

How to Use the Lifelong Learning Strategy Framework to Grow Your Education Programs

In an ever-evolving professional learning environment, supporting learners along their lifelong learning journey has become indispensable for learning businesses. Forward-thinking associations and credentialing bodies are now embracing digital transformation in their education programs, unlocking growth opportunities for both their business and their learners.

BenchPrep developed the Lifelong Learning Strategy Framework to help learning businesses expand and enhance their educational offerings while supporting lifelong learning. Use this worksheet to identify key growth opportunities and guide product roadmap decisions.



STEP 1 Establish Fact Base

Before considering new solutions to achieve your objectives, it's important to understand your current state. Understanding where you are now can help you identify the best path forward. This step is divided into two parts: 1a and 1b.

1a. Identify business objectives and learning program goals

Everything you do should tie back to your business objectives and learning program goals. The aim of this step is to establish a solid foundation by aligning organizational goals with the current state of your learning programs and identifying existing gaps.

Common business objectives often include revenue growth, market expansion, or enhancing learner engagement. Your learning program goals should support your objectives. For instance, you might aim to increase the number of learners, improve pass rates, or improve post-certification support.

Step 1a. Write down your top business objective

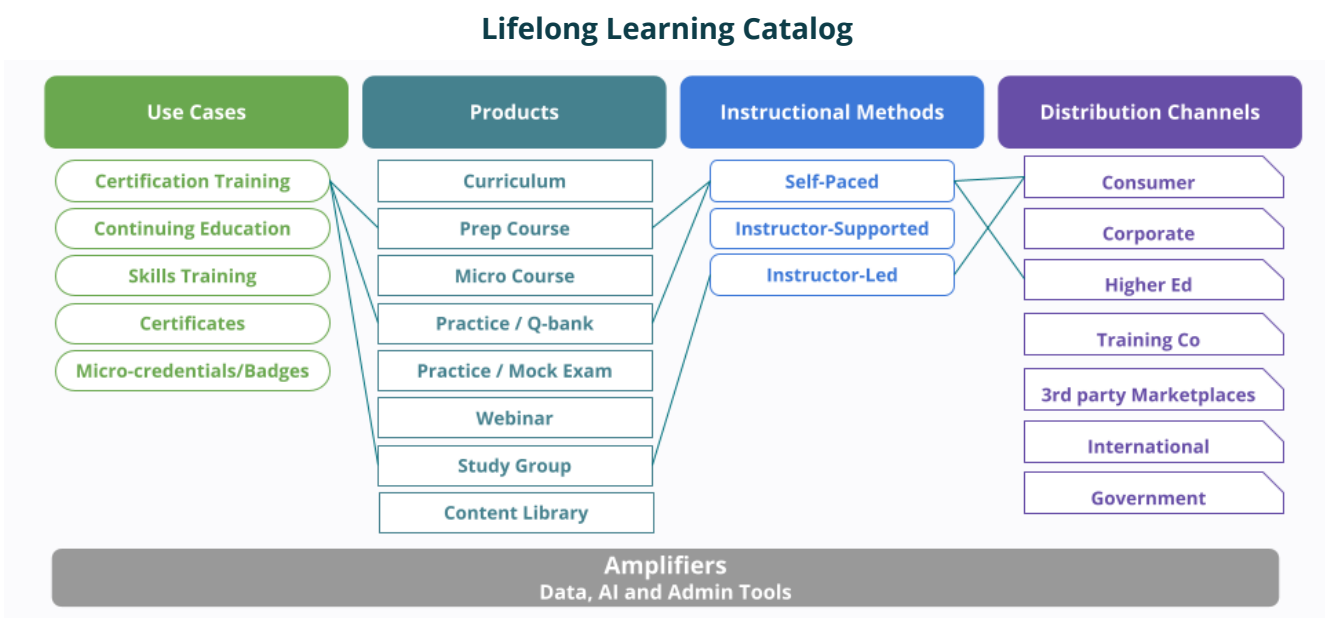
1. _____

Step 1a. Write down your top three learning program goals

1. _____
2. _____
3. _____

1b. Map current product and go-to-market state to the Lifelong

Using the 'catalog' below, identify what you already offer. This process will highlight areas of opportunity for you to grow your programs.



