

udemy business | corp u





Putting learning at the center of business strategy and delivering leadership development experiences in-the-flow work.

Individual learning doesn't always ensure corporate-wide change



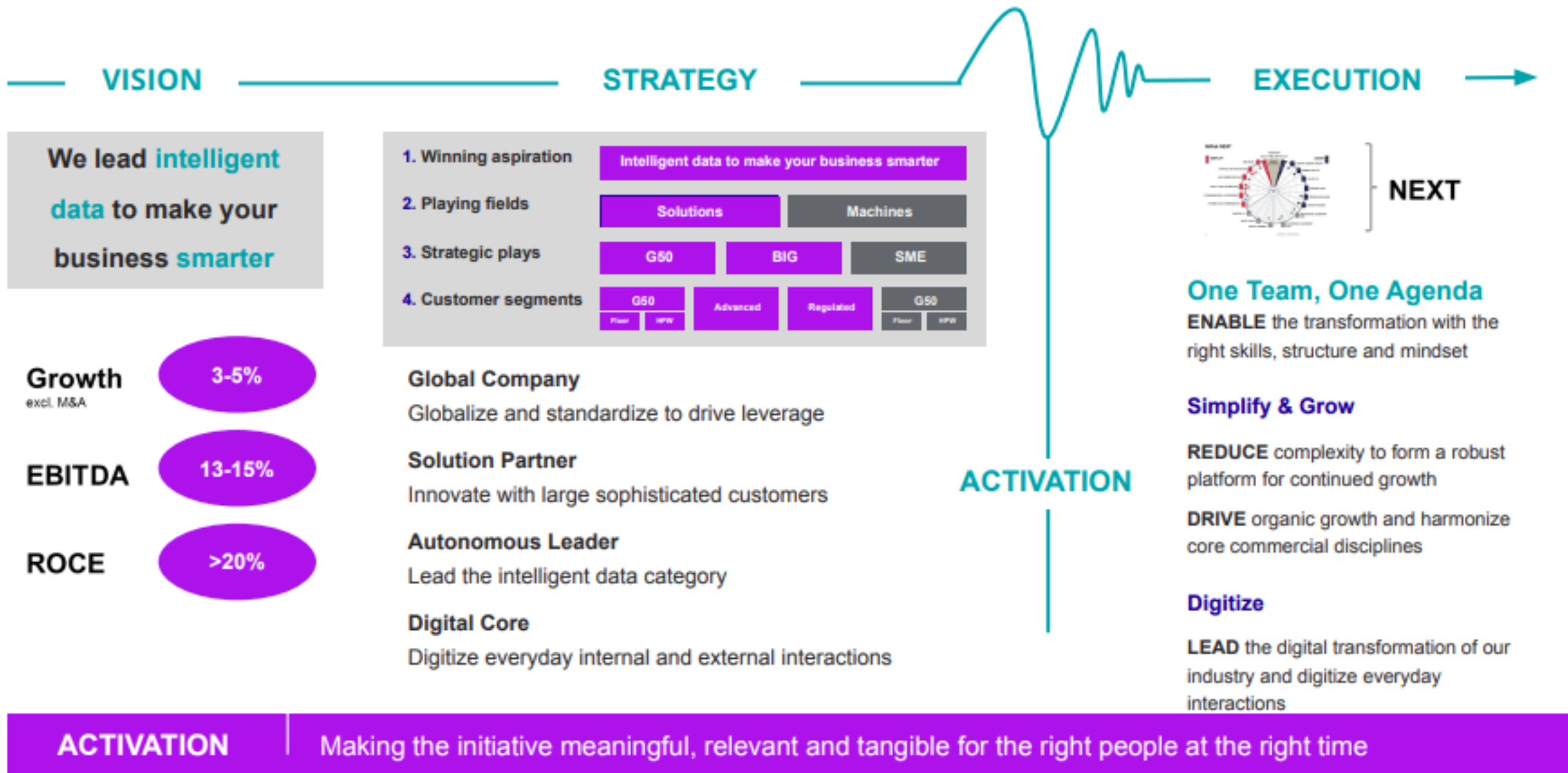
Using **EPIC Methodology**, CorpU by Udemy can build a cohort learning program for your employees that is:

