Digital Foundations Accelerator

Detailed Course Description

Online Programme: launches January 27th, 2020

A Digital Mindset is a way of thinking about how humans connect, share, and learn in response to new technology and the digital age.

Mercer has teamed up with General Assembly (GA), an award winning education company that offers training in today's in-demand digital fields to launch powerful learning programmes for HR leaders, managers and professionals in 2020.

Improve your digital literacy with our Digital Foundations Accelerator.

Become more fluent in the essential skills required in today's workplace.
Arm yourself with the digital mindsets, terminology and workflows that drive today's economy.
Support your team's goals with data-driven insights and data analysis techniques.

Digital Foundations Accelerator

GENERAL ASSEMBLY

Digital Foundations Accelerator

Learn the mindset and language of digital transformation.

Part 1: self-led, mentor-supported, online programme over 8 weeks
Part 2: 1-day, instructor-led workshop in London

OVERVIEW

Increase digital literacy for individuals across the organization.

IDEAL FOR

- HR leaders supporting or building digital teams.
- Managers and leaders seeking to influence organizational culture to support digital strategy.

FEATURES

- ✓ World-class curriculum.
- ✓ Assessment and personal score report.
- ✓ Letter of completion.
- ✓ Access anywhere, anytime.

TIMING

Estimated 15-hour program:

- 15 hours of course content.
- Untimed pre-assessment.
- Untimed post-assessment.

PART 1 CURRICULUM

6 Units | 37 Lessons

1. **Be Customer-Centric**: Becoming a customer-centric organization, new customer decision journey, conducting user research, social listening, personalization, synthesizing research, defining your user's problem, creating personas.

2. **Experiment**: Experimentation and application of lean principles, prototyping, designing an A/B test, usability testing basics, prioritizing features.

3. **Practice Agile Methods**: Agile development, user stories, Agile ceremonies, managing your work with Agile.

4. **Activate Growth**: Objective-first marketing, tracking success in the marketing funnel, intro to SEO, intro to content marketing, intro to email marketing, intro to social media, intro to influencer marketing, foundations of eCommerce.

5. **Be Data-Driven**: The data framework, data acquisition for marketers, finding the right data, cleaning your data, creating tables for exploratory analysis, common charts.

6. **Evaluate Trends**: Augmented and virtual reality, chatbots, AI for marketers, big data, APIs, algorithms.
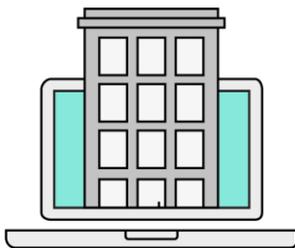
ASSESSMENT

25 Questions Each

- Digital Foundations pre-assessment.
- Digital Foundations post-assessment.

Your Learning Journey

| Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Digital Foundations Assessment	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	London Workshop (1-Day)
						Digital Foundations Re-Assessment	

Digital Foundations

Companies that will thrive in the Digital Age will be led by those who have an understanding of the forces shaping their environment and an awareness of the skills necessary to master those forces. Assess and accelerate digital adoption by implementing **six core mindsets** that will lead to success in your organisation.
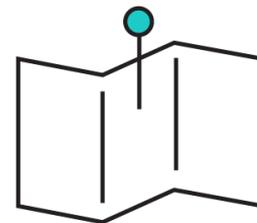
ASSESS
Assess the digital literacy of your workforce through a 25 question Assessment.
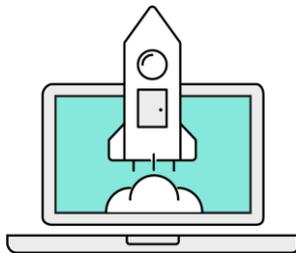
ACCELERATE
Increase the adoption of a digital mindset through six self-paced online learning sprints, culminating in a one-day immersive workshop.

