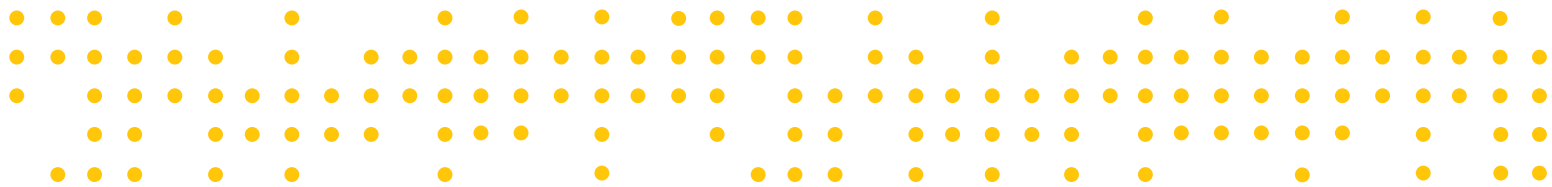




LMS/LXP Search Guide

How to Find the Best LMS/LXP for Your Organization



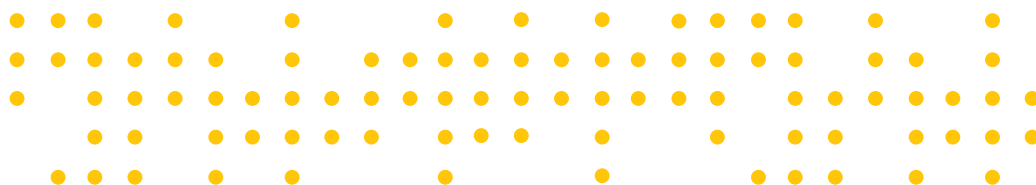
// It's no joke the biggest improvement we've made in our business model, in my humble opinion, in a couple of decades.

– Allison Stabile,
Director of Marketing,
Jazzercise

We know the LMS/LXP search process can be a bit stressful and confusing. There's a lot to think about before deciding on what software you want to go with. But we're here to help. This guide is intended to help jumpstart your process and guide you on your LMS/LXP hunt.

So, let's get started!

- **Step One:** Big Picture Goals
- **Step Two:** How Will You Use Your LMS or LXP?
- **Step Three:** Features & Functionalities
- **Step Four:** Measuring Success
- **Step Five:** Knowing the Software Company



Search Guide Steps

- **Step One: Big Picture Goals**
- Step Two: How Will You Use It?
- Step Three: Features & Functionality
- Step Four: Measuring Success
- Step Five: Knowing the Software Company



Step One: What are your organization's big picture goals?

Successful LMS/LXP implementations support larger organization goals. So, the first thing we need to do is identify your company's big picture goals.

First, let's define what your company is. This may seem a bit basic, but starting this high-level really does help. Be specific, though. For example, you might be a restaurant, but are you a high-end eatery? Fast casual?

1 So let's **define your company**. Here are a couple examples:

We're a high-end restaurant group.

We're an innovative fitness company.

Your company:

We're _____
1. Define Your Company

2 NOW let's talk about your **big picture goals**. Specifically, let's name two of them. Use these examples to help get the wheels turning:

We're a high-end restaurant group and our goal is to add new locations across a wide geographic region.

We're an innovative fitness company and our goal is to double our boutique locations each year over the next three years.

Jot them down here. It'll help clarify your thought process.

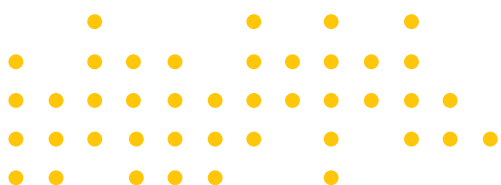
We're _____, and our
1. Define Your Company

goal is to _____ and
2. Your Goal

2. Your Goal

2. Your Goal

Now let's build on this to further define your learning goals and help you pick the best LMS/LXP for your company.



Step Two: How will you use your LMS or LXP?

Search Guide Steps

- Step One: Big Picture Goals
- **Step Two: How Will You Use It?**
- Step Three: Features & Functionality
- Step Four: Measuring Success
- Step Five: Knowing the Software Company

Finding the right LMS/LXP system for you is all about finding the one with strengths that match your training goals. So, let's start thinking about those goals. Work through this list of training goals and check all that apply to your L&D strategy.

I want to...

