LinkedIn - Digital Adoption Specialist Case Study Prompt Brainstorm

Task:
Create a storyboard for your recommended elearning solution. You may use any MSFT application, and
any storyboard/template of your choosing

Submit the storyboard prior to the day of your final interview and come to your final interview prepared to present and answer questions about your storyboard and your process. This section for your interview will last no more than 20 mins

Topic:
Select ANY Microsoft software application and design an elearning that **describes one benefit** of that Microsoft software application for our audience. Be sure to include the **features**, and the **advantage of those features**, that support your identified benefit.

Audience:
Global LinkedIn Sales Reps

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LinkedIn's mission: To connect the world's professionals to make them more productive and successful.

Resources:
• https://mapmycustomers.me/blog/43-sales-statistics-that-every-sales-rep-should-know/
• https://www.salesforce.com/eu/blog/2020/08/skills-successful-sales-reps.html

Persona Draft

Name: Alex
Role: Global LinkedIn Sales Representative
Tools: Phone or virtual (most important), email, computer, sales software, presentations, contracts, written communication

What might their day look like?
• travel on business trips inside and outside the US
• High stress
• Shifting context between customers
• Collaborating across teams at LinkedIn to get what the customers need
• Lots of time spent communicating (verbal/nonverbal)

What might their customer look like?
• English maybe a second language
• Little time or patience to hear a pitch
• Not clear of their needs or how product can help them
• May not trust Sales Rep if they are culturally insensitive

- Have a different way of doing business

Core Skills:
- relationship management
- project management
- Time management
- analytical acumen
- problem solving
- knowledge of the English language other languages is an advantage
- excellent communicator
- Rapport building
- active listening skills and empathy
- Must be persistent
- Demonstration and presentation skills
- As efficient behind a screen as face-to-face

Goals:
- acquiring new customers and managing the relationship with existing customers
- Stay current with industry trends, monitor competition, and come up with innovative ideas to improve sales performance
- You will proactively work with the rest of the team to mature our business and sales strategy, including improving existing services/product offerings and creating new ones
- Meet sales targets consistently and accurately
- Close sale at the perfect time
- Have an expert understanding of the product

Needs:
- Become familiar with international variances in cultural and legal issues as pertaining to sales
- Be able to represent the LinkedIn brand confidently and across different cultures
- Expertly understand the products LinkedIn offers and how they can benefit customers
- Communicate clearly, effectively and efficiently - no matter the context
- Confidently and swiftly take a customer through the sales process with little to no issue
- Tailor writing and presentations to the customer based on needs, culture, language
- Accurately assess a customer's needs and align a solution to it
- work with the Marketing department to create and deliver sales presentations that are compelling, accurate, and informative
- Training needs to be quick, concise and to the point
- Job resources easily accessible

Problems:
- Correctly turn prospects to leads using internal software and following correct processes
- Write communication for an international audience
- Create presentations and deliver so an international audience can understand
- Uncover and properly assess international customer needs
- Properly handle objections with cultural nuances in mind

- Properly negotiate with cultural nuances in mind
- Doesn't have much time for training

Impact:
- Prospect Lost
  - miscommunication with customer, sloppy emails, phone calls, presentations
  - Not understanding customer need and aligning with product-fit
  - Poor engagement, customer may ignore or not return comms
  - Prospects are lost in the sales process, poorly executed admin tasks
  - Spending too much time on admin tasks
  - Stress of making quota or performing
  - Asking the right questions

Solution(s)
Write well - plainly and
What the hectic is Flesch score?
What is Readability?
How to use Microsoft Word? Bored.
- https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2
- https://readable.com/readability/flesch-reading-ease-flesch-kincaid-grade-level/

Microsoft Word readability
What benefit?
Embedded stats and tool that can make you a better writer
- Readability
- Word length
- Grammar
- Spelling

1. Walkme - workflow learning, best practices for international writing, **plain language** (include readability score for who micro learning)
2. short sim, review pitches with coaching and coach why the pitch is better or wrong (include readability score post choice, try to incorporate **global english+plain language**)
3. Bare bones - Microsoft word doc, get a better **readability** score, rewrite the pitch (competition with other sales rep to get a better readability score)

>>>include quick how-to use feature with each solution
Include additional tools like Grammarly and Hemingway App

>implement solutions separately
OR
>implement together for a better experience

Use these practices for both written communication and building presentations

Solution "Why" Notes
Simplified, yet multi-pronged
Learning that has a layer of abstraction, letting a learners imagination connect the dots and give them space to form own thoughts rather than drown them with information
Build a sense of curiosity, so learners want to seek and search
Chose to focus on one feature that had a lot of punch for sales rep, something that could introduce larger concepts and practices that would help them do their job better
Instead of reading about the benefits they can see the results, act on them and then learn best practices

Solution Research
>Combine best practices from Readability, Plain Language, Global English - you get better communicators and writers

Readability
Under the Readability section, you'll see a numerical score. The higher the number, the easier it is to read your document. In most cases, you should aim for a score of 60 or higher. With a score of 60, your document will be easy to read for most people with at least an eighth-grade education. (That's an average 13-year-old, in case you're unfamiliar with U.S. grade levels.)