IDENTIFY
Re-assess to measure improvement and identify potential to acquire deeper capabilities.
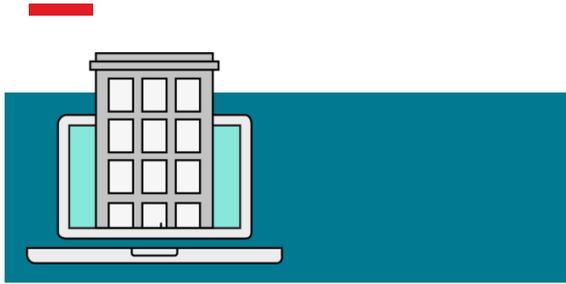
The Six Core Mindsets

- BE CUSTOMER CENTRIC
- EXPERIMENT
- PRACTICE AGILE METHODS
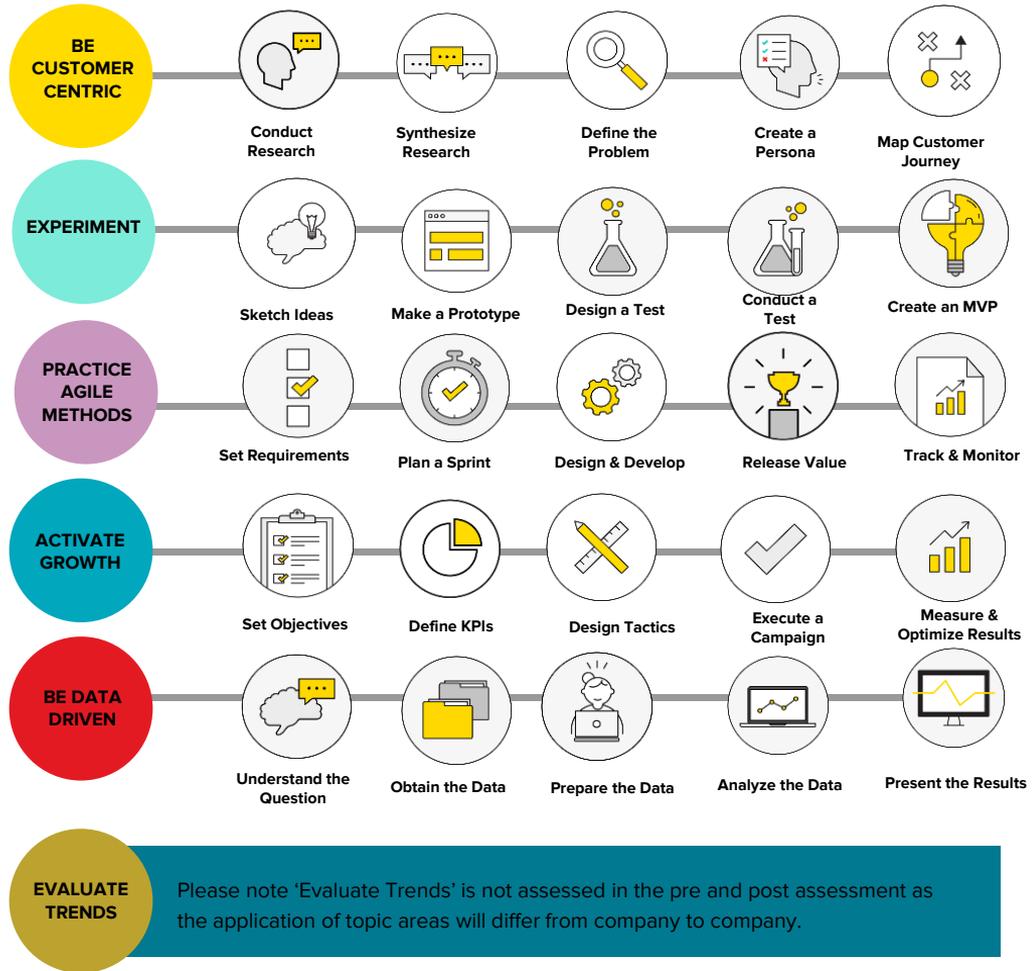- ACTIVATE GROWTH
- BE DATA DRIVEN
- EVALUATE TRENDS

Digital Foundations Behaviors At A Glance

Underneath each mindset we are measuring a set of behaviors that stem from digital practices like design thinking, agile, marketing and data. The **pre and post assessment** gauges user's knowledge in specific topics so that we can recommend learning content and evaluate their progress based on completed lessons.

