The People Landscape

Designed for:
Collective Idea leadership and vision team

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Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Vision Team
Team Leads
Individuals

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? employee Relationships?

* Learning Resources Doc
* Leveling Up framework
* Goal setting document
* People Team initiatives
* Other professionals (guest speakers for training)
* Vision team support and role modeling
* [i].grow
* More formal outline of expectations, re: how to bring learning to the company

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Employee Relationships?

* 1:1s focused on checking in to see how things are going as well as career development

* Goal Setting

* [i].grow

* clear company mission and vision that employees can easily connect to their learning plans and goals

* larger company-wide trainings

* Team lead trainings

Value Propositions

What value do we deliver to the customer via our commitment to our employees?
Which one of our employee's problems are we helping to solve?
Which customer needs are we satisfying?

* Retaining employees and ensuring happiness leads to a more stable, healthier, more competitive company
* Employees have a clear path to growth and development related to salary compensation
* Engaged employees lead to the BEST staying with [i] because they can see incremental and sometimes exponential growth
* More blog posts, conference talks, and internal education
* Increased internal education leads to better team relationships
* Learning tied to growth and compensation

Employee Relationships

What type of relationship does each of our employees expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

* We invest in our employees and they invest in us

* there is greater trust in leadership and compensation structures

* More feedback and recognition leads to higher happiness levels

* Fair compensation practices that folks believe in

* A team that is clear and aligned with the company's purpose

* everyone can clearly articulate why they work at [i] and what [i] does

Business Outcomes

For whom are we creating value?
Who are our most important customers?

* Our company stays competitive in the market = greater revenue, especially from new business

* Employees don't leave because they can stay grow their skillset, and remain individually competitive which is good for the company = less money spent as a result of turnover

* More blog posts and conference talks = increased marketing and brand reach

* Juniors become more senior which allows for easier project staffing on a variety of projects with different technologies

* Consistent, focused growth in specific areas = greater likelihood of being able to grow a product arm of the business

* Ability to set budgets and policies around growth and professional development = greater operational maturity and a larger, positive impact of internal time on the company

Channels

Through which Channels do our employee Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

* 1-1s
* 3 year picture
* 1 year plan
* books
* pairing
* slack
* email

* annual reviews
* biweekly reviews
* internal newsletter
* quarterly rocks
* annual people team goals