Here's a tip: Wait a minute, what if you're writing for adults? Does a readability score of 70 mean you sound like an eighth-grader? Nope! Remember, a readability score doesn't measure your writing skills, your vocabulary size, or the sophistication of your argument. Rather, it tells you how much energy your reader will have to expend in order to absorb what you're saying.

Plain Language
https://www.plainlanguage.gov/about/definitions/
Language that is plain to one set of readers may not be plain to others. Material is in plain language if your audience can:
• Find what they need
• Understand what they find the first time they read or hear it
• Use what they find to meet their needs

Guide them through the information
Think about what your audience knows about the situation or topic you're writing about. Then, guide them through the information they need to know. To help you do this, try answering the following questions:
• Who is my audience?
• What does my audience already know about the subject?
• What does my audience need to know?
• What questions will my audience have?
• What's the best outcome for my agency? What do I need to say to get this outcome?
• What's the best outcome for our audience? What do I need to say to get this outcome?
Questions when writing a pitch

Global English
https://en.wikipedia.org/wiki/International_English
https://www.acclaro.com/blog/what-is-global-english/
https://www.acclaro.com/blog/what-is-global-english/
The emergence of so many hybrid forms of English means that Global English is becoming even more important. Global English, otherwise referred to as World English, Common English, General English, or even International English, is at the same time the collection of these different varieties of English that is spoken throughout the world, and also one language — the movement towards an international standard for the language.
What does this mean for you as you think about content translation, and taking it one step back, creating content destined for international audiences?
It means that it is even more important to understand how to write in Global English — specifically, following the 3 "C"s — to be able to save time and money when you translate that material in the future:
• BE CLEAR. Lower the risk of translation error.
• BE CONCISE. With fewer words to translate, your costs will be lower.
• BE CONSISTENT. With consistent use of vocabulary and tone, you can reuse assets.
• Shorter sentences
• Use fewer "mini words"
• Avoid too many negatives

Journey (Service Model / Delivery)
• Workflow - search the kbase to get quick insight and then resources
• Short sim - waiting in the airport, assigned through LMS via email opens and plays before getting on airplane
• Word doc - sent as a fun competition via Microsoft teams, upload rewritten pitches to Sharepoint, manger or lead declare the winner via Readability score

Use Case 1: At the Office
Focus: Plain Language and more
Actor: Alex, Global LinkedIn Sales Reps
Basic Flow:
1. Alex sits at their desk
2. Reviews the email communication tasks they need to complete
3. From the WalkMe Workstation, Alex searches for "communication tips international"
4. A Knowledge Base article appears "Communicating Globally" in results
5. Alex clicks on the results and receives best practices on plain language, readability, and global English, best practices includes:
    5.1. Simple tips per topic
    5.2. Includes brief how-to turn Readability in Microsoft Word
    5.3. WalkMe Launcher for WalkMe Walk-thru to turn on Readability in MS Word
    5.4. Recommendations of writing up emails, docs, presentation outlines in Microsoft Word first to ensure Readability
Deliverables:

- WalkMe Workstation search result (Resource)
- Knowledge Article with WalkMe Launcher
- WalkMe Walk-thru
- Further resources like Hemingway App (https://hemingwayapp.com/)
- PDF Job Aid

Use Case 2: On the Go
Focus: Global English
Actor: Alex, Global LinkedIn Sales Reps
Basic Flow:
1. Alex waiting for their flight to see a customer in Japan
2. On their phone, Alex receives a notification via email of a newly assigned Short Simulation via LMS, course "Communicating Globally"
3. Alex taps link and is taken to a mobile friendly Short Sim, the course includes:
    3.1. Practice scenarios when speaking to customers
    3.2. The scenarios offer different responses based on the customer
    3.3. It simulates speaking with customers where English is not their first language
    3.4. It provides coaching around plain language, readability, global English
    3.5. Each response Alex receives the Readability score
    3.6. At the end it suggests resources like MS Word Readability (+why) and Hemingway App
Deliverables:
- Short Simulation
- PDF Job Aid