-  Expert led
-  Problem based
-  Integrated with work
-  Collaborative & social



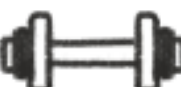


CorpU Experts



Create a Clear Vision for Your Strategy or Initiative

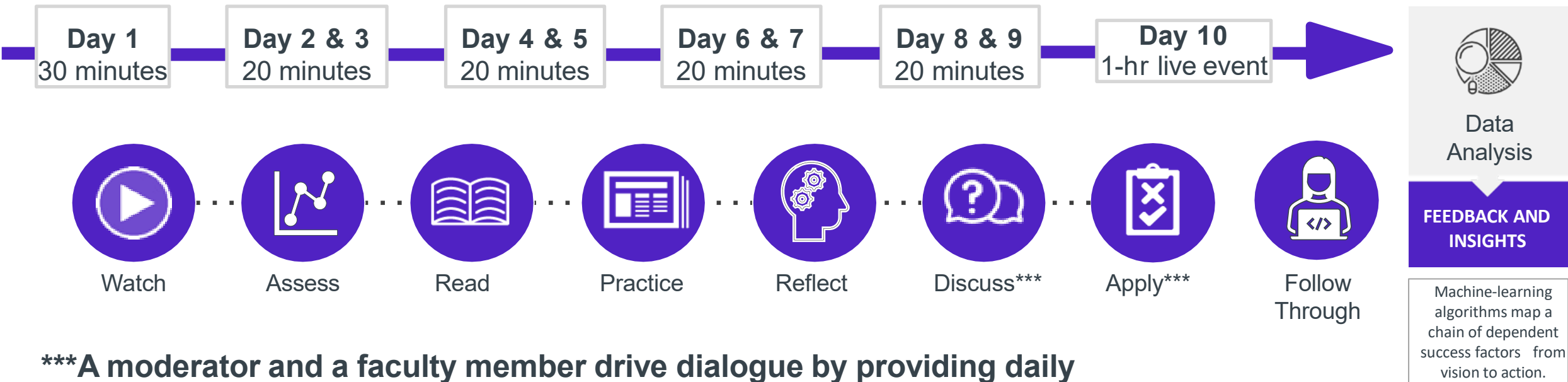


[Proposed] Business Outcomes Blueprint

	<p>Strategic Intent</p>	<p>As Masco Support Services organically grows their analytics area, while adopting hybrid work modality, they are faced with varying levels of leadership development in their teams. The lack of training opportunities led to retention and productivity challenges, which prompted the organization to shift its focus internally with the goal of promoting a culture of continuous learning by providing leaders with development opportunities at all levels to empower individuals and foster employee engagement, productivity, growth, and contribute to the Masco's success by ensuring that it has a strong pipeline of future leaders who are equipped to drive innovation.</p>	
	<p>Community</p>	<p>The target population includes New and Experienced leaders.</p>	
	<p>Champions</p>	<p>Jen Whalen, Learning & Development Manager Christina Cagle, Director HR</p>	<p>Michael Campbell, VP Retail Operations Kellie Campbell, VP Retail Services</p>
	<p>Proposed Approach</p>	<p>A four-month program, focusing on:</p> <ul style="list-style-type: none"> • A customer-collaborative launchpad containing a 30-minute Kick-Off- <i>What, Why, Who</i> for overall understanding of business need, leader expectations, and platform navigation. • A six-week learning experience with application periods to ensure sufficient time to practice newfound skills • Cohort centered collaborative learning, integrated with work led by an expert team of thought leaders and practitioners. • Sustainment and adoption with a community of practice among leaders to drive ongoing adoption, momentum, best practice sharing, collaboration 	
	<p>Success Measures</p>	<ul style="list-style-type: none"> • Employee Retention: reduction in employee attrition, measured at year-end at to decrease by 5% [50% of goal contributed] • Impact Assessments [Learners are assessed pre-program, 30 days post-program, and via PING at 60 days post-program; anticipated lift is >20% in maturity levels • Engagement: Expectation that 70% of learners complete >70% of course activities and >40% collaborate in discussion forums • Commitment - Overall reporting is "high" (>65) based upon self reporting of actions and language related to those actions • Understanding - Overall reporting is "high" (>65) based upon self reporting of ability to explain it and language used • Overall NPS – > 35 • Practice: Application projects, graded above-average by the SLT. 	

Cohort-based, guided learning journey

For 30 minutes each day, learners **WATCH** videos explaining new concepts, **ASSESS** their related knowledge, **READ** materials to dive deeper, **PRACTICE** a new skill, and **REFLECT** about what they have learned. Finally, learners **DISCUSS** the behavioral changes that are needed with the others in the cohort and determine how to **APPLY** the course material in their daily work. Additionally, CorpU provides additional resources, pulse checks and nudges to help participants **FOLLOW THROUGH** with their action items.



*****A moderator and a faculty member drive dialogue by providing daily interaction which maximizes learner completion, engagement and application.**

Level 1 Manager Training Modules

- ❖ The Importance of Positive Leadership
- ❖ Coaching Your Team
- ❖ Developing Your Team
- ❖ Improving Employee Experiences
- ❖ Thinking Fast (decision making)
- ❖ Breakthrough Results Through Committed Teams
- ❖ Communicating to Inspire Change

