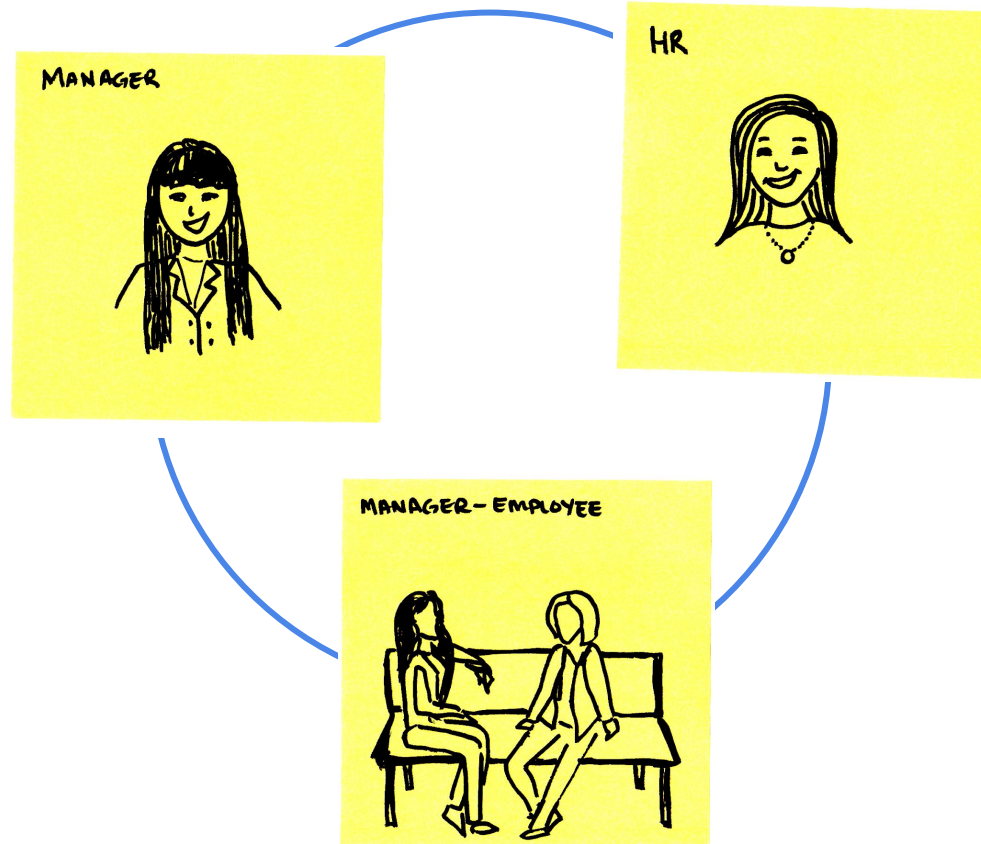


Professional Development

Product Opportunities

Belinda Ju & Catherine Shen
February 2018



Professional Development Marketplace

A curated marketplace enables HR professionals to help employees find more personalized training options for themselves

Problem:

As an HR professional, finding training / professional development vendors or resources that are

- high quality,
- relevant for my org, and
- affordable

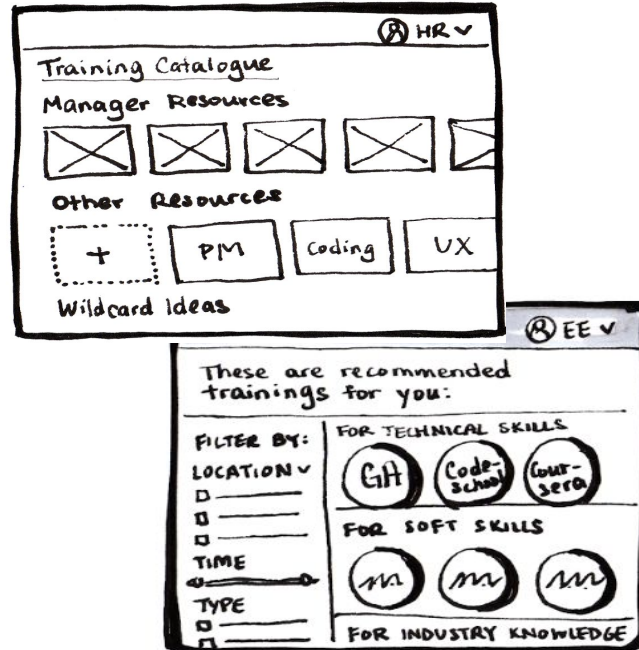
is time-consuming and difficult.

Concept:

HR professionals can search for vendors and resources on a training catalogue

Extension:

The catalogue shows reviews and ratings, and provides filtering capability.



Problem:

As an employee, I find it difficult to find quality, relevant professional development resources within my employer's learning portal, which is a vast database housing resources from the last 20 years.

Concept:

Catalogue of internal professional development resources with filtering, recommendation, and social curation functionalities.

