



How to boost engagement

Your company's admin guide



What's inside

Twelve simple change management strategies and proven best practices from our Customer Success team you can implement to drive your company's DataCamp adoption.

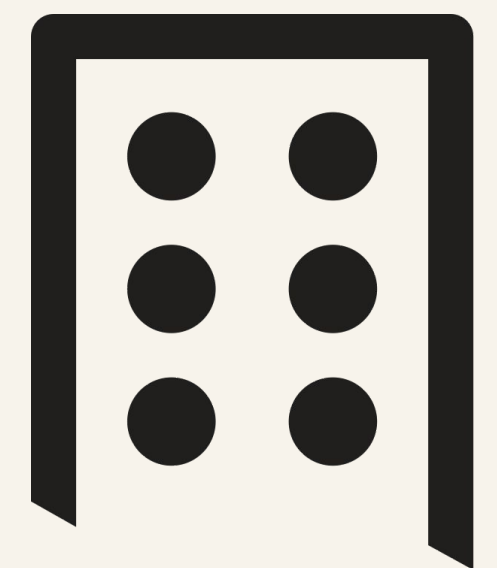
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Planning makes perfect

Getting off to a positive start can make a huge difference to your long term DataCamp adoption. In this section, we share four strategies you can use to launch your company's learning on DataCamp.

1. Make it relevant to your company

Why DataCamp and why now? Having a clear answer that explains “what’s in it for me” will increase learner motivation as they understand how bridging their skill gap can benefit them and your company. Share your learning vision with our [email template](#) or in your next meeting.



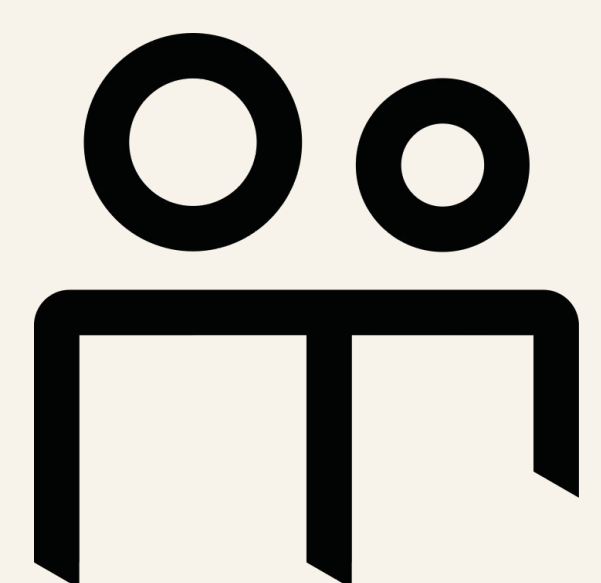
2. Set learning assignments

On average, assigned courses have completion rates that are twice as high as unassigned courses. Admins can assign a course, chapter, or amount of XP to attain. Having a clear goal—and a deadline—encourages learners to dive in and start learning ([learn more](#)).



3. Assemble your team of admins

Don't do it alone. Learners are more likely to respond to assignments when they come directly from their line manager. Delegate key responsibilities to managers by assigning Manager and Team Manager permissions from the Members section of your admin hub ([learn more](#)).



4. Schedule time for learning

Finding time to learn can be hard when you have other deadlines fighting for your attention. That's why it's important that you set aside time to learn. Create a weekly reminder in [Slack/Teams](#) or schedule time on your team's calendar to help them achieve their learning goals.



Additional resources: Find answers to commonly asked questions on our [Help Center](#)

Make learning fun

Level up your learning on DataCamp with these gamification best practices. Whether you celebrate an individual learner or a team, positive reinforcement and targets are great ways to drive engagement.

5. Create support channels

Create a DataCamp group on Slack/Teams or an email alias (ie. datacamp@your company.com) for your learners to ask questions and share tips. You can invite your Customer Success Manager to join this community to share product updates, course recommendations, and celebrate your team's wins.