MSS Manager Training Program

Break
June 29th – July 12th

Launch	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7
May 1 st – 3 rd	May 4 th – 17 th	May 18 th – 31 st	June 1 st – 14 th	June 15 th – 28 th	July 13 th – 26 th	July 27 th – Aug. 9 th	Aug. 10 th – 23 rd
PROGRAM OVERVIEW	THE IMPORTANCE OF POSITIVE LEADERSHIP	DEVELOPING TALENT COACHING YOUR TEAM	DEVELOPING TALENT DEVELOPING YOUR TEAM	DEVELOPING TALENT IMPROVING EMPLOYEE EXPERIENCES	THINKING FAST	BREAKTHROUGH RESULTS THROUGH COMMITTED TEAMS	COMMUNICATING TO INSPIRE CHANGE
<ul style="list-style-type: none"> • Kickoff - Stage setting • Review program objectives • Understand how to get the most value out of a cohort learning experience • Meet faculty • Meet your cohort • Define personal growth goals, cohort objectives for mastering new behaviors and ways of working 	<ul style="list-style-type: none"> • Practice expressions of gratitude to foster positive work climate • Assess your own positive leadership practices • Assess your opinion of organization-level positive leadership practices • Identify actions to improve how you will demonstrate positively energizing leadership skills • Collaborate on best practices for demonstrating positive leadership • Make a commitment to practice the positive leadership behaviors you identified 	<ul style="list-style-type: none"> • Learn why Talent Matters to all stakeholders • Consider the changing nature of talent in a hybrid environment • Understand what it means to be a coach and why coaching matters • Consider what's required to conduct virtual coaching to achieve results and change behavior • Learn how trust and rapport are necessary skills to being a coaching leader • Improve how to question, observe, and offer feedback in a virtual environment or with a hybrid team • Understand how personalizing relationships with employees matters 	<ul style="list-style-type: none"> • Understand how to get the right people on your team • Learn how to set standards, source, and screen candidates • Better understand your role as a talent manager • Create a career development agenda with career stages • Learn how to create a diverse, equitable, and inclusive culture • Make virtual or hybrid work part of your inclusion strategy • Sourcing and DEI candidates • Create a DEI plan • Succession planning - who is next? 	<ul style="list-style-type: none"> • Improve communications for your virtual team • Learn how to retain and remove the right people • Improve how to recruit and retain employees in a competitive market • Learn how to improve employee engagement • Consider ways to deliver a positive employee experience • Help employees find meaning at work • How to communicate with employees 	<ul style="list-style-type: none"> • Make a decision given the facts of a business school case study • Use a decision-making toolkit to help a team create the right frame for considering a problem • Use questions in the decision-making toolkit to recognize and overcome four common biases that lead teams to the wrong conclusion • Use the decision-making toolkit to match a decision-making approach to your problem • Use the decision-making toolkit to guide a team through a process of learning from experience 	<ul style="list-style-type: none"> • Apply the 3X3 framework to drive higher team performance • Establishing team goals, roles and norms • Developing if-then scenarios to anticipate and address roadblocks in advance • Addressing the saying-doing gap • Becoming an outside observer to check team performance • Managing conflict • Defining the team's preferred communication style • Creating the space for problem solving 	<ul style="list-style-type: none"> • Establish a need and urgency to change • Create and communicate a compelling vision for the future • Demonstrate authentic leadership communication skills to inspire change • Learn the principles of effective leadership communication • Develop a plan to announce change and communicate effectively throughout the initiative

Deep Learning Driven by Dialogue = DATA

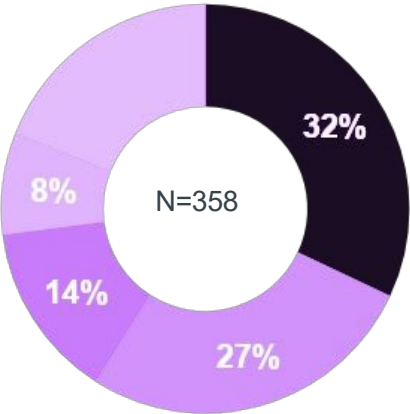
CORP/U METRICS

ENGAGEMENT	Completion rates, plus discussion type, quality, and quantity
ADVOCACY	Promotion and value combined to find advocates
UNDERSTANDING	Self reports combined with advanced statistical text analysis on discussion posts
BARRIERS	Obstacles to implementation revealed by survey instrument
COMMITMENT	Survey and automated text analysis with prescribed follow up in the future
BENCHMARKS	All measures compared against organization, course, and global standards

THEMATIC ANALYSIS

Unsupervised machine learning to categorize topics and themes. Innovative statistical analysis to choose exemplar discussion posts.

What way is best to implement this and why?



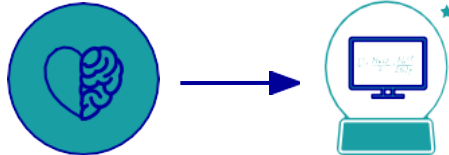
- Lead by Example
- Have a Positive Attitude
- Constant Communication
- Train Associates

ORGANIZATIONAL NETWORK ANALYSIS



Patterns of interactions, likes, mentions, and response use graph theory concepts to reveal those who influence, provoke, and connect.

HEART AND MINDS TO PREDICTION



Statistically valid insights beyond completion rates
 Human verified algorithms rooted in data science
 Ability to predict business outcomes based on metrics
 Transformative analytics that transcend the norm