- | | | |
|---|---|--|
| <input type="checkbox"/> train a workforce | <input type="checkbox"/> improve customer service | <input type="checkbox"/> create transparency |
| <input type="checkbox"/> reduce turnover | <input type="checkbox"/> drive culture | <input type="checkbox"/> build an online academy |
| <input type="checkbox"/> track compliance | <input type="checkbox"/> build community | <input type="checkbox"/> increase safety |
| <input type="checkbox"/> grow leaders from within | <input type="checkbox"/> increase sales | <input type="checkbox"/> other _____ |

3 THINK broadly about how you can use these **training activities** to achieve your L&D goals. Now that you have a couple goals in hand, let's think in broad strokes about how to achieve them.

Let's go back to our example.

We're a high-end restaurant group and our goal is to add new locations across a wide geographic region, while improving customer service, reducing turnover, and driving culture.

We're an innovative fitness company and our goal is to double our boutique locations each year over the next three years. Streamlining new studio openings and maintaining instructor consistency across all locations will help us accomplish our goal.

Now let's define your learning goals:

We're a _____, and

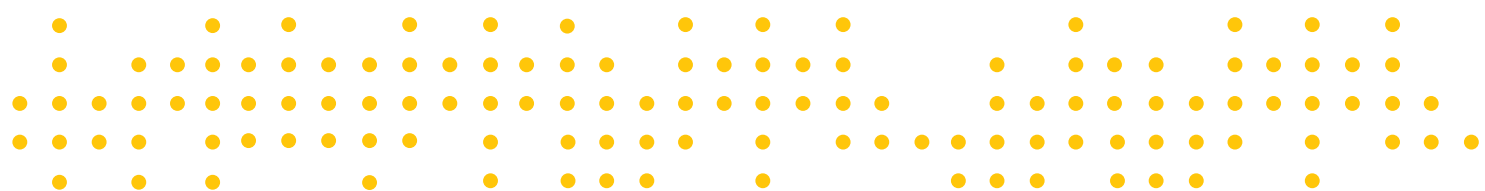
1. Define Your Company

our goal is to _____.

2. Your Goal

3. Training Activities

_____ will help us accomplish our goal.



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Step Three: Let's drill down into the features and functionality

Alright, finally made it to the fun part. Most LMS/LXP companies have a lot of the same basic features and functionality--like a library, quizzes, testing, and reporting.

But what we're trying to do is find the best LMS/LXP for your company, so let's get into the nitty gritty of these features and functionalities and what they actually mean and how they can be used to implement your L&D strategy.

FEATURE

FUNCTIONALITY

<input type="checkbox"/> Community building and user interaction	This lets your learners access the LMS/LXP through the internet wherever and whenever they need it.
<input type="checkbox"/> Installed	This means the LMS/LXP is installed locally on devices, which can provide an extra layer of security, but makes system updates and new content rollouts more challenging.
<input type="checkbox"/> Mobile (app, responsive design)	An LMS/LXP with mobile responsive design is device agnostic -- you can access it from any laptop, tablet, or smartphone without losing any usability.
<input type="checkbox"/> Library	Organizes content so it's easily searchable. Learners need relevant content readily available. The easier it is to find, the more likely they are to use it.
<input type="checkbox"/> Quizzes/tests/assessments	What kind of skills do you need to test learners on? What type of assessments get to that goal? Do you need an LMS that can handle in-person assessments?
<input type="checkbox"/> Built-in course authoring	Company-specific content drives engagement.
<input type="checkbox"/> AICC/SCORM compliant	Compliance material often comes in these standard LMS/LXP formats
<input type="checkbox"/> Custom branding or skinning	Learners are quick to adopt systems that look and feel like your company.

Step Three (continued)

