

Enterprise VR Training: A Step-by-Step Launch Guide

This checklist was created to help enterprise L&D teams successfully implement VR training at scale.

Drawing on the expertise of VirtualSpeech and the real-world experience of Andy Trainor, former Chief Learning Officer at Walmart, this guide distills the most critical lessons for launching, scaling, and sustaining an effective immersive learning program. Whether you're piloting VR or expanding its reach, these steps are designed to set you up for long-term success.



1. Identify the Core Business Challenges

- ☐ Pinpoint the problems and blockages with the current training offering.
- ☐ Ensure that the training goals align with high-level operational needs.
- ☐ Define clear outcomes and goals to demonstrate the potential ROI.



3. Start Small, and Demonstrate Impact

- ☐ Run pilot programs to demonstrate measurable improvements.
- ☐ Focus initially on high-impact, repeatable scenarios with broad internal applications.
- ☐ Use your own first hand data to show effectiveness. Measure retention, job performance and behavioral changes to demonstrate ROI.



2. Gain Executive Support From the Start

- ☐ Create compelling narratives around real-world VR success to demonstrate use case.
- ☐ Let decision-makers experience VR firsthand to overcome skepticism (e.g., Walk the Plank demo).
- ☐ Emphasize the experiential nature of VR and how it delivers compared to other methods.



4. Design for Scale from the Beginning

- ☐ Choose hardware that's easy to deploy at scale, such as wireless headsets that don't require a computer to use.
- ☐ Develop consistent, repeatable training modules that work across locations and across the organization.
- ☐ Plan for updates and ongoing content management.

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5. Involve Your Stakeholders Early

- ☐ Engage department leaders in early pilots and content design.
- ☐ Create feedback loops, and address comments quickly and visibly.
- ☐ Communicate that VR is a tool to support teams, not replace them.



6. Consider Operational Integration Logistics

- ☐ Integrate VR into existing workflows and LMS systems.
- ☐ Train facilitators or managers on how and when to use VR effectively.
- ☐ Minimize friction by simplifying device setup, access, and storage.
- ☐ Assign a dedicated owner to manage device upkeep and usage.
- ☐ Simplify updating and managing devices by using an MDM.



7. Set Targets, and Measure What Matters

- ☐ Define success metrics early (e.g., assessment results, NPS, performance KPIs).
- ☐ Use analytics to track both the usage and the outcomes.
- ☐ Report outcomes regularly to document progress.



8. Communicate and Evangelize Internally

- ☐ Generate excitement by turning headset deployment into a fun, memorable event.
- ☐ Share wins, user stories, and celebrate success with teams across the company.
- ☐ Position VR training as a career development tool, not just another mandatory training requirement.



9. Budget and Plan for Long-Term Growth

- ☐ Shift mindset from one-off cost to strategic investment.
- ☐ Explore a lease-to-own model to spread costs and simplify budgeting.
- ☐ Forecast hardware, software, and support needs for future phases.
- ☐ Balance innovation with practicality: not all content needs to be in VR.



10. Maintain Momentum

- ☐ Keep content updated, and ensure it is relevant to the user.
- ☐ Expand into additional adjacent use cases, such as onboarding, DEI training and soft skills.
- ☐ Monitor industry trends and technology advancements for continuous improvement.



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