

# LinkedIn: Fix that Pitch!

Concept: Communicating Globally  
Role: Digital Adoption Specialist

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# **Learning Experience**

# Introduction

## **Microsoft Word + Readability**

Microsoft Word's feature Readability is something I love. It provides unlimited benefits depending on the scenario.

Here we explore the possibilities of readability as a tool and feature while introducing concepts like plain language and global English in crafting better communications as a sales representative whether it is an email, presentation, or cold call pitch.



# Persona

## Meet Alex!



### Role

Global LinkedIn Sales Representative

### Tools

Phone, video calls, email, computer, sales software, presentations, contracts, written communication

### Core Skills

Relationship management, excellent communicator, analytical acumen, problem solving

### Goals

- Acquiring new customers and managing the relationship with existing customers, monitor competition, and come up with innovative ideas to improve sales performance.
- Proactively work with the rest of the team to mature our business and sales strategy.
- Meet sales targets consistently and accurately.
- Have an expert understanding of the product.

### Needs

- Be able to represent the LinkedIn brand confidently and across different cultures.
- Communicate clearly, effectively and efficiently - no matter the context.
- Accurately assess a customer's needs and align a solution to it.
- Easily accessible resources and easy understand processes.
- Communicate so an international audience can understand.

### Obstacles

- Properly handle objections with cultural nuances in mind  
Communicate clearly, effectively and efficiently - no matter the context.
- Properly negotiate with cultural nuances in mind.
- Doesn't have much time for training.
- Create communications (emails, presentations, etc) for an international audience.

### Impact

- 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.

# Use Case 1



# Use Case 1

*What does Alex need right now?*

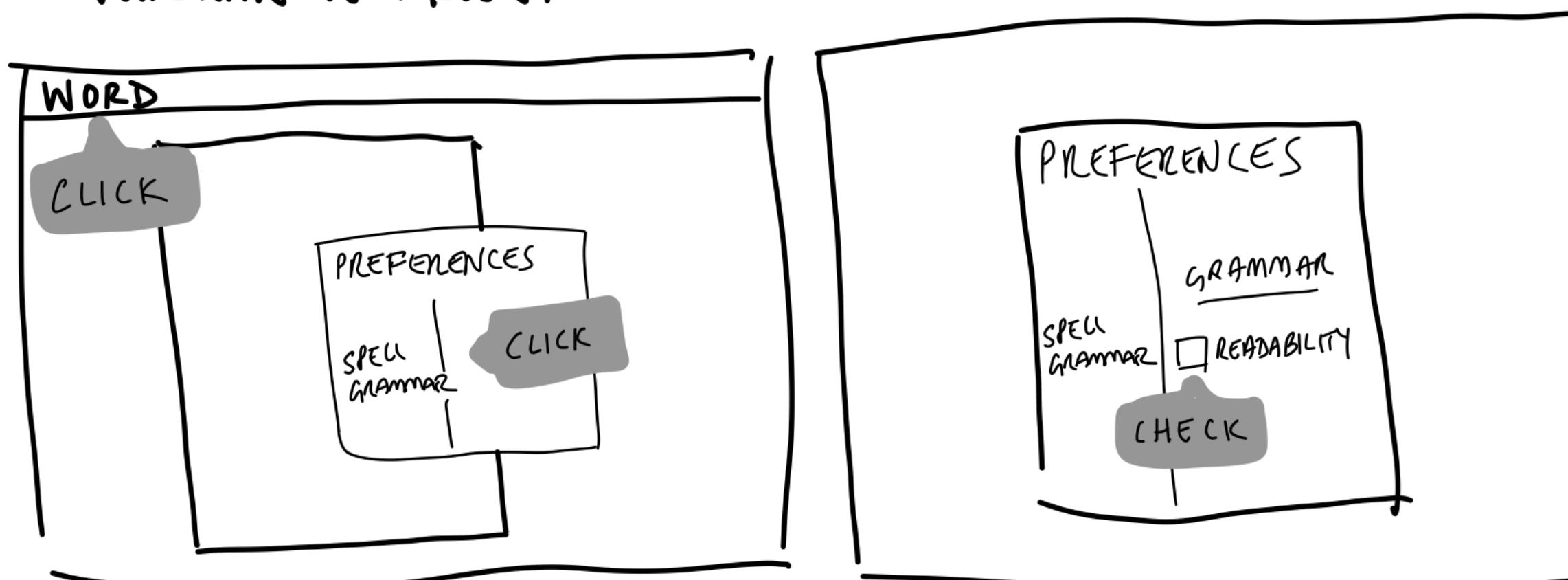
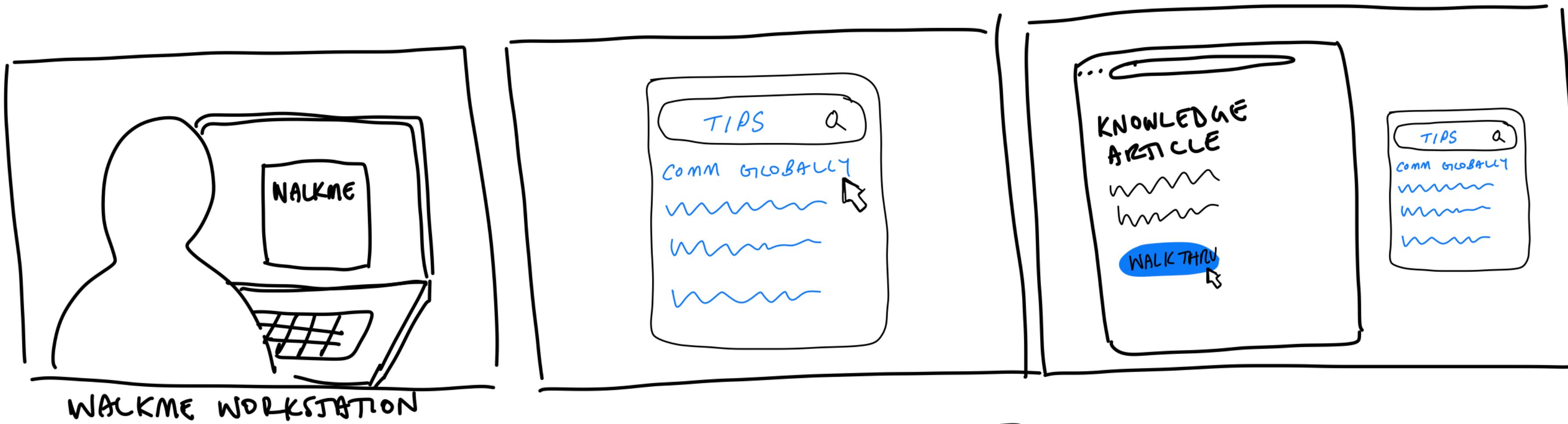
<b>Use Case</b>	At the Office
<b>Focus</b>	Plain Language + Readability
<b>Actor</b>	Alex, Global LinkedIn Sales Reps
<b>Basic Flow</b>	<ol style="list-style-type: none"><li>1. Alex sits at their desk</li><li>2. Reviews the email communication tasks they need to complete</li><li>3. From the WalkMe Workstation, Alex searches for “communication tips international”</li><li>4. A Knowledge Base article appears “Communicating Globally” in results</li><li>5. Alex clicks on the results and receives best practices on plain language, readability, and global English, best practices includes:<ol style="list-style-type: none"><li>5.1.Simple tips per topic</li><li>5.2.Includes brief how-to turn Readability in Microsoft Word</li><li>5.3.WalkMe Launcher for WalkMe Walk-thru to turn on Readability in MS Word</li><li>5.4.Recommendations of writing up emails, docs, presentation outlines in Microsoft Word first to ensure Readability</li></ol></li></ol>
<b>Deliverable(s)</b>	<ul style="list-style-type: none"><li>• WalkMe Workstation &gt; search result Knowledge Article (Resource)</li><li>• Knowledge Article with WalkMe Launcher</li><li>• WalkMe Walk-thru (via Launcher) to setup MS Word Readability</li></ul>