Use Case 3: Readability Competition
Focus: Readability
Actor: Alex, Global LinkedIn Sales Reps
Basic Flow:
1. Alex receives a message in the Global Sales Reps Microsoft Teams channel
2. Message is a fun competition between reps, "Fix this Pitch"
3. The message outlines the rules, instructions, and includes an attachment:
    3.1. Download the MS Word with the pitch
    3.2. Currently has a bad Readability score, fix it and make it better
    3.3. Goal is to get it to a 60+ score, best score wins
    3.4. Add your name to the MS Word Title
    3.5. Includes brief instructions to turn on Readability and link to how to use
    3.6. After correcting the pitch upload to Sharepoint
Deliverables:
- MS Teams channel message
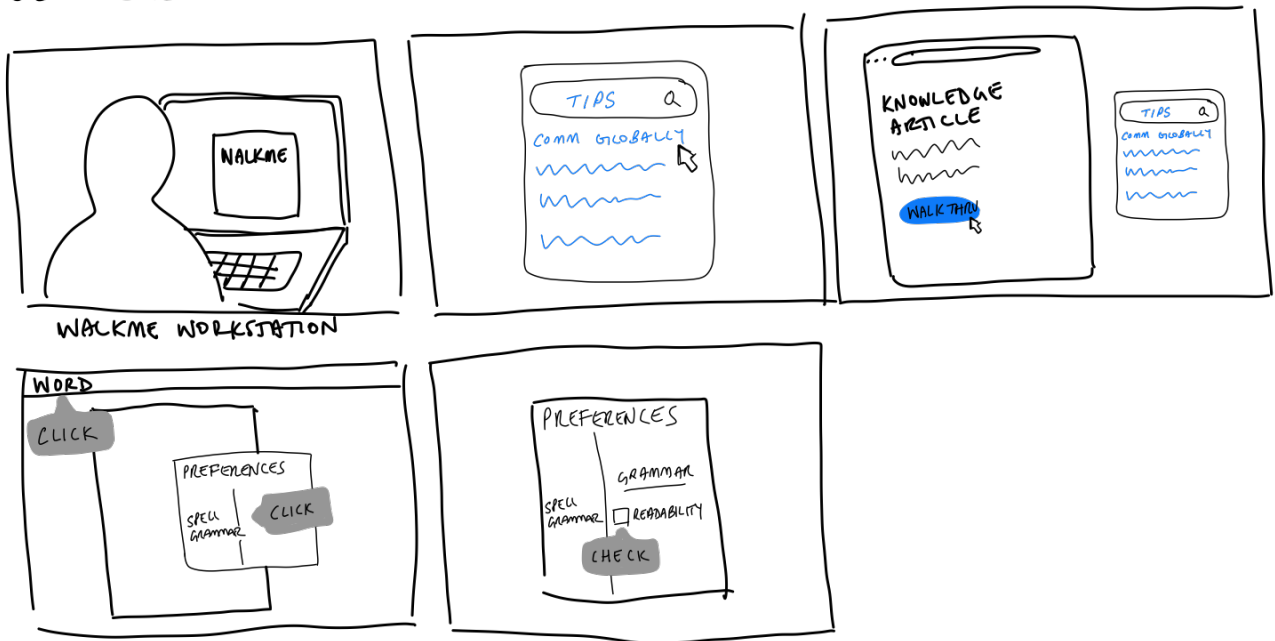- MS Word Pitch
- PDF Job Aid

Potential Next Steps
- Build off of this into a full Effective Communication experience (presentation skills, active listening, asking the right questions, etc)

- Build off into Cultural Awareness (Adapting to new cultures, Contextual Awareness, etc)
- Focus on Sales Competencies: Communication, Adaptability, Relationship Management, Customer Focus, Empathy

Mockup(s)

USE CASE 1

WALKME WORKSTATION

USE CASE 2

USE CASE 3

TEAMS

TEAMS
GLOBAL REPS

TEAMS
FIX THIS
PITCH
COMPETITION
KNOWLEDGE ARTICLE
DOWNLOAD PITCH
GLOBAL REPS

WORD
KNOWLEDGE
ARTICLE
READABILITY
· HOW TO
· TURN ON
PITCH

EDIT PITCH

SHAREPOINT
↑ UPLOAD
WORD
PITCH
EDITED

TEAMS
ALEX WINS
FIX THIS PITCH!
GLOBAL REPS