Our Digital Foundations Assessment is <u>not</u>:
- A certification/ award
- A recruitment tool
- Access to benchmark data
- Timed

BE CUSTOMER CENTRIC
- Conduct Research
- Synthesize Research
- Define the Problem
- Create a Persona
- Map Customer Journey

EXPERIMENT
- Sketch Ideas
- Make a Prototype
- Design a Test
- Conduct a Test
- Create an MVP

PRACTICE AGILE METHODS
- Set Requirements
- Plan a Sprint
- Design & Develop
- Release Value
- Track & Monitor

ACTIVATE GROWTH
- Set Objectives
- Define KPIs
- Design Tactics
- Execute a Campaign
- Measure & Optimize Results

BE DATA DRIVEN
- Understand the Question
- Obtain the Data
- Prepare the Data
- Analyze the Data
- Present the Results

EVALUATE TRENDS

Please note 'Evaluate Trends' is not assessed in the pre and post assessment as the application of topic areas will differ from company to company.

Digital Foundations Score Report

An individual receives an automatically generated Score Report on MyGA and email follow up.
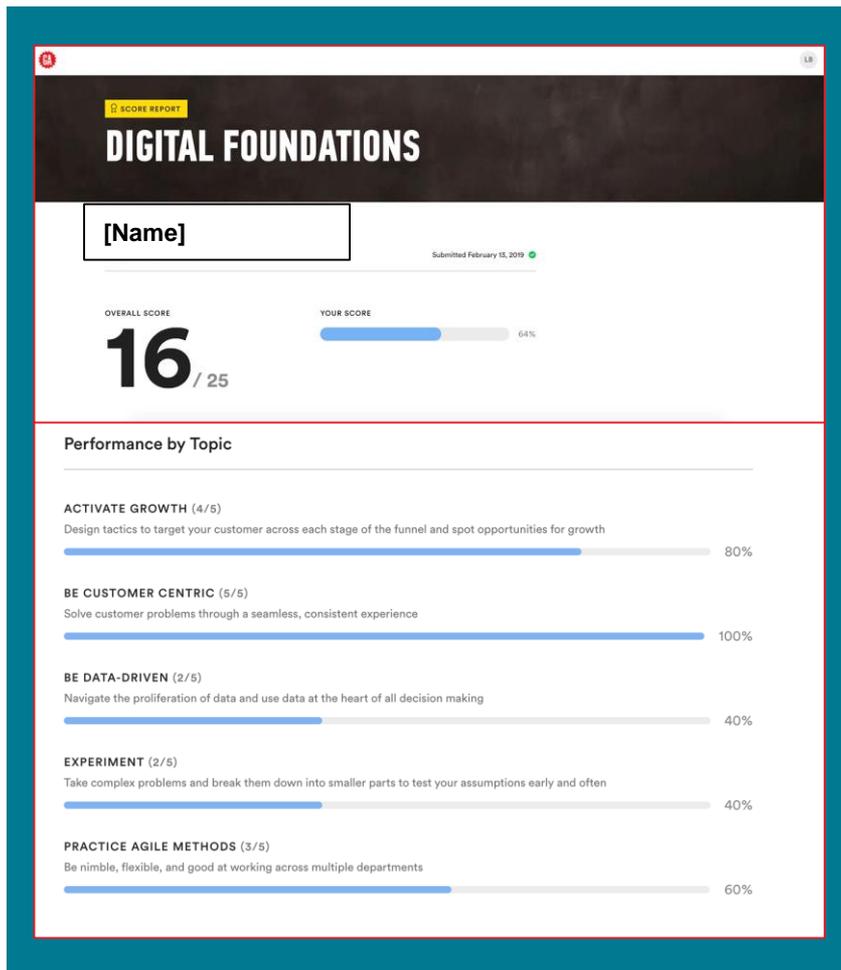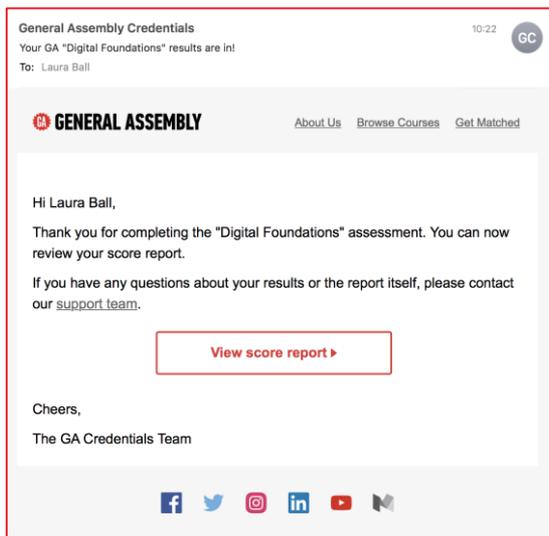
Digital Foundations Learning Path At A Glance

