

## Key Learning Strategy... Where's the WIIFM? (What's In It For Me)

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There's change on the horizon... a new systems implementation... you don't have a choice; you have to adapt. You're an end user. You think to yourself, "the current system's working just fine; why do we need to change?" ... "how do they expect me to learn this whole new system in just a couple weeks while still doing my day job?" ... "is it really worth it? Maybe I should take that early retirement!"

As training and change management professionals, our job is to shorten the depth and duration of the "valley of despair" associated with business transformations and new systems implementations. How can we be sure to get end users on board and up the change management curve from awareness to commitment?

Simple: it's the WIIFM. Tell the users, "what's in it for me." Granted it's helpful to know why your project was launched, the business case behind the initiative, and how it improves company operations. But even more relevant is this – how is it going to improve *my* job? What about the new system is better, faster, and easier in the new system for *me*?

A sure way to bring your users on board is to consistently weave WIIFM messages throughout your communication vehicles and training material. The very first training course that your users attend (often a brief introductory course) should be three parts information to one part sales piece. In friendly language but without overselling, talk up the new system. What new capabilities will I have? What's now automated that used to take me hours of manual effort? What's been reduced from 12 steps to just three?

Be concrete in your examples. Like overzealous politicians or used car salesmen, phrases such as "better information" or "easier HR processing" can seem hokey. Declare instead, "You'll now have electronic approvals for Accounts Payable invoices. No more chasing people around for paper signatures!" "You'll be able to get an accurate headcount report for your global organization a click of a mouse!"

With a robust end user training curriculum, opportunities to include the WIIFM abound. Ideal places to include a WIIFM include:

- **Prerequisites** - if you have courses that all users must take, talk about recognizable benefits or advantages that apply to everyone
- **Course overview** - like a foreword to a book, offer the "hook" – a reason for the user to be excited and learn more
- **Lesson introduction** - start off with a list of concrete benefits relevant to the lesson content
- **Course summary** - learners remember what comes first and what comes last; reinforce your key advantages at the end of the course

Remembering to include a strong WIIFM message throughout your training and change management efforts can lead to increased user adoption of your implementation and happier end users.