Professional Development Marketplace: Prototypes

Prototyping the pitch:

- [Landing page](#)
- [Accelerator application video](#)

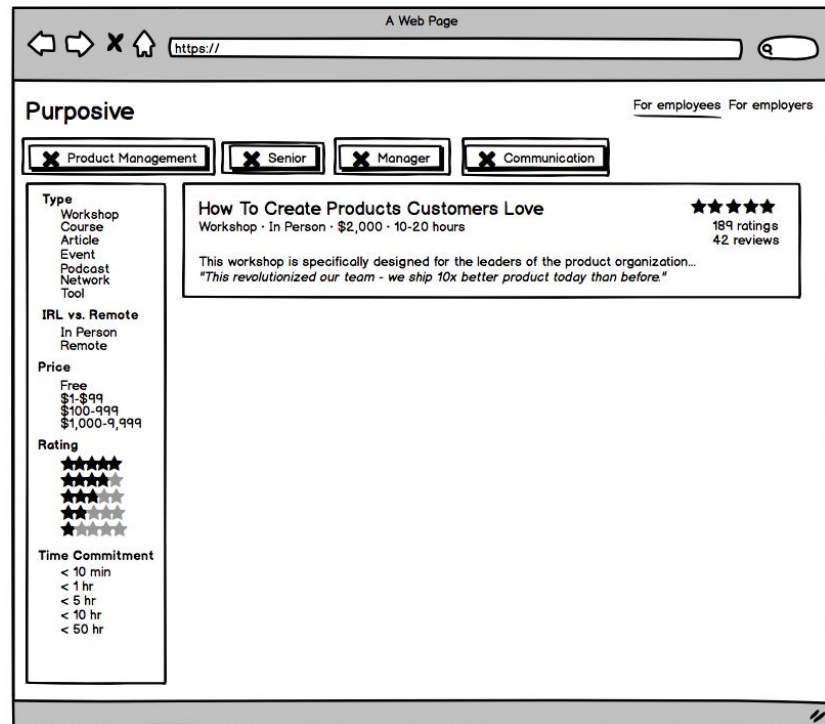
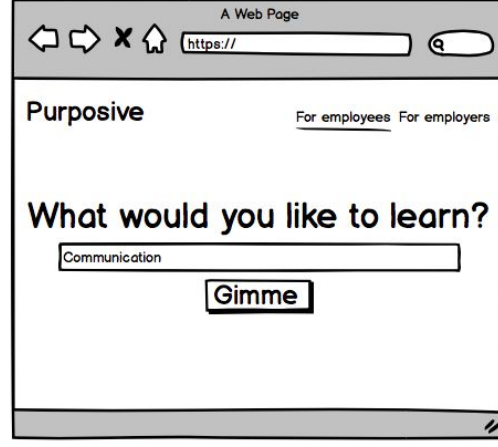
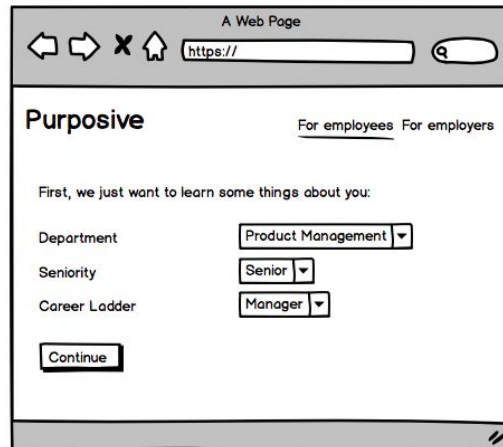
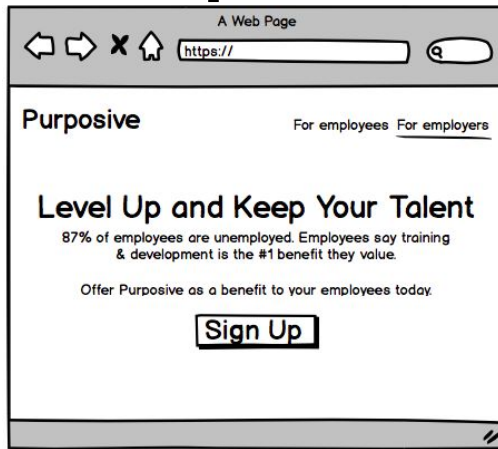
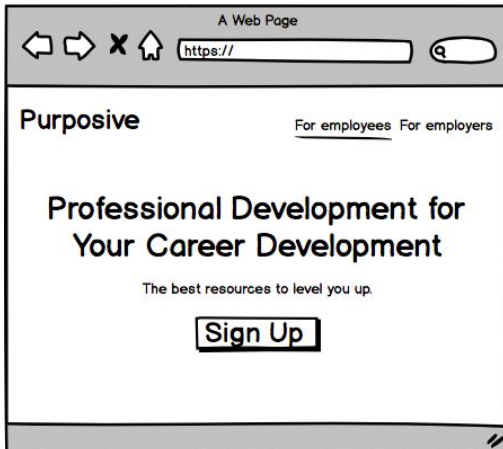
Prototyping the content:

- [The College Board's Professional Development Resources Marketplace](#)
- [Recommended Professional Development Resources for Product Lead](#)
- [Recommended Professional Development Resources for a Writer/Editor](#)

Prototyping the interaction:

- [Concept video](#)
- Wireframes (see next slide)

Professional Development Marketplace: Wireframes



Feedback Finder

Find the right people to give you feedback / assess your skill level

Problem: As an employee of a resource-strapped organization, or an independent contractor, you want to find resources outside your organization that will help you assess your skills

Concept: A tool that connects you with people who have credibility in assessing specific skills within your context (i.e. industry)

The image displays four smartphone screens illustrating the Feedback Finder app interface. Each screen has a status bar at the top showing signal strength, Wi-Fi, and the time 13:53.

