse group of people involved in the tender really helps to eradicate 'traditional LMS thinking' because it means those individuals are less caught up in what was done previously. In addition, this diversity also shifts the balance in favour of a solution that works for the business as a whole rather than just HR.

So you've built your business case, got senior leaders onboard, and fostered a modern mindset for learning in the flow of work. **Now what?**

The response from Jo, Lyn and Cheryl is unanimous:

Communicate, communicate
- and then **communicate**
some more.





**SETTING
THE INTERNAL
COMMS MACHINE**

IN MOTION

TIP #5

TAILOR THE TRAILER

Lyn's first piece of advice when it comes to that communication?



“ Don't make the mistake of speaking to one company-wide audience because the different people and groups who make up that collective will have entirely unique learning needs depending on their business area and geography.

As part of this, it's also crucial to focus on the benefits that Fuse will deliver. Don't talk about the technology itself because, as great as it is, people don't care about that. They just want to know how it will help them to do their job better. Make that the focus of your internal comms campaign.”

TIP #6

CHANGE MANAGEMENT IS A MUST

With any degree of change, comes a certain level of trepidation. As Lyn says, it's a normal human reaction but it does call for effective change management:



Change can be especially daunting for process-driven departments such as IT and compliance so it's essential that project leaders keep communicating with these audiences - both to allay any concerns, and to promote the benefits of democratising access to systems and content. ”

TIP #7

CREATE ACCOUNTABILITY

(AND START WITH SUBJECT MATTER EXPERTS)

Good communication is also key to creating accountability and an all-important 'follow the leader' effect ([see our Avon case study](#)).

For Lyn and Jo, it's a process that should begin with subject matter experts.



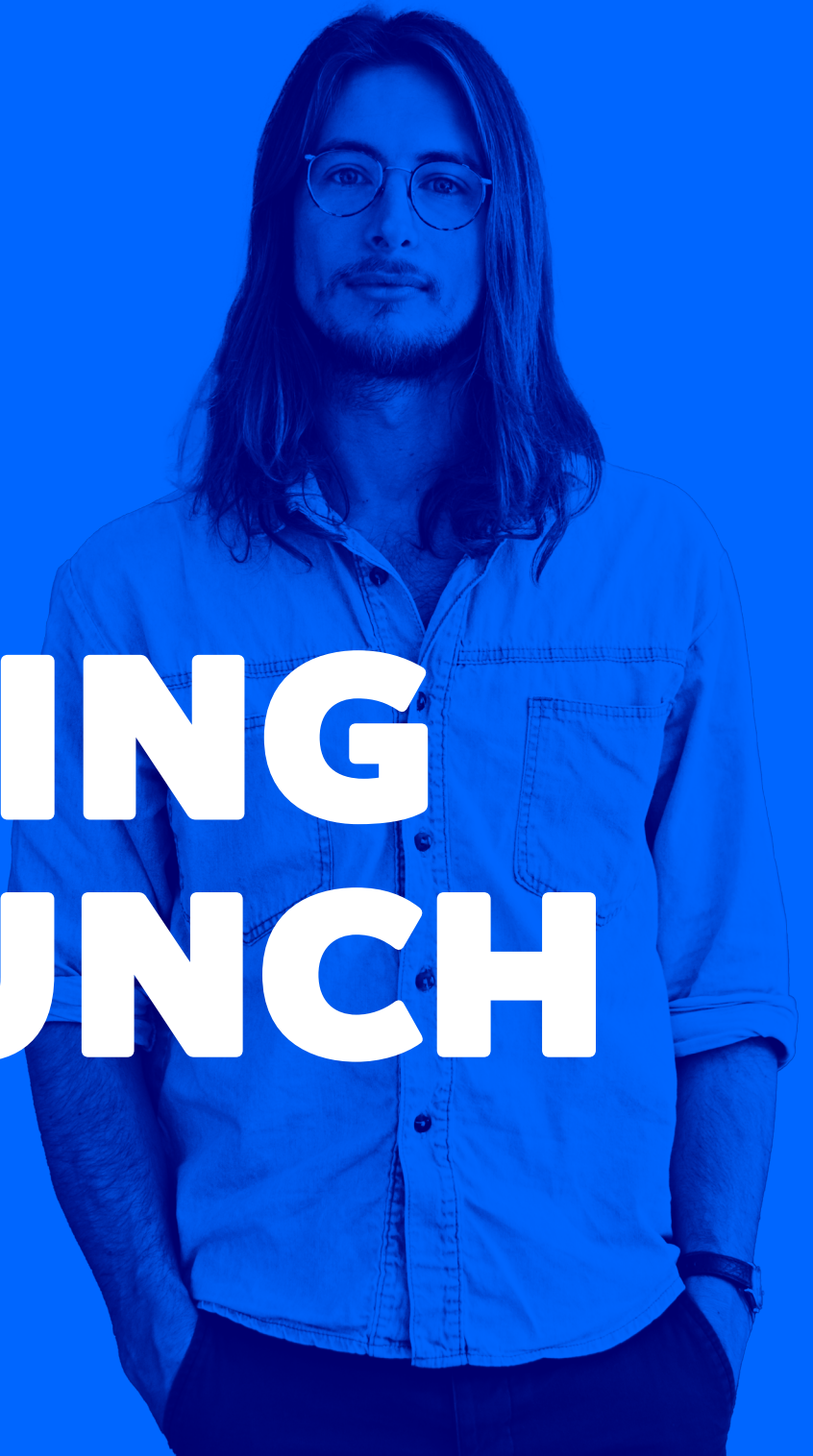
When you do start to focus on users, start with company experts and team leaders, not end colleagues. The goal is to create accountability amongst these senior audiences because they have a big role to play in the overall success of a system like Fuse. Get them involved in thinking about how to keep learners engaged. They'll no doubt have valuable input, and the process of involving them will also promote a sense of ownership.

