

# Running a successful competition challenge

Together, we will launch a tailored learning challenge that fits your company's culture. This program aims to increase excitement and word of mouth about your DataCamp go-live, helping your company achieve its learning goals and find your DataChamp 🏆

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## The "aha" moment

The aha moment is when members understand the value of learning on DataCamp and is the first step in building a positive learning habit.

Building new habits are hard—just ask anyone who's ever had a gym membership. That's where competitions can help. You can use them to overcome concerns your employees might have about learning new skills—for example, not knowing where to begin or when they should set aside time to learn. Competitions are a great way to set clear targets and use positive reinforcement to get everyone to that "aha moment" faster!

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## How can I run a successful competition challenge?

There are four things you must do to run a successful competition:

### 1. Know your goal

Identify what success looks like for your organization and work backward from there:

- a. The first team out of your population that accepts their DataCamp invitation
- b. The first member to complete a chapter or course
- c. The member with the most experience points (XP) each week/month

Confirm your goal with your Customer Success Manager and key stakeholders.

### 2. Pick your prize

You can offer your own rewards—these can be big or small. A gift voucher, a team dinner, or even recognition during a company meeting using DataCamp's top learner [Powerpoint template](#).



### 3. Promote your DataCamp adoption competition challenge

If a tree falls in the forest, does anyone hear it? The same logic applies to your challenge. Make sure your organization promotes this using the following channels:

- a. Present DataCamp and details of the competition at company meetings
- b. Let employees know how to join by email and messaging tools (Slack/Teams)
- c. Ask team leads to promote the program during their team meetings

### 4. Track your results and follow-up

Share updates at least once a week to keep your program top of mind for team leads and learners. Set yourself a reminder so you don't forget to do this. When your challenge comes to an end, celebrate the winner(s) and share photos of them with their prizes to continue promoting the overall goal of your learning program. Lastly, this is the ideal time to speak with your top learners—these are your champions. Ask all the learners at the top of your Leaderboard for their feedback. Please share this feedback with your Customer Success Manager so we can use these testimonials to improve and grow your learning program.

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## Competition challenge launch template and prizes

### Pre-launch (to share on email/Slack/Teams):

Coming soon! On [insert date], you'll receive your invitation to DataCamp, an online learning platform specializing in teaching data literacy. This is part of our [insert program name, ie Future Skills program]—to help everyone become more data literate. To celebrate this important milestone for [Company], we'll be celebrating with some exciting prizes—including for the first person to [insert goal] and also the first team to [insert goal] (more details in the next company all-hands). I can't wait to see what you'll all learn and find out who will be our DataChamp! 🏆

### Post-competition winners template:

[Powerpoint template](#)

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