6. Make learning a team sport

Just as going to the gym is more fun with a friend, the same is true when learning. Choose a course of the month or use your [Skill Matrix](#) to identify learners with similar skill gaps and encourage them to achieve their learning goals together. This increases accountability and encourages your members to keep growing their learning muscles!



7. Create a little competition

This can be big or small. It could be the first team to accept their DataCamp invitations or to complete a chapter or learning assignment. The reward is up to you—a team dinner, company swag, or peer recognition. Contact your Customer Success Manager for more ideas.



8. Celebrate your wins

Celebrating your achievements raises the profile of DataCamp in your company and encourages others to start learning. Identify your learning superstars on your reporting dashboards and share your wins in Slack, team meetings, and your company newsletter.



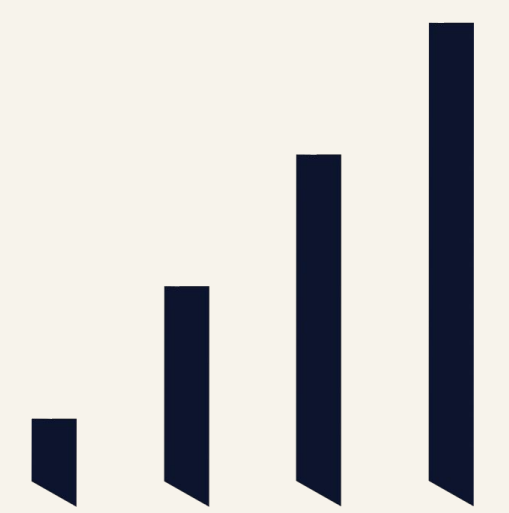
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Prepare your team for **success**

Driving digital transformation is a continuous process. In this final section, we share four strategies you can implement to support your organization's long-term upskilling and reskilling programs.

9. Leverage your Leaderboard

Your Leaderboard and DataCamp reporting, make it easy to track individual and team-level adoption over the past 30 days, 90 days, and the past year. Use the Leaderboard to celebrate your company's learner of the month and identify people need a little extra help getting started.



10. Find your champions

Enthusiasm is infectious, that's why it's important to work with your champions to promote DataCamp. Share your learners' success stories, for example, data science projects they completed using the skills learned on DataCamp. You can also work with our Customer Success team to create an external case study to promote your company.



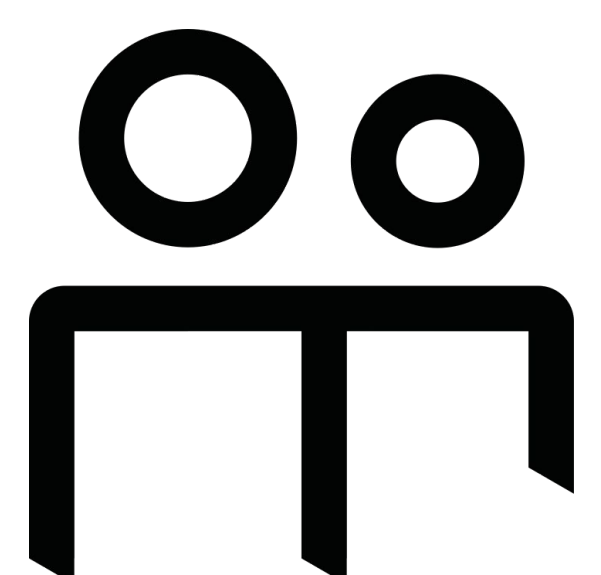
11. Track progress over time

Use the Skill Matrix to track the data skills your team have today and map a path to the skills they need tomorrow. By regularly assigning learning assessments, you can identify teams with low use or data skills gaps, set learning assignments to bridge these gaps, and demonstrate your learning ROI at the individual and organizational level.



12. Check-in regularly with your CSM

We're here to help you and your company reach your learning goals faster. Whether you had a product question or need training recommendations, our Customer Success and Learning Solution Architects are here to help you achieve organization-wide data fluency.



Additional resources: Find answers to commonly asked questions on our [Help Center](#)

Your actions to complete

Print this page and track your adoption progress.

Planning makes perfect

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