We can be your learning partner

We partner with organisations to tackle learning challenges together.
“Enrol Yourself helped us to pilot a different approach to learning at Nesta. We’ve seen new forms of collaboration across teams and real progress made on specific organisational challenges.”

Ksenia Zheltoukhova
Director of Research Operations, Nesta
Enrol Yourself is a collective of learning designers and facilitators. We partner with organisations to deliver →

Organisations we’ve worked with include:

- Government Digital Service
- nesta
- Royal College of Art
- Friends of the Earth
- RSA
- Relationships Project
- Shift
- deepr.

Overview

- Peer groups for organisations
  - Our proven process for peer-led learning [p.5]
- End-to-end learning design
  - Responding to your learner needs [p.12]
- Workshops and training
  - Experiences that engage and upskill [p.19]
Our context

As our economic, social and technological landscapes shift and uncertainty increases, organisations and communities need to be adaptable, collaborative and continually learning.

Our current paradigm of adult learning - exclusive, unresponsive and commoditised - can transform to include, connect and strengthen people during turbulent times.

Learning must become our culture.

At Enrol Yourself, we believe in:

1. ‘Peers’ as an abundant but underutilised resource for adult development.
2. An approach that sees learners in context and helps the whole person to thrive.
3. Design that adapts, continually evolving in response to emerging needs.
4. A system that distributes knowledge, power and resources.
Peer groups for organisations

**In a nutshell**

Invest in an exceptional learning culture through our proven process for peer-learning: **the Learning Marathon**. Groups of employees pool their resources as they tackle live organisational or development challenges.

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<th>Key benefits</th>
<th>How it works</th>
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<td>1. Engage employees in <strong>proactively addressing live challenges</strong></td>
<td>Each peer group contains <strong>8-12 employees</strong>, facilitated either by:</td>
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<tr>
<td>2. Measurably <strong>build 21st C skills</strong> (complex problem solving, cooperation, resilience)</td>
<td>- One of our experienced Hosts</td>
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<td>3. <strong>Employee satisfaction</strong> (through autonomy, mastery and purpose)</td>
<td>- One of your employees trained and supported as a Learning Marathon Host</td>
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The **Learning Marathon** is our proven process for peer-led learning that can be adapted to different contexts.

Instead of being trained on a specific subject, participants join forces to solve a real world, organisational challenge, for which there is no standard training course.

The programme is facilitated by a Learning Marathon Host, and the structure is designed to support a learning community who pool skills and resources to multiply the whole group’s development.

The Learning Marathon typically takes place over 3 or 6 months, hinging on a rhythm of meetups and workshops. The structure can be adapted to meet your needs.

### Structure of a typical 6 month Learning Marathon

<table>
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<th>Explore</th>
<th>Develop</th>
<th>Showcase</th>
<th>Sustain</th>
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<td>Form learning goals and peer group</td>
<td>Power Up Session</td>
<td>Power Up Session</td>
<td>Sharing Event</td>
<td>Peer endorsement</td>
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#### A typical Learning Marathon for 8 - 12 employees involves:

- **Meet-ups**: alternating workshops and peer coaching sessions.
- **Kick Off workshop**: an intensive group session of introductory presentations, coaching training and skills mapping.
- **Power Up**: a half day ‘crit’ including presentations and feedback.
- **Sharing event**: a chance to share outcomes and personal journeys with colleagues and beyond.
How does it work?

2 hosting options

Either we train one of your employees as a Host

Or we provide an experienced Host

You decide which option is right for your organisation, depending on your capacity.

The Host initiates the Learning Marathon, equipped with everything they need to make it a success: training, support, resources, community and a 1 year license.

The Host facilitates the Learning Marathon, learners tackle live challenges that benefit the organisation and their development.

Want to make the Learning Marathon happen at your organisation? Let's talk.
“The Learning Marathon exposed me to different service design methodologies. I used them to develop a more effective way of delivering mental health support to employees in need.”

Claire Barrett
Learning Marathon participant
User Experience Designer, Mubaloo
GDS hosted a Learning Marathon to engage a cross-departmental group of content designers in peer-learning, and to raise the standard of user-centred design in government.

