



ENTERPRISE SKILLS TRANSFORMATION

Training Communications Accelerator

Increase cloud training engagement with action-driven communication strategies

What is our Training Communications Accelerator?

The EST Training Communications Accelerator is a short-term engagement that enables organizations to effectively engage employees and drive training adoption through strategic communications.

Over 4 weeks, the EST team will leverage AWS' expertise in driving cloud training adoption to assess your current communications state, and provide guidance to enhance your cloud training communications strategy.

Why communications?

AWS will dive deep into your training landscape, current communications efforts, and available resources to inform a path forward.

By focusing on strategic communications, you will boost employee awareness of training opportunities and drive increased engagement. The development of a centralized source of information, accessible resources, and unified messaging will facilitate filling training seats and activating digital learning.

This increased engagement will drive training adoption while fostering a stronger connection between employees' skill development and overall business goals, contributing to a more motivated, innovative, and effective workforce.



Offering Benefits



Increase employee training participation

Drive awareness of training opportunities and resources

Build excitement for training

Receive templates to support communications development

“When it comes to cloud adoption, the biggest challenge isn't technology — it's the people and processes that must upskill, change, and adapt.”

Forbes

“13 Biggest Challenges When Moving Your Business to The Cloud”

What's Included? Overview of Workshops

In addition to an assessment of your existing training communications efforts, ongoing consultative touchpoints, and communications templates, you'll participate in five workshops to learn best practices and start building your communications plan.



1. Why training, why communications?

- Setting objectives
- Impact of training
- Importance of strong communications plans
- Visual enhancement
- Collaborating with your resources



2. Communications and messaging foundations

- Communications best practices
- Review of channels and resources
- Training messaging ideas and recommendations

3. Generative AI for communications

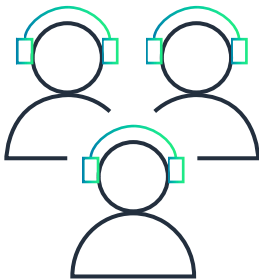
- Leveraging Generative AI for communications support
- Prompt engineering basics

4. Interactive build: Analysis and objectives

- Objectives review
- Identification of available resources and channels
- Messaging ideation for channels

5. Interactive build: Planning and next steps

- High-level communications calendar planning
- 30-day calendar outline
- Next steps



Ready to define “best” for your organization?

Speak to your AWS Representative or contact est-team@amazon.com to learn more about the Enterprise Skills Transformation team and their offering EST Training Communications Accelerator.