- Purposive:** The screen shows the title "Purposive". Below it, the text "I want to improve as a" is followed by a dropdown menu showing "Product Designer". Below that, "in an" is followed by a dropdown menu showing "agency context". There are two rows of horizontal wavy lines representing a list. At the bottom is a "Next >" button.
- Rate Yourself:** The screen shows the title "Rate Yourself". Below it is the section "Achievements" with a text area containing placeholder text. Below that are three dots. Then is the section "Core Skills" with four radio buttons and a vertical stack of four rating boxes, each showing the number "2" and a plus/minus icon. At the bottom is the section "Communication" with a text area.
- Communication:** The screen shows the title "Communication" with a text area. Below it are three dots. Then is the section "Presentation" with a text area. Below that are three dots. At the bottom is a blue button labeled "Get assessed by a professional".
- Available Assessors:** The screen shows the title "Available Assessors". It lists three assessors, each with a profile picture (a simple smiley face icon), their name and title, and a star rating.

Assessor	Title	Rating
Rag K.	Service Designer Designit	★★★★★
Kanisha Q.	Executive Coach Retired	★★★★★
Joe Patten	Product Expert Consultant	★★★★★

Example rating categories and content: [Design Team Levels Framework from Snagajobs](#)

Mentorship Circle App

Create a learning circle with peers you know

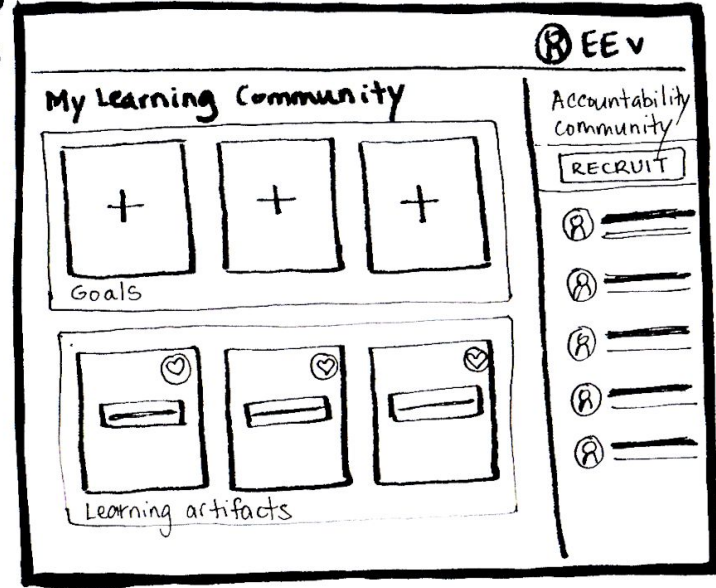
Problem:

Employees need a safe space to gather critique as they are working towards a specific development goal. The people who can provide that feedback or mentorship may not be within the employee's immediate team.

Concept:

An enterprise tool (or non-enterprise tool) helps employees recruit people outside their team to provide feedback and critique

ESTABLISH
A SAFE
LEARNING
SPACE



Peer Circle Creator

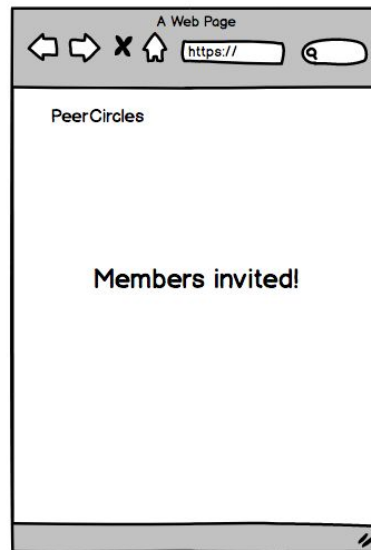
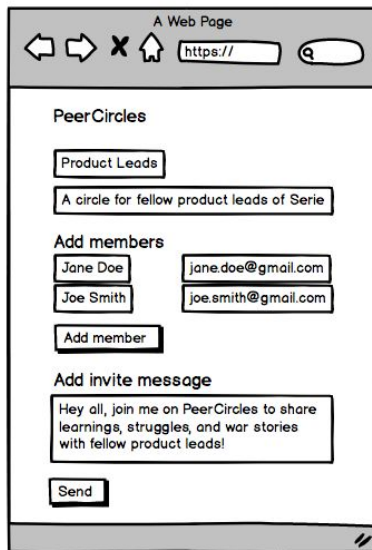
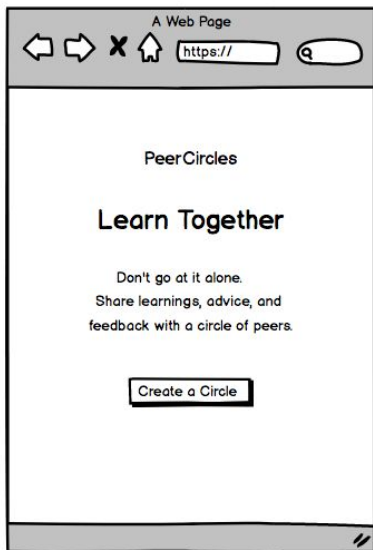
Create a learning circle with peers you know

Problem:

All organizations share similar problems. Employees need outside perspectives, advice, and feedback as they work through solving problems at their own organizations.