FEATURE

FUNCTIONALITY

<input type="checkbox"/> Automated reporting	The ability to schedule and send reports is important for streamlining system management.
<input type="checkbox"/> Social learning	One of the most effective ways to engage with learners. It helps drive knowledge retention and lends the LXP a familiar, intuitive feel.
<input type="checkbox"/> Integrate with third-party systems	I need my HRIS and other applications to work seamlessly with my LMS/LXP.
<input type="checkbox"/> Community building and user interaction	Engagement is super important and giving learners a line of communication with each other is one of the simplest ways to empower them within the LXP.
<input type="checkbox"/> User profiles	Profiles give learners a sense of empowerment in the system, which drives engagement. Profiles also give administrators the ability to assign content to specific groups and pull specific reports.
<input type="checkbox"/> Collaboration	I want my learners to work together and collaborate so important institutional knowledge doesn't end up siloed in one department or another.
<input type="checkbox"/> Awards & badging	Awards and badging helps drive engagement and knowledge retention by giving learners a bit of motivation.
<input type="checkbox"/> Gamification	Recognize that professional development is sometimes pretty dry. Gamification is a way -- typically through points, awards, or badges -- for you to spice it up a little. It helps drive engagement and knowledge retention.
<input type="checkbox"/> Live video conferencing	I need to showcase live/online events.
<input type="checkbox"/> Blended learning	One of the most effective ways to engage learners and get them to pay attention throughout the entire course.

Step Three (continued)

FEATURE	FUNCTIONALITY
<input type="checkbox"/> System ROI	I need analytics I can point to that show the effectiveness of my LMS/LXP.
<input type="checkbox"/> Classroom management	I'd love to manage my in-person trainings online.
<input type="checkbox"/> Certification management	Great for checking compliance.
<input type="checkbox"/> eCommerce	I need to sell course material in the LMS/LXP.
<input type="checkbox"/> Gradebook	My instructors need to capture grades in the LMS/LXP.
<input type="checkbox"/> Multilingual	My LMS/LXP needs to support multiple languages.

NOW LET'S CONSOLIDATE ALL OF THE FEATURES YOU'VE CHOSEN:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Step Four: How will you measure success?

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- Step One: Big Picture Goals
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So, how will you measure the success of your training activities?

It's a major question that often goes unaddressed. Success is more than just getting an LMS/LXP up and running. It's the set measurable, specific ways you benchmark the effectiveness of your L&D strategy and its impact on your company.

Let's use Step 1's big picture ideas to help with this. Some examples:

Successfully adding new locations across a wide geographic region means we have over 85% employee retention while also completing a minimum of 95% of assigned weekly content company-wide.

Successfully doubling our boutique fitness locations over the next three years and maintaining instructor consistency across all locations means reducing time to instructor competency from three months to one month.

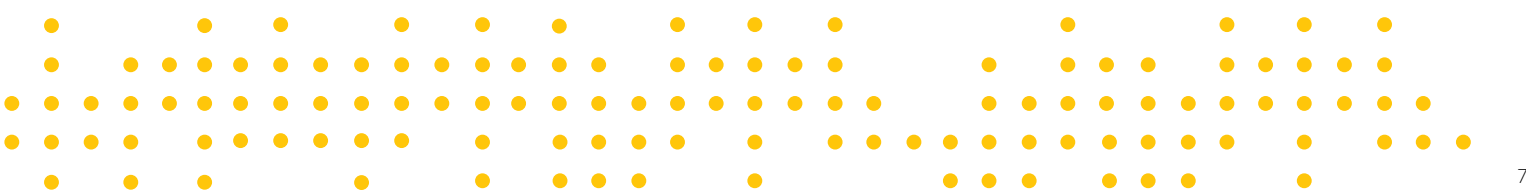
So, how will you measure success?

Successfully _____
2. Your Goal

means _____
4. Your Measurement

_____ 4. Your Measurement

NOT SURE WHAT SUCCESS MEANS FOR YOUR ORGANIZATION?
Here's an area to jot down ideas without commitment.



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Step Five: Get to know the company who makes the software.

The next step is to start comparing LMS/LXP companies. Luckily, there's plenty of websites that compare features and functions of different software. We suggest doing some research with these sites:

- [Capterra](#)
- [LMS.org](#)
- [Software Advice](#)
- [GetApp](#)

When choosing a software company for your LMS/LXP, it's important to get to know that company. When were they founded? Are they independent or corporate? Where are they located? Do they off-shore their support?

Basic questions about the company might help you. Is it important that they are private? Do they have a support model you want? What kind of training packages do they offer? What do their reviews say?

Once you've done that write down your top three companies in any order.

1

2

3

Learn more at [wisetail.com](https://www.wisetail.com)

Congrats!

You just did a huge thing! You've done a ton of prep work and now you're on your way to choosing a new LMS/LXP.

Let us know if we can be of any more help, but for now, congrats on taking your first step to reaching your learning and development goals.

If you're interested in learning more about how Wisetail can meet your goals, be sure to see a demo today at [wisetail.com/request-a-demo](https://www.wisetail.com/request-a-demo).