Adding to Lyn's advice, Jo says: "It's also really important not to force people to use Fuse. Instead, the goal is very much about engaging people in wanting to use the platform and then easily enabling them to do so."

LEARNING IN THE FLOW:

PREPARING FOR LAUNCH

Building interest in 'the Fuse way'



TIP #8

CREATE A DRUMBEAT TO ENGAGE END-USERS

So that leaves the not-so-small matter of learner engagement. What did our customers have to recommend in that regard?



Dropping bread crumbs along the way to create interest is really the best approach in my experience, ”

says Lyn.

Be clear that Fuse presents better opportunities for connection and collaboration in the context of people's roles, but make it known that it can also support them on an emotional level.

What you want to avoid is people perceiving the platform as something that adds to their workload rather than something that genuinely supports them - and emotional buy-in sits at the heart of that."



TIP #9

GET MARKETING INVOLVED!

Acting on Tip #8 will also be infinitely easier if you have the support of an experienced marketing and communications team - a point that Jo can't emphasise enough:

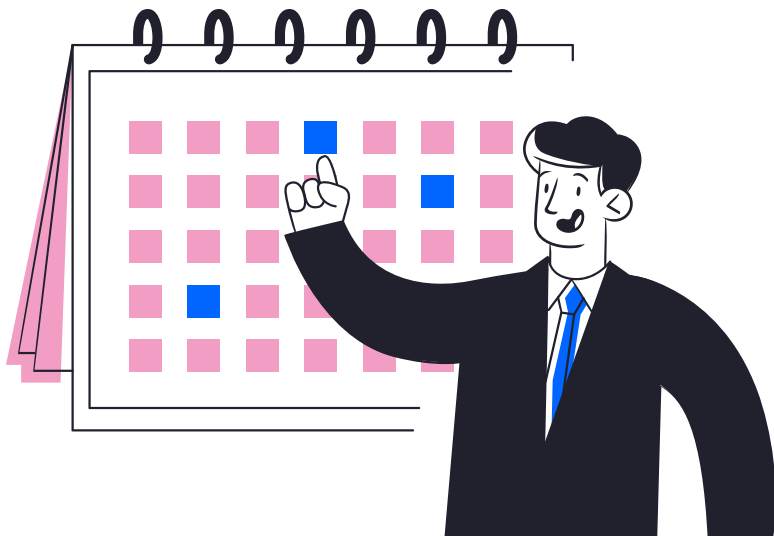


Unlike the Marketing department, L&D and HR teams are not typically known for their communication expertise yet implementing a system like Fuse is essentially an internal marketing exercise. As such, it requires input from the team that best knows how to do that and in my experience, having the support of a knowledgeable marketing team was invaluable. ”

TIP #10

DON'T TRY AND DO EVERYTHING AT ONCE

A recurring message from our customer interviewees was this: start small, but be ready to build. In other words, focus on getting it right before you scale.