Current offering 1: [use case] + [product] + [instructional method] + [distribution channel]

Current offering 2: _____

Current offering 3: _____

STEP 2 Inventory Solutions

The first step should have shown you gaps (or areas of opportunity) in your offerings. Now, it’s time to identify solutions that can help you reach your objectives and goals. Keep in mind: if your current offerings aren’t effectively meeting your objectives and goals, it may be prudent to focus on enhancing and optimizing these before exploring to new solutions and strategies.

Employ a template similar to the one provided below for solution evaluation. Incorporate additional columns that correspond with your specific business objectives and program goals for a tailored approach.

Example:

Solution Name	Core Market Belief	Annual Revenue Potential	Time to Realization	Level of Effort	Impact of Growth
Offer Prep Course	Candidates are struggling because of a lack of high-quality affordable prep in the market	\$1.2M	9 months	Medium	High
Improve Webinar Series	Members engage with webinars the most and current webinar offering is lacking consistency	\$0.25M	4 months	Low	Low

Now, it's your turn to fill in the template (or create your own):

Solution Name	Core Market Belief	Annual Revenue Potential	Time to Realization	Level of Effort	Impact of Growth

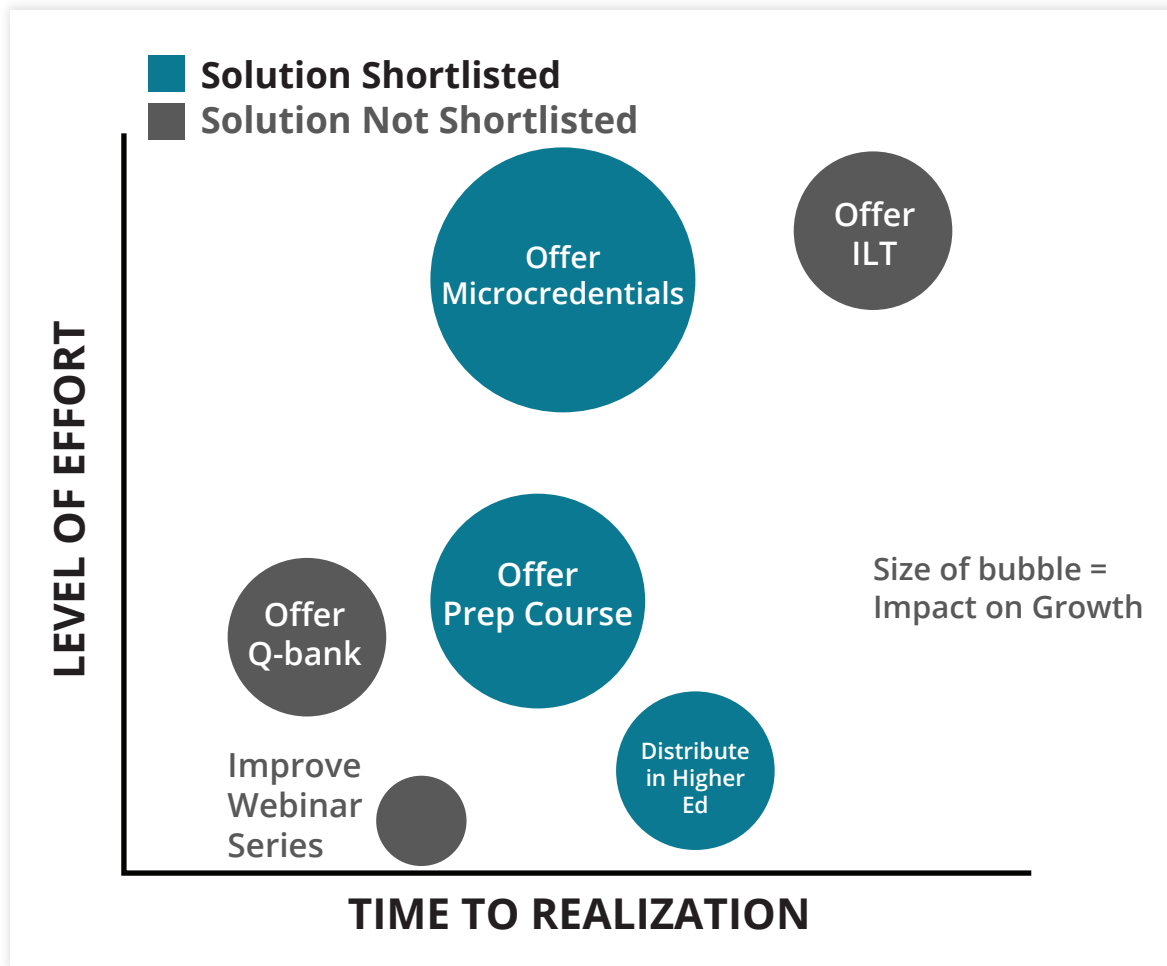
STEP 3 Evaluate Solution

After compiling a detailed list of potential solutions, the next step is to refine your list to the top 3 solutions. Prioritize the identified strategies based on:

- **Time to Realization:** Estimate how long it will take to see a return on investment (ROI) from each solution.
- **Level of Effort:** Assess the amount of resources required for the implementation of each solution.
- **Impact on Growth:** Evaluate the expected ROI and how significantly each solution can contribute to your growth objectives.

This prioritization will help you focus your efforts on the solutions that offer the most value in terms of quick wins, resource efficiency, and significant growth impact.

Plotting solutions on a graph like this can also be helpful:



STEP 4 Build Outcome Plan

With your top strategies in hand, it's time to construct a comprehensive action plan for each. This plan should meticulously outline the necessary steps, resources, timelines, and Key Performance Indicators (KPIs) to gauge success. Creating a clear and detailed outcome plan will provide a roadmap for implementation and help ensure that your strategies are effectively contributing to your business objectives and learning program goals.

For each solution, identify the following:

- Business objective supported
- Learning program goal(s) supported
- Resources needed (people, financial, and technology)
