



YOUR MANAGERS ARE YOUR BEST SOCIAL MEDIA

Marketing your L&D function is essential for your survival.

Yes, we can hear a collective sigh coming from you right now.

What you may not know is marketing your L&D function is actually not another thing to do. WE are, by the very nature of what we do, accidental marketers!

At the heart of all good marketing efforts is the ability to build solid relationships. We do this on a daily basis throughout the organization.

Here are some 'don't miss' opportunities to consider as you continue to build relationships with managers in your organization:

- Involve them in the design process.
- Coach them on reinforcement skills so that training is more effectively transferred back to the job.
- Ask them to "sponsor" training by helping you with your marketing efforts with their colleagues.
- Meet regularly with managers to see how you can best help them.

In building these relationships, you will also be building a deeper understanding of what we do in L&D along with respect for our craft and the value of what we bring to the table.

The thing to remember is that we were "social" before social media. In the "high tech/high touch" era that we're in right now, these personal connections are more valuable than ever.

For more insights into marketing your L&D function, click [HERE](#) to listen to Maria's pod cast with SkyTap. Also, click [HERE](#) to check out our Certified Training Manager program for more marketing tips.

Now, get out of your office, socialize old school style and continue to build these much needed relationships to help keep your L&D function on the organizational map!

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