

6 Steps to localisation success

A practical guide for learning agencies delivering global programmes

When delivering learning across markets, localisation is often where things get a little more complex. Not because it's inherently difficult, but because small decisions around content, timing and approach can have a big impact on how smoothly everything runs.

How to use this tool: From working with agencies across a wide range of programmes, there are a few considerations that make localisation much easier to scope, manage and deliver.



What works well:

When localisation is considered as part of early scoping or proposal discussions, rather than being added once content is already in development.

Why it helps:

- Reduces the need for update project costs at the last minute
- Keeps timelines more predictable across languages
- Allows the right approach to be chosen from the start



What works well:

Different content calls for different approaches, depending on role, complexity and learner risk. AI-led approaches suit higher-volume, lower-risk content. More human input is needed where quality, nuance or accuracy matter.

Why it helps:

- Avoids over-investing in lower-impact content
- Protects quality where it matters most
- Creates flexibility across the programme, especially at scale



What works well:

Timelines which reflect the realities of multilingual delivery, including regional review periods and testing ahead of launch.

Why it helps:

- Prevents bottlenecks during rollout
- Reduces last-minute pressure on teams
- Keeps delivery aligned across multiple languages and markets

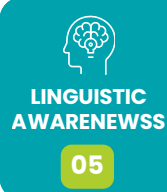


What works well:

Source files are up to date and available in editable format, particularly for video and design assets.

Why it helps:

- Ensures localisation can begin with minimal delays
- Reduces video localisation and desktop publishing costs
- Avoids unnecessary rework when source content is updated mid-project



What works well:

Language-specific factors are considered early, including text length, complexity and suitability for different localisation approaches.

Why it helps:

- Leads to more realistic timelines
- Avoids unexpected challenges in certain markets
- Supports more consistent delivery across regions



What works well:

There is a clear internal process for managing updates across languages, particularly for programmes that evolve over time.

Why it helps:

- Makes updates easier and more efficient to manage
- Maintains consistency across language versions
- Reduces long-term effort and cost as programmes change



Key takeaway

When localisation is structured thoughtfully from the start, global learning becomes much easier to manage and deliver, allowing you to scope more confidently and manage client expectations better.

👉 **If it is ever useful to sense-check how localisation is being planned within a programme, we are always happy to take a quick look, especially at the scoping stage.**