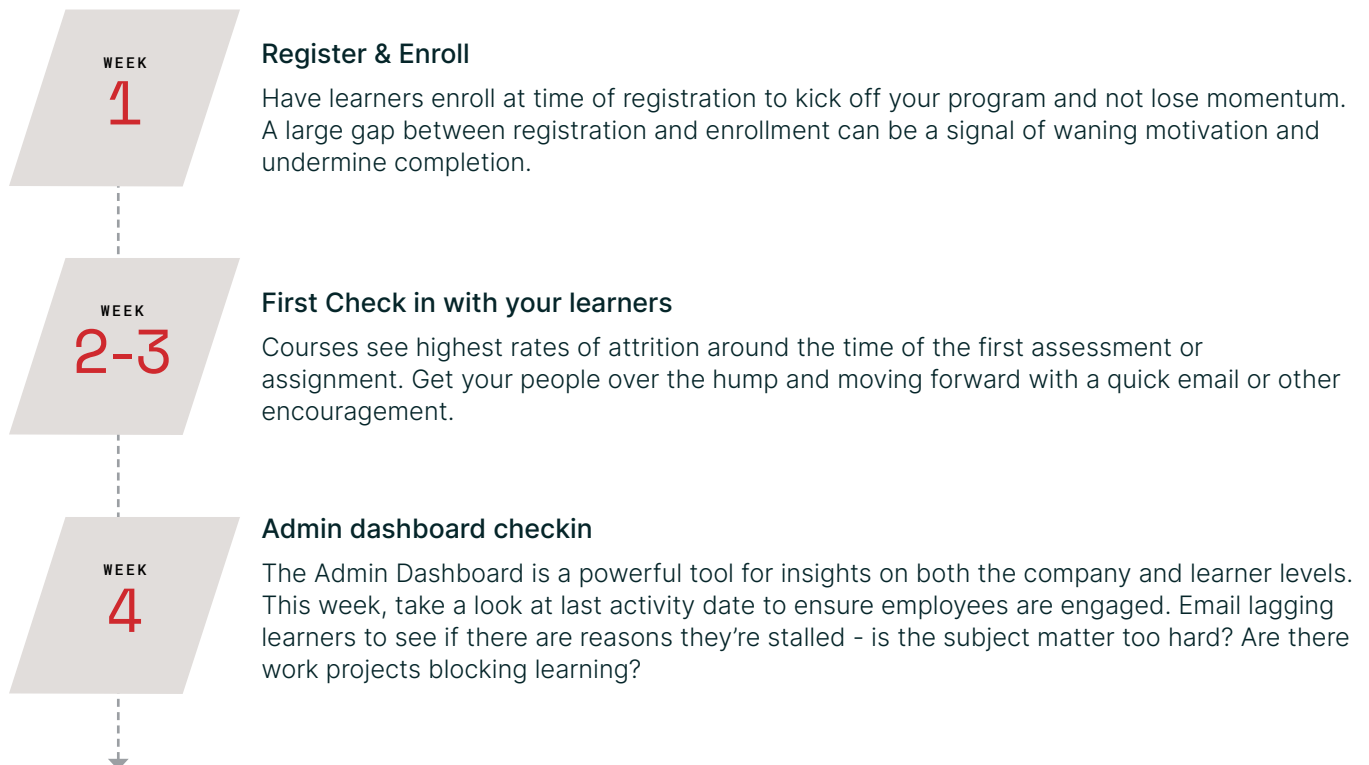# edX® For Business

Timeline of a Successful Program

Most customer contracts run for one year. In addition, learners take on average 6-12 weeks to complete a course. For easier management of your time, program and investment, and to keep your employees on the path to success, a best practice is to plan activities in a quarterly cadence.

WEEK 1	WEEK 2-3	WEEK 4	WEEK 9	WEEK 10	WEEK 12	WEEK 24
REGISTER & ENROLL	FIRST CHECK IN WITH YOUR LEARNERS	ADMIN DASHBOARD CHECKIN	REVIEW LEARNER PROGRESS	NUDGE EMAIL: FINAL PUSH	CELEBRATE SUCCESS	SIX-MONTH CHECK IN

Weeks 1 - 4: Pro Tips

WEEK 1

Register & Enroll

Have learners enroll at time of registration to kick off your program and not lose momentum. A large gap between registration and enrollment can be a signal of waning motivation and undermine completion.

WEEK 2-3

First Check in with your learners

Courses see highest rates of attrition around the time of the first assessment or assignment. Get your people over the hump and moving forward with a quick email or other encouragement.

WEEK 4

Admin dashboard checkin

The Admin Dashboard is a powerful tool for insights on both the company and learner levels. This week, take a look at last activity date to ensure employees are engaged. Email lagging learners to see if there are reasons they're stalled - is the subject matter too hard? Are there work projects blocking learning?

Have questions? Send us an email: customersuccess@edx.org

Weeks 8-12 & Six Month Check In

WEEK 8

Review the Learner Progress

In your dashboard, roll up learners by start date & nudge those displaying at risk behaviors, such as:

- Learner is noticeably behind company cohorts
- Course is ending with limited time for successful completion
- Lack of activity for 2+ weeks

Research shows reminders & nudges are considered helpful & support successful completion.

WEEK 10

Encouragement Email: Final Push

Earning the verified course certificate is the signal that employees have gained the knowledge & skills laid out by the expert instructors.

Learners who complete at least one course are much more likely to be successful going forward & self motivate.

WEEK 12

Celebrate Success and Next Enrollments

Nothing succeeds like success. Develop ceremonies to recognize achievements & incite more.

- See the admin dash for the new skills & competencies the org has gained
- Survey your learners about their experiences
- Collect & share success stories as social proof in your company & consider sharing with edX!

WEEK 24

Six-Month Health Check with edX

Check in with edX Customer Success or Account Management:

- Investment utilization status
- Review, update and progress against goals
- Revised skills pathway development
- And more

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