

6 Steps to localisation success

A practical guide for L&D teams managing 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 L&D teams across a wide range of global programmes, there are a few considerations that make localisation much easier to plan, manage and deliver.



What works well:

When localisation is considered as part of early programme planning, rather than being added once content is already in development.

Why it helps:

- Reduces the need for costly changes later in the process
- Keeps timelines more predictable across languages
- Allows the right approach to be chosen from the start, before decisions are locked in



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, particularly for compliance or assessed modules
- Creates flexibility across the programme, especially as content volumes grow



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 internal teams and regional stakeholders
- Keeps delivery aligned across multiple languages and markets

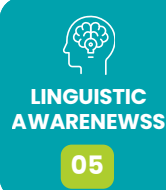


What works well:

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 and more accurate planning
- Avoids unexpected challenges in specific markets
- Supports a more consistent learner experience across regions



What works well:

There is a clear internal process for managing updates across languages, particularly for programmes that evolve over time, such as compliance or policy content.

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.

👉 **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 an early stage.**