Participants complete **15 hours** of online content over six self-paced learning sprints.

|		
Skill 1	**Be Customer Centric** Solve customer problems through a seamless, consistent experience.	
Skill 2	**Experiment** Take complex problems and break them down into smaller parts to test your assumptions early and often.	
Skill 3	**Practice Agile Methods** Be nimble, flexible, and good at working across multiple departments.	
Skill 4	**Activate Growth** Design tactics to target your customer across each stage of the funnel and spot opportunities for growth.	
Skill 5	**Be Data-Driven** Navigate the proliferation of data and use data at the heart of all decision making.	
Skill 6	**Evaluate Trends** Evaluate the action required when emerging trends change customer expectations.	

Digital Foundations: Be Customer Centric

OVERVIEW

Enable people to establish a vision that revolves around your customer's need, and keep your customer value prop front and center of decisions. Drive consistency in how individuals conduct user research to validate assumptions and paint a picture of 'what' users do and 'why.'

By the end of the Sprint participants will be able to:

- Select appropriate research methods to answer a question about your audience.
- Analyze research data to extract themes and key insights about your customer base.
- Write problem statements grounded in customer insights.
- Create a persona to synthesize and communicate research.
- Identify and resolve issues in the end-to-end customer journey.
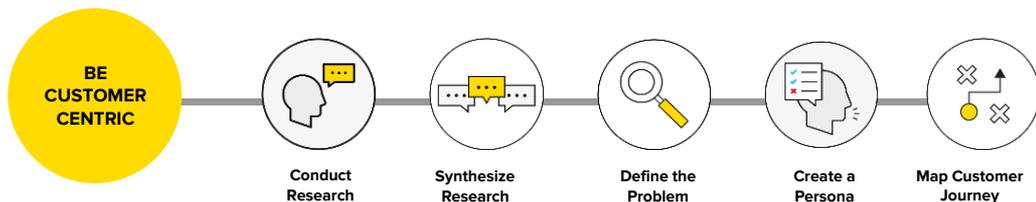
Sprint 1	Time
Becoming a Customer-Centric Organization	20 min
The New Customer Decision Journey	20 min
Conducting User Research	60 min
Social Listening	20 min
Personalization	20 min
Synthesizing Research	60 min
Defining Your User's Problem	40 min
Creating Personas	20 min
TOTAL	**4 hrs 20 min**

BE CUSTOMER CENTRIC

Conduct Research — Synthesize Research — Define the Problem — Create a Persona — Map Customer Journey
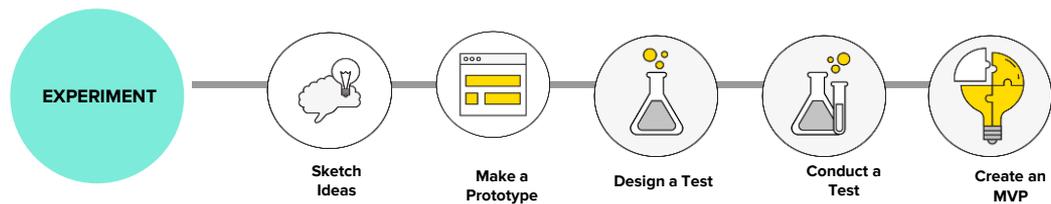
Digital Foundations: Experiment

OVERVIEW

Build-measure-learn is known as "lean", but even if you're not a lean organization, you can adopt an experimental approach to reduce risk and drive faster, cheaper innovation to meet customer needs. Put in place the culture and systems to ensure lessons are learned, regardless of whether the experiment is a success or not.