Concept:

A consumer platform allows people to create small, directed learning circles with peers outside their organization.



Peer Circle Generator

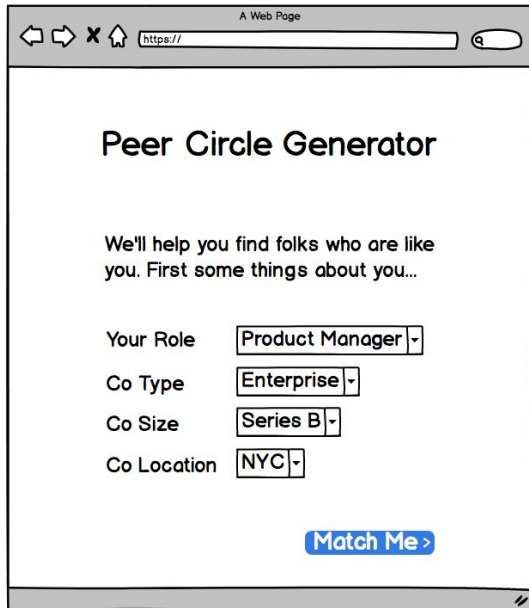
Create a learning circle with people you don't know

Problem:

Employees learn by peer learning but they don't have the right peers outside their company or they may not know who those people are.

Concept:

A consumer platform that recommends peers for you to create a peer learning circle with.



A Web Page

https://

Peer Circle Generator

We'll help you find folks who are like you. First some things about you...

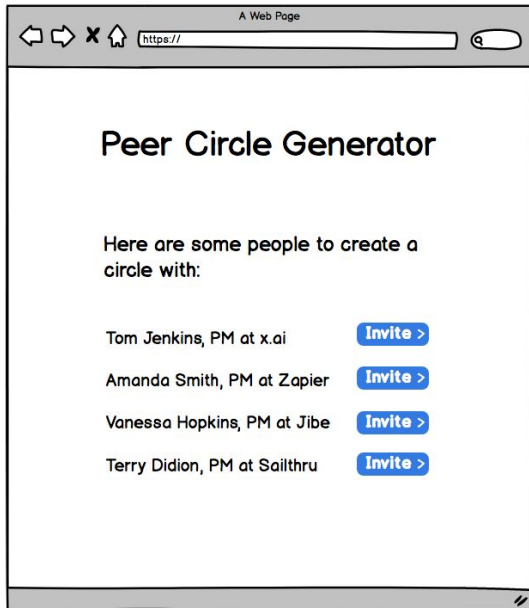
Your Role

Co Type

Co Size

Co Location

[Match Me >](#)



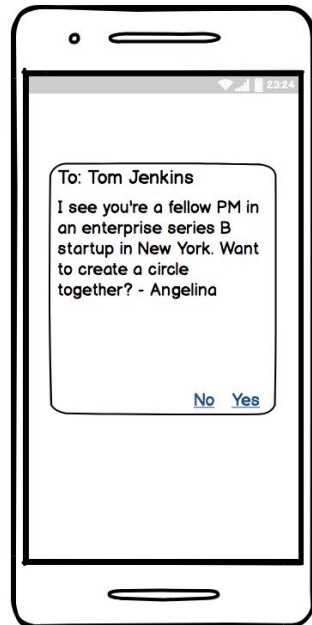
A Web Page

https://

Peer Circle Generator

Here are some people to create a circle with:

Tom Jenkins, PM at x.ai	Invite >
Amanda Smith, PM at Zapier	Invite >
Vanessa Hopkins, PM at Jibe	Invite >
Terry Didion, PM at Sailthru	Invite >



Employee Development Self-Service App

Give employees the power and tools to manage their individual development

Problem:

Employers offer employee education budgets but employees don't know about them or how to access them.

Could support different HR policies...

ESTABLISH + COMMUNICATE AN EXPECTATION

Ⓜ HR ✓

Set training budget

per employee

CONFIRM

Ⓜ HR ✓

Select types of training allowed:

<input checked="" type="checkbox"/>	Offsite trainings from partner orgs (General Assembly, etc.)	>
<input checked="" type="checkbox"/>	Self-selected conferences	>
<input type="checkbox"/>	Self-selected mentors	>

CONFIRM

Others? projects on-the-jb

Ⓜ HR ✓

Require preapproval from Managers ☒

HR ☐

+ Add

CONFIRM

Concept:

An employee app makes an individual training budget visible and allows employees to manage it given rules set by HR or people managers.

Ⓜ HR ✓

All done!

Send notification to employees?

CONFIRM

Ⓜ EE ✓

Congrats!

Your training budget has been approved.