- Timeline for implementation (from development to launch)
- KPIs (for evaluating success)

By identifying these key components for each solution, you'll have a structured and actionable plan that aligns with your strategic objectives, optimizes resource allocation, and sets clear expectations for success.

Solution #1: _____

- Business objective: _____
- Learning program goal: _____
- Resources needed: _____
- Timeline: _____
- KPIs: _____

Solution #2: _____

- Business objective: _____
- Learning program goal: _____
- Resources needed: _____
- Timeline: _____
- KPIs: _____

Solution #3: _____

- Business objective: _____
- Learning program goal: _____
- Resources needed: _____
- Timeline: _____
- KPIs: _____

STEP 5 Execute and Roll-Out

With a detailed plan in place, the next move is to bring your strategies to life, focusing on execution that enables success through agility, continuous learning, and adaptation. This phase is where strategic planning transitions into tangible results, and your ability to adapt and refine approaches will be key to achieving your desired outcomes.

Consider the following crucial elements for effective execution and roll-out:

- **Leverage Industry Ecosystem:** Engaging with an ecosystem of vendors and partners is crucial. Collaborate with external experts who can bring valuable insights and support to the table, enhancing your ability to execute strategies effectively.
- **Launch Pilot Projects:** Initiate small-scale pilot projects to test the strategies in a controlled environment, allowing for adjustments based on feedback and performance.
- **Prioritize Solutions Strategically:** Focus on a phased execution by starting with foundational solutions that align with a multi-year roadmap, acknowledging the impracticality of immediate full-scale implementation.

What vendors or partners can you engage?

Do a brain dump of pilot project ideas:

Idea #1: _____

Idea #2: _____

Idea #3: _____

Which solution will you prioritize? Are any of them interconnected?:

This process will take time and effort, but as mentioned previously, you don't need to do it alone.

BenchPrep is here to help you along the way. Fill out the [demo request form](#) on our website if you'd like to set up a consultative call about this framework.



BenchPrep's award-winning digital learning ecosystem fosters continuous growth for your learning business, supporting the entirety of the lifelong learning journey from pre-assessment to post-assessment.

Many of the world's leading associations and credentialing bodies trust BenchPrep to power their online study programs, and more than 10 million learners have used BenchPrep to attain academic and professional success.

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