It's a point that Lyn elaborates on by saying:



Be aware of content overload, especially during the delicate implementation stage. It's critical not to overwhelm people so start by drip feeding small amounts of digestible content. Operate on a test and trial basis to see what works best from a learner engagement point of view. You can then build out from there, developing content in line with identified needs and interests.



TIP #11

CREATE COMMUNITIES AROUND INTEREST, NOT STRUCTURE



It's not only content that should be developed in line with interests, however. Jo says it's an approach that should also be applied when creating learning communities:



Keep private communities to a minimum and always try to create them based on interest, not structure. In doing so you'll ensure communities are more inclusive and cross functional - and that's a great way to break down silos and expand opportunities for learning and career development.





OPTIMISING LEARNER ENGAGEMENT

3, 2, 1... GO LIVE!

TIP #12

EXPECT VARYING DEGREES OF ADOPTION

Understand that uptake will be different in different business areas (but think about the tactical things you can do to redress that balance).

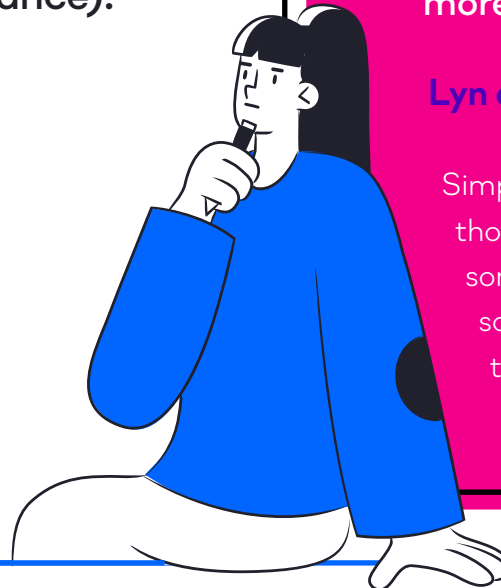
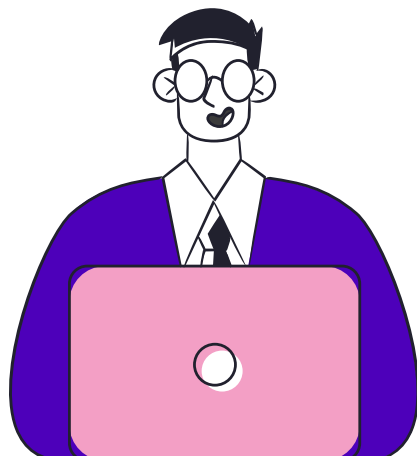
It's a scenario that Lyn experienced first-hand at Joules:



We knew that engagement would be higher amongst store-based colleagues than those in head office because, working in store, there's a more pressing need for in-the-moment learning.

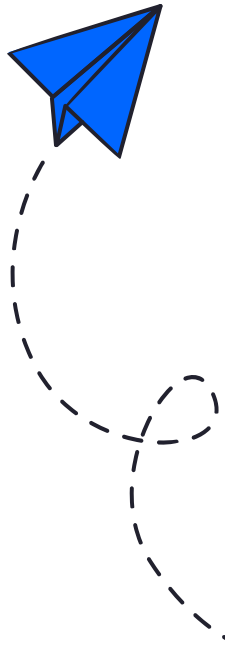
Lyn continued:

Simple things can really help to drive engagement with those harder-to-target audiences - and that could be something as simple as moving a cafeteria menu to Fuse so that colleagues have to go into the system to view their lunch options. That, combined with daily email prompts, can really support engagement.



TIP #13

DON'T 'LAUNCH AND LEAVE'



Another key piece of advice is this: don't assume that once the system is up and running it's mission complete.

"It's so important to really keep driving people to the platform in those early days after launch," explains Lyn.

“Don't adopt a 'launch and leave' approach. Keep evaluating and refining and make sure that you're analysing engagement and outcomes as an ongoing process. I can't stress that enough.”

TIP #14

ELECT PEOPLE TO BE THE “EYES AND EARS” OF FUSE

Jo also recommends electing a small team of people (two or three at most) whose job it is to be constantly managing Fuse and acting as advocates for it.