By the end of the Sprint participants will be able to:

- Sketch solutions to communicate ideas to stakeholders
- Determine the best method for validating a hypothesis
- Design task scenarios that test product functionality
- Set up an A/B test to get valid insights
- Prioritize features for a minimum viable product (MVP) to satisfy early customers

Sprint 2	Time
Experimentation and Application of Lean Principles	20 min
Prototyping	20 min
Designing an A/B Test	15 min
Usability Testing: The Basics	40 min
Prioritizing Features for an MVP	40 min
TOTAL	**2 Hrs 15 min**

EXPERIMENT — Sketch Ideas — Make a Prototype — Design a Test — Conduct a Test — Create an MVP
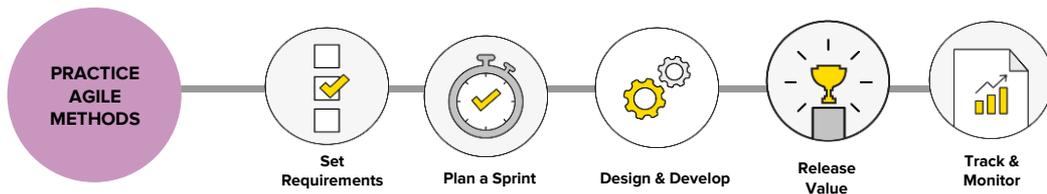
Digital Foundations: Practice Agile Methods

OVERVIEW

The digital world moves at a million miles an hour. Small, nimble teams are able to quickly respond to new information and customers' needs. Even if your organization hasn't adopted Agile at scale, teams can still benefit from the methodology to ensure they are always working on the top priority and can react to changes in the market.

By the end of the Sprint participants will be able to:
- Write user stories to breakdown tasks into small incremental amounts of work that solve user problems.
- Plan a sprint by prioritizing user stories based on value to the customer and the business.
- Groom backlog items based on priority, dependencies and value.
- Deliver value to users by planning incremental releases.
- Facilitate agile ceremonies to track and monitor your team workflow.

Sprint 3	Time
Agile Development	20 min
User Stories	15 min
Agile Ceremonies	20 min
Managing Your Work with Agile	15 min
TOTAL	**1 Hr 30 min**

PRACTICE AGILE METHODS — Set Requirements — Plan a Sprint — Design & Develop — Release Value — Track & Monitor

Digital Foundations: Activate Growth

OVERVIEW

The 'Activate Growth' mindset looks at the levers a business can use across the customer journey to grow product usage and accelerate business success. Having a basic knowledge of marketing tactics helps individuals spark the right conversations to maximize growth.

By the end of the Sprint participants will be able to:

- Write objectives to explain the desired change in customer behavior.
- Define KPIs and Metrics to evaluate the success of a project.
- Choose the most appropriate design tactics for targeting your customer across each stage of the funnel.
- Identify strategies for improving content value to the end consumer.
- Analyze performance and adjust tactics based on data to ensure the best results.
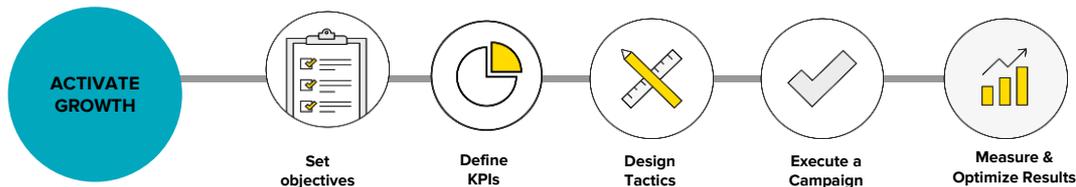
Sprint 4	Time
Objective-First Marketing Framework	15 min
Tracking Success In The Marketing Funnel	20 min
Intro to SEO	20 min
Intro to Content Marketing	20 min
Intro to Email Marketing	20 min
Intro to Social Media	25 min
Intro to Influencer Marketing	20 min
Foundations of E-Commerce	15 min
TOTAL	**2 Hrs 35 min**

ACTIVATE GROWTH

Set objectives — Define KPIs — Design Tactics — Execute a Campaign — Measure & Optimize Results
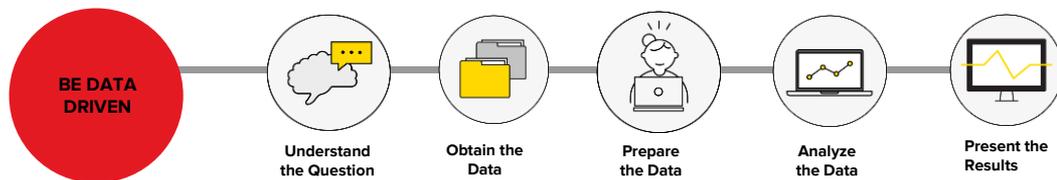
Digital Foundations: Be Data Driven

OVERVIEW

Navigate the firehose of data from Marketing, Sales and Finance to become an individual that defends decisions with real data. Learn to acquire, analyze and visualize data to generate and communicate actionable insights.