Their objectives were to:

1. Allow government employees to achieve learning outcomes despite a complex, ever-changing digital environment.
2. Make use of distributed knowledge and innovation from across government.
3. Embed learning flexibly in the workflow.
4. Produce a ‘living curriculum’: remove the need for a central body to stay ahead of the curve to update and create learning materials fast enough.
Case Study: Process

Example challenges from the peer group of content designers at GDS:

- How do featured snippets affect Google search results and how can we design to utilise them?
- How can I improve the content to increase confidence in the service?
- How can we make best use of design patterns at NHS Digital?
- How can policy and content people across government work better together?
- How can we make content for users with visual impairments and lower cognitive retention?
- How do we collaborate with policy teams to improve Ofsted user journeys?
The supported peer learning format was generative for both the learner and for government. Our designers are more aware of their learning needs, and more resourceful and confident in addressing them. In an organisation that can often be siloed, we saw real collaboration across departments.

Laura Billings
Community Lead, GDS

We used an impact measurement framework, testing development of 9 core workplace capabilities. Participant’s scores increased across all measures.

“I now know what it’s like to be a content designer in another department.”
Participant, GDS

“I worked on a complicated challenge that I wouldn’t otherwise have tackled.”
Participant, GDS
End-to-end learning design

In a nutshell

We design and deliver learning experiences, strategies and services. We practice learner-centred design which means we work with you and your learners to find solutions to your challenges.

Key benefits

1. All **our work is informed by our experience** hosting peer groups
2. As a collective, we **pool our skills and experience** to match the brief
3. **We’re a social enterprise**: our partnerships help keep our peer groups as accessible as possible

How it works

We can work with you and your learners to scope, design and deliver your project.

If you think we could help you, **please get in touch** and we’ll find a time to chat.
Learner-centred design responds to the needs of learners in order to make learning experiences as impactful as possible.

Learner-centred design is based on methodologies such as user-centred design and design thinking, widely used to create intuitive products and services. Shifting our focus from user to learner allows us to combine knowledge from the fields of design, pedagogy and education.

This means we can best serve the needs of learners, which are often more complex than the needs of consumers, for example.

The Design Council’s Double Diamond Framework for Innovation

**Our principles:**

- **We know learners have unique requirements.**
  
  Helping learners develop skills, understanding or attitudes requires deliberate introduction of friction, challenge - and the necessary support.

- **Participation is a non-negotiable.**
  
  Learning is not a transaction - it is most powerful when it is actively co-produced. We don’t create content for people to absorb passively.

- **We won’t perpetuate outdated models.**
  
  The purpose of learning is no longer to further individual ambition. We face huge collective challenges that we must learn to meet. We design to reflect this purpose.
Our work

We partner with organisations to design and deliver learning experiences, strategies and services. Previous projects include:

Building a peer support network

**Challenge:** Create a peer support network (Own It) to help women to take climate action through their personal finance.

**Response:**
- Designed and piloted a model to bring Own It to life.
- Developed training and resources to prepare women as Own It hosts.
- Trained 25 hosts in London and Bristol who supported 75 women.

*Full case study p.16-18*

Co-designing an RSA approach to learning

**Challenge:** Discover how the RSA might meet the ‘learning journey needs’ of staff and fellows.

**Response:**
- An exploratory workshop to refine understanding of learner needs.
- A co-created set of RSA learning journey principles.
- A write-up summarising barriers and opportunities.

Creating engaging learning assets

**Challenge:** Translate research and insights into practical ‘tools’ which people can learn from.

**Response:**
- We’re working with the Relationships Project to produce an interactive ‘diagnostic tool’ which will help people and organisations assess the extent to which they’re maximising the potential of relationships for social impact.

Have a learning challenge you’d like to solve? Let’s talk.
“When we started working with Enrol Yourself, we had the germ of an idea. Enrol Yourself helped us to bring that idea to life, build a community around it and keep relationships at its heart.”

Mary Stevens
Experiments Programme Manager
Friends of the Earth
Friends of the Earth enlisted us to help design and deliver ‘OwnIt’, a peer-to-peer programme to motivate women to take climate action with their personal finance.

Their objectives were to:

1. Test whether a peer support model could be effective in triggering more women to take climate action through their personal finance.

2. Develop a scalable model (and set of resources) that can consistently initiate behaviour change.

3. Present the results of the pilot to make the case for further funding and replication.

“I’ve been part of lots of behaviour change initiatives, but this the best I’ve seen in terms of direct change. Nearly everyone changed their bank account. People invested ethically for the first time. People actually did stuff.”

Kate Ford, Own It host
Working with the team from Friends of the Earth, we designed a model, resource kit and training to prepare women as Own It Hosts.

Together, we recruited and trained 25 hosts in London and Bristol. We supported hosts remotely to run a mini programme of 3 Own It sessions with participants recruited from their social and/or professional network.