Commenting on this, Jo says:



Putting a select few people on this can make all the difference. It's important that those people are passionate about the Fuse way and see it as their main job, however. It shouldn't be viewed as a side task.

By having these people act as the eyes and ears for Fuse, it will be much easier to continually understand what content is getting the highest number of views and what teams would like to see more of.



TIP #15

GATHER REGULAR FEEDBACK – AND ACT ON IT

On top of assigning specific people to manage the platform, it's also good practice to conduct regular end user surveys for the purposes of gathering actionable feedback:

Cheryl explains:



We still regularly ask our users whether the content within SPARK [Panasonic's instance of the Fuse platform] is hitting the mark. Crucially, we're also not afraid to update the platform based on that feedback.



TIP #16

KEEP CONTENT FRESH

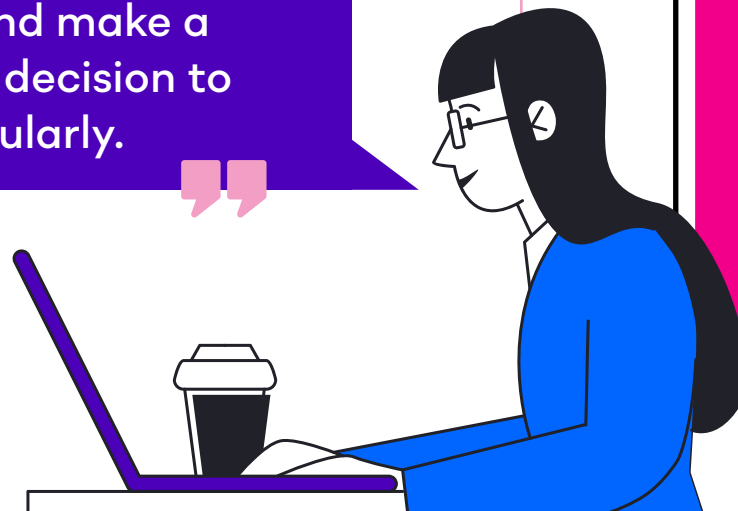
"We want wishy washy content!" (said nobody in the history of work, ever).

Tip 16 is a big one: make sure content is relevant and laser-focused on the learner's needs - especially, says Lyn, in those early days after launch:

Keep content fresh and focused and make a conscious decision to delete regularly.

Another key point according to Lyn?

Recruit a content team that is as far removed from traditional L&D as possible. Content creators need not be subject matter experts. Rather, you need people who are experts in videography and who have the skills needed to ensure content is dynamic, easy to consume, and consistently valuable.



TIP #17

DON'T FORGET TO MAKE IT FUN!

Learning that is both fun and valuable is a great way to reaffirm positive learning behaviours and build a learning culture.

It's a **fundamental point** (sorry) that Jo agrees with:

"Seeing people having fun with Fuse was so inspiring and it's still one of the proudest moments I've had during my career. Being able to see it blossom and become a living breathing thing with huge benefits was just fantastic."

Cheryl adds:

I can't overstate how important it is to make learning fun and a tool like Fuse can really help to achieve that.



TIP #18

AND FINALLY... CONNECT WITH OTHER FUSE CUSTOMERS

Heard of Pink Fuse yet?

No? Well, come join the party!



Pink Fuse is our internal customer success platform where passionate learning leaders can come together to share their stories, ask for advice, and connect with other pioneering customers. Trust us, this is a community you want to be a part of.



It's a really helpful platform that you can go to to refresh your memory on how to carry out certain functions



says Cheryl - a sentiment echoed by Jo who adds:

"Pink Fuse is a great community where you can talk to other Fuse customers. It's a useful way to access information about products and anything new coming down the line."



SO THERE YOU HAVE IT:

18 top tips from those who've been there, done it, and bought the t-shirt. To learn more about joining the Fuse Tribe and implementing our AI-powered learning and knowledge platform, **[contact our team to arrange a demo.](#)**

ABOUT FUSE

Fuse is the learning and knowledge platform that sparks active engagement and ignites people performance.

It is used by more than 120 enterprises around the world, including Vodafone, Panasonic, Scandic, Avon, Mazda and BAe, and connects people with the knowledge and expertise they need to acquire new skills and achieve high performance at work.

Additional resources

Learn more about Fuse on the [website](#).

Follow Fuse on [Twitter](#) and [LinkedIn](#).