CONTINUE →

Ⓜ EE ✓

Your overall budget is: \$2000

TRAINING BUDGET METER

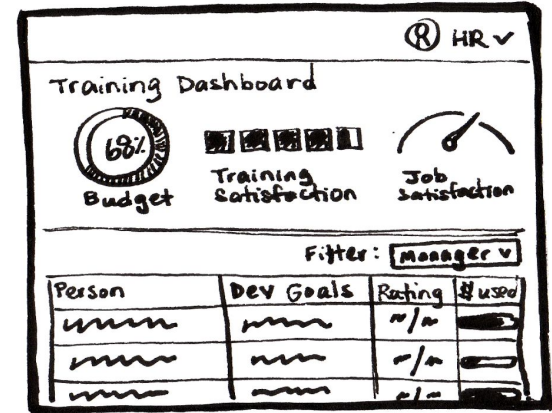
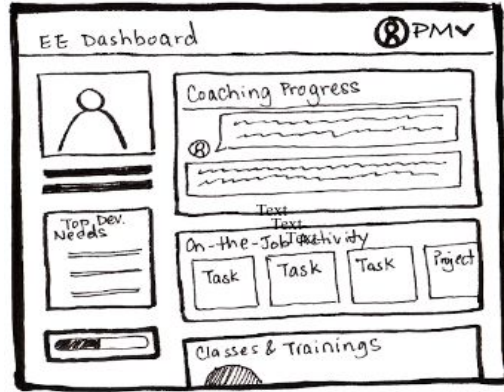
You've used \$0 of \$2000.

Set your learning goals

CONTINUE →

Employee Development Dashboard

Give staff tools to articulate and track development goals



Problems:

- As a people manager pulled in many directions, it's hard to have the discipline to hit on the important but not urgent development goals of my direct report during every 1:1 and ensure continuous development
- As an employee, I'm empowered to take control of my own career development.
- As an HR Business Partner, I don't know what the summarized L&D needs are for my overall business department.

Concepts:

- For the people manager: an app to pull up each employee's development goals during each 1:1
- For the employee: an app to articulate and track development goals for each quarter
- For the HR business partner: a dashboard that aggregates L&D needs by manager, team, or department

PeopleFirst Analytics Dashboard

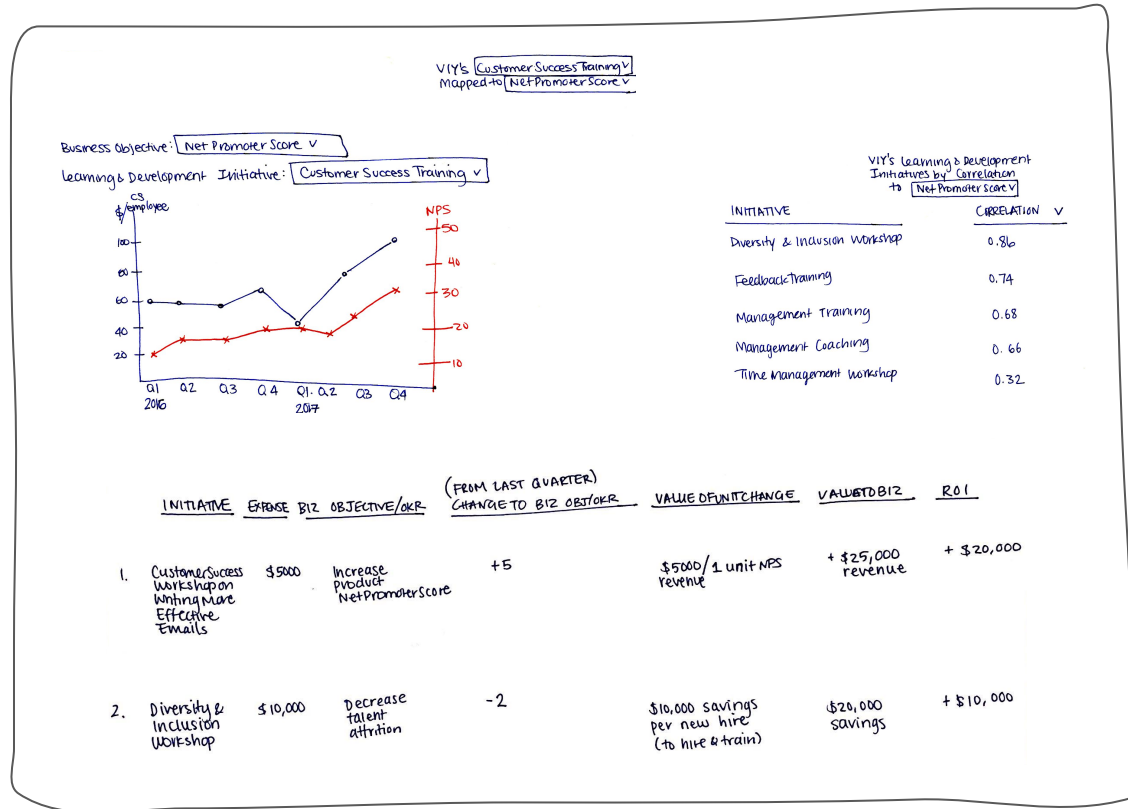
Provide automated summaries of HR investments and ROI

Problem:

As an HR professional, I have a hard time making the case to leadership to make financial investments in employee learning & development.

Concept:

An analytics dashboard that ties L&D investments to organizational objectives (like increased employee retention) and provides automated analytics.



Most useful?
Would you pay for it?
Delightful?
Ambitious?

Appendix

Other concepts

Training Feedback App

Enable employees to provide ratings and reviews of trainings

Problem:

As an HR professional, I don't know which vendors I've hired and trainings I've deployed are good -- and thus which I should scale / more deeply invest in

Concept:

Employees can rate and review trainings they've taken, and the app automatically aggregates the data, calculates ROI, and compares to budget, which allows HR to make better decisions faster.