Own It hosts and participants at their sessions:
As well as collecting self-assessment data, hosts and participants were asked to put an approximate figure on the value of the actions they took as a result of participating. Actions included switching their pension provider, taking out sustainable investments and changing their energy supplier, creating a minimum combined annual value of £257,000, with an additional £608,000 of actions planned.

During the programme, we collected survey data through questionnaires and follow-up calls. Our findings show that:

- The minimum combined annual value of participants’ actions: £257k
- 100% of hosts and participants would recommend Own It to others
- 58% of participants would consider hosting their own group

“‘I’ve felt hugely empowered and excited by these sessions. It’s dramatically changed how I think and communicate about money.’
Own It Participant

“I’ve started researching how to start investing ethically, and I have switched my work pension to the ethical option within the company.”
Own It Participant
Workshops and Training

In a nutshell

We create and host experiential workshops and training, in person and online. We run some workshops regularly (see overleaf) and we also design bespoke in response to your needs.

Key benefits

1. **Upskill and invest** in your team or community members.
2. We bring **fresh perspectives and energy** to your organisation.
3. All **our work is informed by our experience** hosting peer groups.

How it works

If you think we could help you, **please get in touch** and we’ll find a time to chat.
Our workshops

We translate our experience building peer-led learning communities into group sessions with specific goals. Workshops we run regularly include:

- **L&D MOTs**
  
  *Time to take a fresh look at your approach to learning and development?* Our MOT is a collaborative way to assess your needs and co-design solutions.

  **Example:** We ran a half day workshop for Shift, to help them move their approach to internal learning forward.

  *Full case study p.22-23*

- **Peer exchanges**
  
  Our exchange sessions bring your audience (employees, grantees, students - you name it) together to build relationships, **cross-pollinate ideas and spark collaborations**.

  **Example:** We hosted an online peer exchange for Nesta's Collective Intelligence Design Centre grantees.

- **Learning design training**
  
  If designing for learning outcomes is a big part of what you do, **growing the learning design capability of your team could enhance your impact**.

  **Example:** We ran a 2 day learning design training to upskill GDS trainers and community managers.

Want to engage and upskill your audience? [Let’s talk.](#)
“The half-day workshop was practical, energising and excellently delivered. The experience unlocked some needed clarity and energy for how we can co-create a learning culture we love at Shift.”

Tayo Medupin and Louise Cooper
Innovation Director and Innovation Lead
Shift
Shift invited us to host a learning and development ‘MOT’ session to help them move their approach to internal learning forward.

We designed the session to help the team find answers to this question: ‘What learning support structures and rhythms would we have energy for implementing at shift?’

**Their objectives were to:**

1. Explore and prioritise learning and development challenges.
2. Co-design structures that can be implemented straight away.
3. Contribute to an objective for Shift employees to feel supported to continually learn and develop.
We facilitated a half-day session for the team at Shift.

As external facilitators, we were able to create a safe and neutral space for participants to air challenges. This allowed us to uncover and prioritise needs and respond creatively.

Our ‘learning larder’ (a collection of inspiring approaches that inject fresh perspectives) helped participants envision new structures for learning at Shift.

We followed up with a recommendations report, to ensure the learning, insight and energy was captured.

The session helped participants design a ‘drumbeat’ of quarterly cycles to support learning and development at Shift. This approach is underpinned by:

- Clarity from the workshop around which needs were most urgent to tackle.
- Co-designed ideas that the group had energy to implement, and commitments to taking on responsibility for making it happen.
- An awareness of key barriers to the success of new L&D structures and rhythms, identified through the workshop.
About Enrol Yourself

Enrol Yourself is an award-winning social business redesigning lifelong learning by harnessing the power of peer-groups.

We are a collective of learning designers and facilitators. We work collaboratively to deliver projects in partnership with organisations, drawing on our unique experience running the Learning Marathon.

As a social business, our consulting work supports us to keep the Learning Marathon as inclusive as possible.

Zahra Davidson
Co-founder, Director, Learning Marathon Host

David Heinemann
Lead Facilitator, Learning Marathon Host

Anneka Deva
Learning Marathon Host, Birmingham

Sarah Adefehinti
Community Steward, Learning Marathon Host

Anna Garlands
Learning Marathon Host, Bristol

Alanna Bloom
Learning Marathon Host, London

Matt McStravick
Learning Marathon Host, London

Ellie Osborne
Learning Marathon Host, London
Any questions?
Get in touch via hello@enrolyourself.com
Stay up to date with what we’re doing on social media with @EnrolYourself @enrol_youself