



Digital Foundations At A Glance

Underneath each mindset we are teaching a set of behaviors/ topics that stem from digital practices like design thinking, agile, marketing and data.

The **mini-assessments** gauge whether a learner understands a specific topic. This data helps us to evaluate their progress based on completed lessons.

Our mini-assessments assess digital literacy. They are not:

- A certification/ award
- A recruitment tool
- Benchmarked
- Timed



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
The New Customer Decision Journey	20 min
Conducting User Research	60 min
Defining Your Users' Problem	40 min
Creating Personas	20 min
Be Customer-Centric Assessment	Untimed
TOTAL	2 hrs 20 min

USER FEEDBACK

"Loved the movies with the contextual inquiry and the interview. Lot's of good and practical tips and info"

"Great customer centric coursework, really enjoyed taking the course."

"Loved the insights from this session on the importance of personas in developing a useful product. Focus is a key driver in developing a persona."

"We work with persona's in corporate recruitment, I think in our business this is really relevant. The new idea in this course was also to use it in presenting our development programs"

*Sample user feedback from Enterprise Clients between March-November 2019



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:

- Determine the best method for validating a hypothesis
- Set up usability tests and A/B tests 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
Designing an A/B Test	20 min
Usability Testing: The Basics	40 min
Prioritizing Features for an MVP	40 min
Experiment Assessment	Untimed
TOTAL	2 Hrs

USER FEEDBACK

“Having real company examples was very useful”

“Now it feels like I am into the technical stuff, which I really like to see.”

“Great lesson and really valuable for some upcoming work with our app redesign”

“Short and sweet module. I specifically liked the feature prioritization matrix and will look to apply it immediately to my work.”

“I have participated in usability testing and worked with an agency to conduct it for my digital products. I still found this useful to consolidate the knowledge and fill in the gaps!”

**Sample user feedback from Enterprise Clients between March-November 2019*



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 and Acceptance Criteria	15 min
Agile Ceremonies	20 min
Managing Your Work with Agile	15 min
Agile Methods Assessment	Untimed
TOTAL	1 Hr 10 min

USER FEEDBACK

"Really good reminder of Agile manifesto, principles and in practice!"

"I think it was a well-structured lesson and it gave me a better understanding of agile technologies. I also liked seeing real managers discuss their experiences."

"Even though I learned about Agile previously, this is a quick refresher to put all the details in perspective."

"I am working on a project right now that could benefit from daily standups, but I'm not sure how the team will feel about having daily meetings added to an already busy schedule. The lessons I learned from this are going to be helpful especially in convincing people on the need for the meetings and collaborations."

**Sample user feedback from Enterprise Clients between March-November 2019*



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.
- Analyze performance and adjust tactics based on data to ensure the best results.

Sprint 4	Time
Objective-First Marketing	30 min
Digital Marketing Landscape: The Paid, Owned, and Earned Media Model	20 min
Tracking Success In The Marketing Funnel	20 min
Intro to Content Marketing	20 min
Activate Growth Assessment	Untimed
TOTAL	1 Hr 30 min

USER FEEDBACK

"This section really solidified my understanding of positioning"

"Really helpful to understand how to improve search standings. The video with top 13 tips was really helpful - I need to investigate further!"

"Great content on marketing activation"

"Good case studies"

"A great and strong video to articulate the lesson"

**Sample user feedback from Enterprise Clients between March-November 2019*



Digital Foundations: Be Data-Driven

OVERVIEW

Navigate the firehose of data from Marketing, Sales and Finance to become an individual that drives 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.
- Select the appropriate visualization for an analytical output.

Sprint 5	Time
The Data Framework	20 min
Intro to Big Data	15 min
Finding the Right Data	20 min
Exploring Relationships Through Data Visualization	20 min
Data Driven Assessment	Untimed
TOTAL	1 Hour 15 min

USER FEEDBACK

“Nice to have a concrete example during this entire block”

“Really learning more of the language on this module...demystification in action!”

“Very well explained with a very clear case.”

“Useful refresher as most visualisations are built on the basic graphs”

“Really helpful. I had to concentrate more on this one, so reviewing back to earlier in the lesson. I like the practical application with this scenario.”



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.

Note: In lieu of a mini-assessment, each lesson in the unit will have a reflection guide to walk learners through applying the trending technologies to their organizations.

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

- Identify how specific trends are changing customer expectations
- Determine the drivers of change for why specific trends are emerging
- Identify how specific trends could be applied to solve a customer problem

Sprint 6	Time
Intro to Augmented and Virtual Reality	20 min
Chatbots	20 min
Artificial Intelligence For Marketers	20 min
Predictive Analytics and Machine Learning	20 min
TOTAL	1 Hour 20 min

USER FEEDBACK

"The examples were great and gave a very good insight in AR/VR and it's capabilities"

"That was a really useful starter for 10. I've got lots of ideas buzzing in my head that I want to go on to test now!"

"Really liked the simple explanations of what APIs and algorithms are - I get it now!"

"Very very useful video and well explained by the person in the video"

**Sample user feedback from Enterprise Clients between March-November 2019*