By the end of the Sprint participants will be able to:
- Write and revise questions to focus an analysis on feasible goals.
- Determine how to use data to solve a business problem
- Determine how to resolve potential problems with data.
- Make, format, and update a Pivot Table to conduct an exploratory analysis.
- Select the appropriate visualization for an analytical output.

Sprint 5	Time
The Data Framework	20 min
Data Acquisition for Marketers	15 min
Finding the Right Data	20 min
Cleaning Your Data	20 min
Creating Tables For Exploratory Analysis	20 min
Common Charts	20 min
TOTAL	**2 Hours**

BE DATA DRIVEN — Understand the Question — Obtain the Data — Prepare the Data — Analyze the Data — Present the Results

Digital Foundations: Evaluate Trends

OVERVIEW

Emerging trends change customer expectations and provide new points of tension. Become a trend watcher, by spotting early opportunities and evaluate how new technologies shape your business or radically transform your industry.

By the end of the Sprint participants will be able to:
- Identify how trends are changing customer expectations
- Determine the drivers of change for why a trend is emerging
- Create an analysis of how competitors are reacting to trends
- Identify how a trend could be applied to solve a customer problem
- Evaluate the cost benefit of reacting to the trend
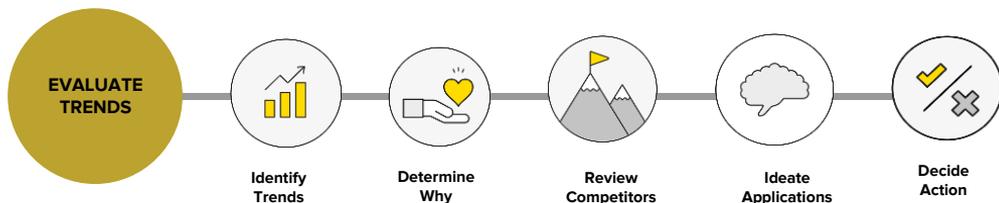
Sprint 6	Time
Intro to Augmented and Virtual Reality	20 min
Decision Guide: Getting Started with Virtual and Augmented Reality	20 min
Chatbots	20 min
Artificial Intelligence For Marketers	20 min
Intro to Big Data	15 min
API's and Algorithms	15 min
TOTAL	2 Hours

EVALUATE TRENDS — Identify Trends — Determine Why — Review Competitors — Ideate Applications — Decide Action

Part 2: Digital Mindset

1 DAY WORKSHOP | LONDON

Goal

Everyone wants to become more digital. But the first step is truly understanding what that means, and the business case for why it even matters. Success in digital requires a company to cultivate an innovation culture in order to stay competitive. In this program, participants explore what types of mindset and behaviors help enable a more nimble organisation.

Objectives

- Identify why digital is a business imperative
- Describe how digital is shaping customer habits and behavior
- Recognise the challenges and opportunities posed by digital trends
- Feel comfortable and confident in using digital terminology when interacting with cross-functional teams.

1-DAY AGENDA
WARM-UP
Why Digital? Participants understand the urgency for digital by learning about its impact on changing consumer habits and behavior.
BREAK
Digital Trends Participants explore key trends in the digital landscape that reflect changing consumer behaviors, and evaluate the challenges and opportunities these trends pose for the organization.
LUNCH
Success In The Digital Age Participants learn a framework of key characteristics that describe success in digital and identify behaviors that are helping or preventing the organization from embodying each characteristic.
BREAK
Bring It On Home Participants identify what they can apply back in their day-to-day role to adopt a 'digital mindset' and set themselves a 30-day challenge to demonstrate learning.

Learner View on MyGA

Get Ready for the Future of Work

Digital Foundations Accelerator

To register your place for the London programme contact
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