Extensions:

- Other internal L&D resources, e.g., onboarding resources
- External L&D resources, e.g., conferences, workshops

ITR's Learning & Development Initiatives By Ratings

For all in

VENDOR	TRAINING INITIATIVE	RATING
1. Babies on the Brain	Diversity & Inclusion Workshop	★★★★★
2. LifeLabs	Management Training	★★★★☆
3. LifeLabs	Feedback Training	★★★★☆
4. CliveCook	Manager Coaching	★★★★☆
5. LifeLabs	Time Management Workshop	★★★★☆



ITY'S L&D INITIATIVES BY ROI

For all in

VENDOR	INITIATIVE	RATING (stars)	EXPENSE (\$)	PARTICIPATION (people)	UNIT COST (\$/person)	WEIGHTED ROI (\$/star/person)	BUDGET (\$/person)
Babies on the Brain	D&I	5.0	10000	250	40	8.00	50
LifeLabs	Time Management	3.5	10000	250	40	11.43	50
LifeLabs	Manager Training	4.5	8000	25	320	71.11	350
LifeLabs	Executive Coaching	2.0	5000	10	500	250.00	500
LifeLabs	Giving & Receiving Feedback	4.0	5000	250	20	5.00	200

Learning Planner

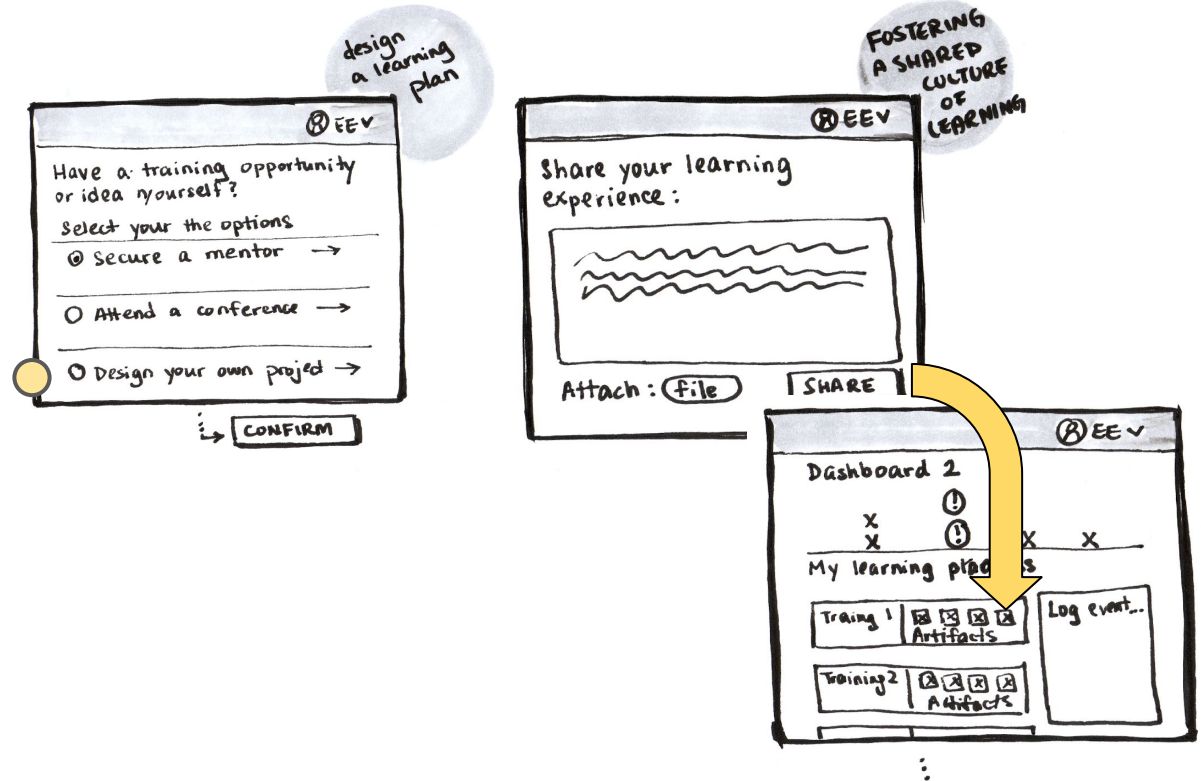
Allow employees to initiate self-directed learning experiences that they share back to the organization.

Problem:

Learning is highly personalized and employees don't have the permission to manage their own learning efforts and share them back to their team.

Concept:

An enterprise tool allows employees to share their individual experiences with others in the organization.



Peer Circle Finder

Find an existing learning circle of similar people

Problem:

Employees learn by peer learning but they don't have the right peers outside their company or they may not know who those people are.

Concept:

A consumer platform that allows you to find small, directed learning circles with peers outside your organization.

The image shows three hand-drawn sketches of a mobile app interface for 'PeerCircles'. Each sketch is enclosed in a rounded rectangle with a header bar at the top.

Sketch 1 (Left): The header is 'PeerCircles'. The main text is 'Learn Together'. Below it, a smaller text says 'Don't do it alone. Share learning's, advice, and feedback with a circle of peers.' At the bottom, there are two buttons: 'Create a Circle' and 'Find a Circle'. The 'Find a Circle' button has a red dot next to it.

