

Localisation Project Planner

A practical guide to timescales for L&D teams delivering global learning programmes

When localisation is introduced has a direct impact on how smoothly a global rollout runs.

Bringing it in early makes planning easier, reduces complexity, and helps ensure a consistent experience across all regions.

How to use this planning tool: This simple model shows how timing affects delivery, internal alignment and overall campaign complexity.



EARLY STAGE
(IDEAL)

Considered during planning

What this looks like:

- Languages and regions defined upfront
- Content formats planned with localisation in mind
- Approach tailored based on content type and importance
- Timelines aligned across markets
- Technical setup considered early (LMS, assets, formats)

What it means for delivery:

- Smooth rollout across all regions
- Fewer revisions and delays
- Better cost control
- More consistent learner experience
- Clearer internal alignment



Typical outcome:

Scalable, predictable global delivery



MID STAGE
(WORKABLE)

Added during development

What this looks like:

- Content already being created
- Localisation introduced partway through
- Some decisions already fixed
- Limited flexibility in certain areas

What it means for delivery:

- Some rework required
- Increased coordination across teams
- Potential pressure on timelines
- More reactive decision-making
- Risk delays in certain languages



Typical outcome:

Achievable, but less efficient and harder to manage. Risk inconsistent learner outcomes across regions.



LATE STAGE
(HIGH RISK)

Added after content is complete

What this looks like:

- Content finalised before localisation
- No early planning for global rollout
- Limited flexibility in formats and assets

What it means for delivery:

- Delays and bottlenecks
- Increased costs due to rework
- Compromised quality in some areas
- Inconsistent learner experience across regions
- Greater pressure on internal teams



Typical outcome:

Missed launch dates, frustration across stakeholders and reduced impact of learning content. Harder to scale.

Key takeaway

Localisation works best when it's part of the plan from the start, not something added at the end.

Even small early decisions can significantly improve how smoothly global programmes run.

👉 If you're ever planning a global rollout and would find it useful to sense-check your approach early, we're always happy to take a quick look.