

fuse

Top Tips to Implementing Fuse & 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 knowhow 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.

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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

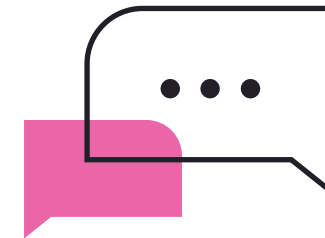
Involve People Outside of HR

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.**

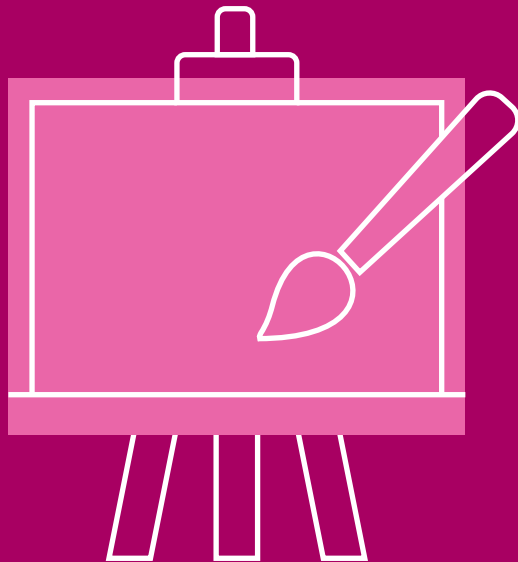
Setting the Internal Comms Machine **In Motion**



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.

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