Sketch 2 (Middle): The header is 'PeerCircles'. The main text is 'Great! We'll find you the perfect circle of peers.' Below it, a smaller text says 'First, we'll need to know a few things about you.' There are four input fields with labels: 'Your Role:' (with 'Product Manager' entered), 'Company Type:' (with 'Enterprise' entered), 'Company Size:' (with 'Series B' entered), and 'Company Location:' (with 'NYC' entered). Each input field has a checkmark icon on the right.

Sketch 3 (Right): The header is 'PeerCircles'. The main text is 'Here are some matches!'. Below it, there are three rows of text, each followed by an 'Apply to Join' button: 'PM's of NYC', 'Enterprise PM's', and 'Series B PM's in Enterprise'.

Answer Megatron

Surface the best answers for your questions

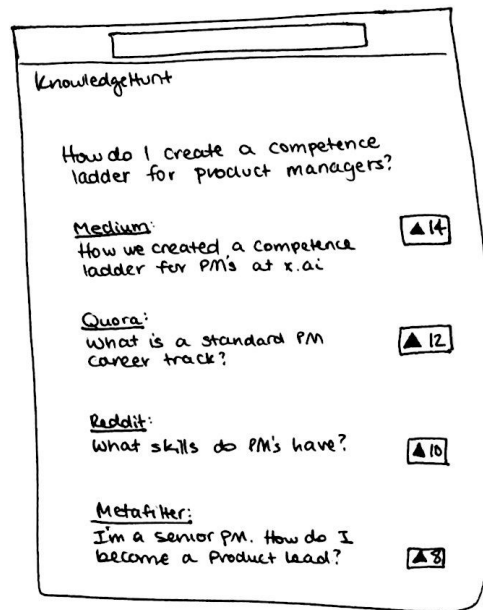
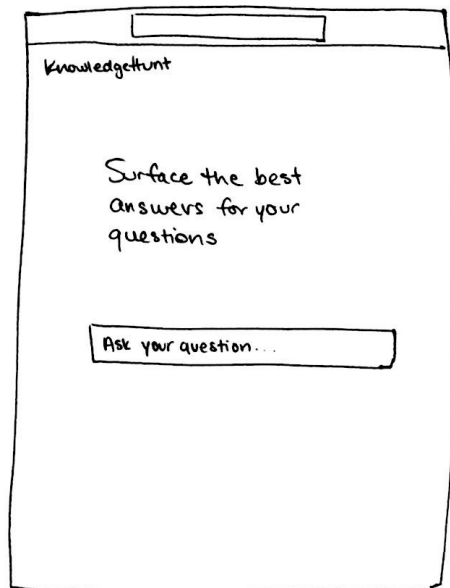
Problem:

Every org has the same problems. All people / management problems have already been solved.

Your problem is to find the answer out there before you have to make your decision.

Concept:

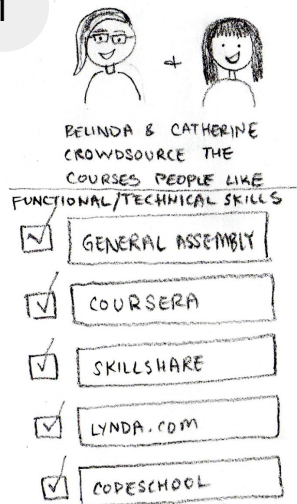
An aggregator that surfaces the highest quality answer fast.



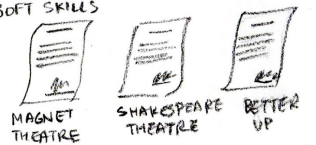
Additional Details

How might marketplace curation work?

1



SOFT SKILLS



COACHES + MENTORS



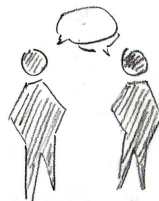
2

	HR	EE
FILTER BY:		
LOCATION V		
TIME		
TYPE		
<input type="checkbox"/> FUNCTIONAL		
<input type="checkbox"/> TECHNICAL		
<input checked="" type="checkbox"/> SOFT SKILLS		
<input type="checkbox"/> COACHES/MENTORS		
IMPROV FOR BUSINESS	★★★★★	
Magnet Theatre		
Toast Masters	★★★★	
UES		
Design your own project	(A)(A)(A)(A)	
Giving and receiving feedback	★★★★★	

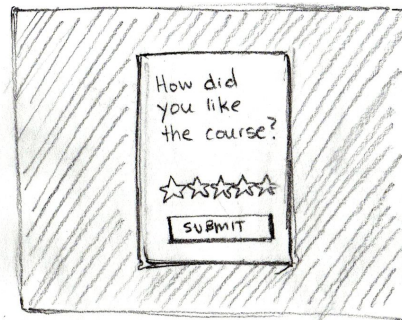
A CATALOGUE OF GENERAL TRAININGS IS MADE AVAILABLE TO HR AND EE'S.

- WHEN YOU'RE NOT SIGNED IN, YOU SEE ALL REVIEWS.
- WHEN YOU ARE SIGNED IN, YOU SEE ALSO ORG-SPECIFIC INFO. (SIGNED IN YOUR ORG.)

4

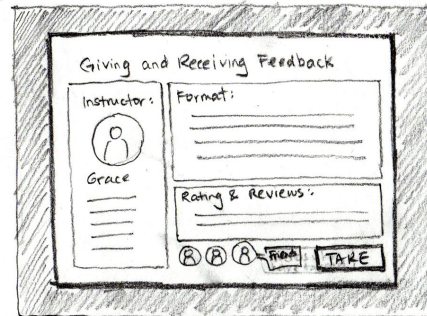


5



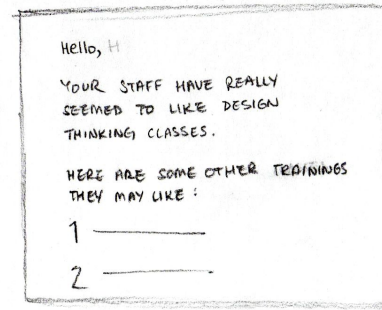
3

PEOPLE GIVE FEEDBACK ON THEIR EXPERIENCES (ASSUME EE LOGGED IN)



PAYMENT PROCESS

6



How might HR manage trainings available to employees?

REQUEST	NOMINATE	HR	EE
Select	_____	★★★★★	
Select	_____	★ ★ ★ ★	
Select	_____	● ● ● ●	
Select	_____	★ ★ ★ ★	

Add to Basket

HR DETERMINES
WHAT FROM CATALOGUE
THEY WANT TO MAKE
AVAILABLE TO EE

A - Request

What type of training would you want to have available for your employees?

Attach:

Thanks for submitting!
We will get back to you in 48 hours with a response!

B - Request

What type of training is this?


Course:

Name:

website:

Details:

Training added!



Peer Circle Creator

Create a learning circle with peers you know

Problem:

All organizations share similar problems. Employees need outside perspectives, advice, and feedback as they work through solving problems at their own organizations.

Concept:

A consumer platform allows people to create small, directed learning circles with peers outside their organization.

A Web Page

PeerCircles

Learn Together

Don't go at it alone.
Share learnings, advice, and feedback with a circle of peers.

Create a Circle

A Web Page

PeerCircles

Product Leads

A circle for fellow product leads of Series C enterprise startups.

Add members

Jane Doe jane.doe@gmail.com

Joe Smith joe.smith@gmail.com

Add member

Add invite message

Hey all, join me on PeerCircles to share learnings, struggles, and war stories with fellow product leads!

Send

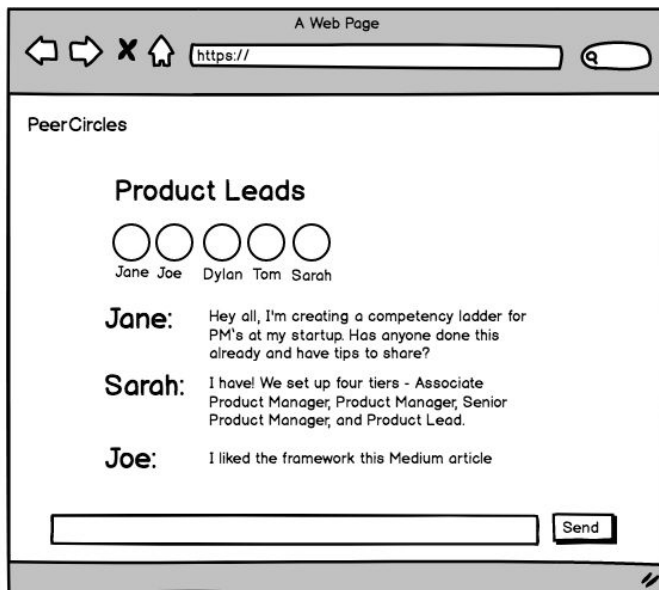
A Web Page

PeerCircles

Members invited!

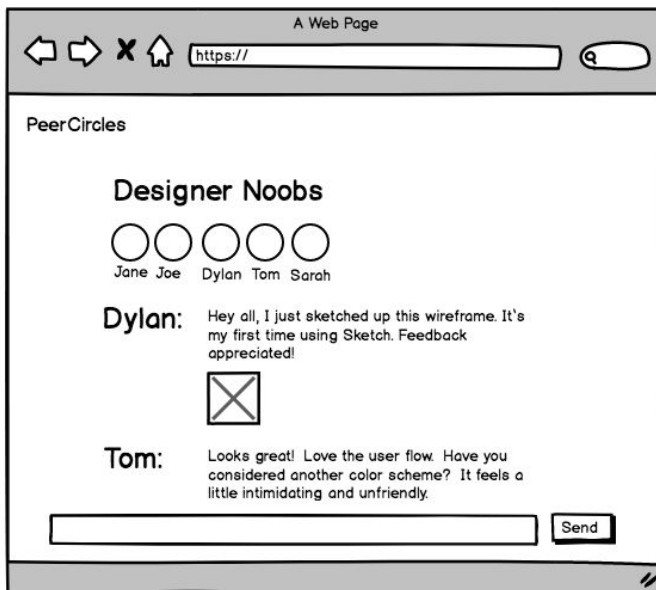
Peer Circle Creator (continued)

Create a learning circle with peers you know



Problem:

All organizations share similar problems. Employees need outside perspectives, advice, and feedback as they work through solving problems at their own organizations.



Concept:

A consumer platform allows people to create small, directed learning circles with peers outside their organization.