# Storyboard

Drawing it out provides a visual representation of the use case.

## USE CASE 1



Deliverables to Reference:  
• Knowledge Article Mockup

# Mockup

A simple walkthrough of solution with sample deliverables.

1

The screenshot shows a user interface for a knowledge base or help center. At the top, there's a navigation bar with 'me', 'Help', 'Onboarding', and 'Let's start'. Below it is a search bar containing 'communication tips international'. A red arrow points from this search bar to a specific article titled 'Communicating Globally Knowledge Article' in a results list. The article has a red circle icon next to its title. Other options in the list include 'Open a support ticket' and 'Open Product Feedback'. At the bottom, there are sections for 'Google Drive Quick Access' (with icons for SharePoint, New, Customers, post\_instal..., and snagit2021...) and 'Recent Search Results' (Workstation Updates and Presentation).

2

This is a Microsoft Word document titled 'Knowledge Article' with the subtitle 'Communicating Globally'. The text discusses the importance of adapting to international customers' needs and culture. It covers concepts like readability and provides tools like Flesch Reading Ease and Flesch Kincaid Grade Level. The text states that a readability score between 70 and 80 is equivalent to school grade level 8. It lists benefits for the audience: quicker to read, easier to understand, and easier to retain. A section on 'Get Started by using Readability in Microsoft Word' includes a link to Microsoft's support page and a PDF job aid. A WalkMe launcher button is at the bottom.

3

The screenshot shows the 'Spelling & Grammar' dialog box in Microsoft Word. The 'Spelling' tab is selected, showing several checked options: 'Always suggest corrections', 'Check spelling as you type', 'Flag repeated words', 'Frequently confused words', and 'Ignore Internet and file path addresses'. There are also checkboxes for ignoring uppercase words, numbers, and main dictionary only. The 'Grammar' tab is also visible, with the 'Show readability statistics' checkbox checked. A callout bubble with a red border and blue background points to this checkbox with the text 'Check the box to enable readability'.

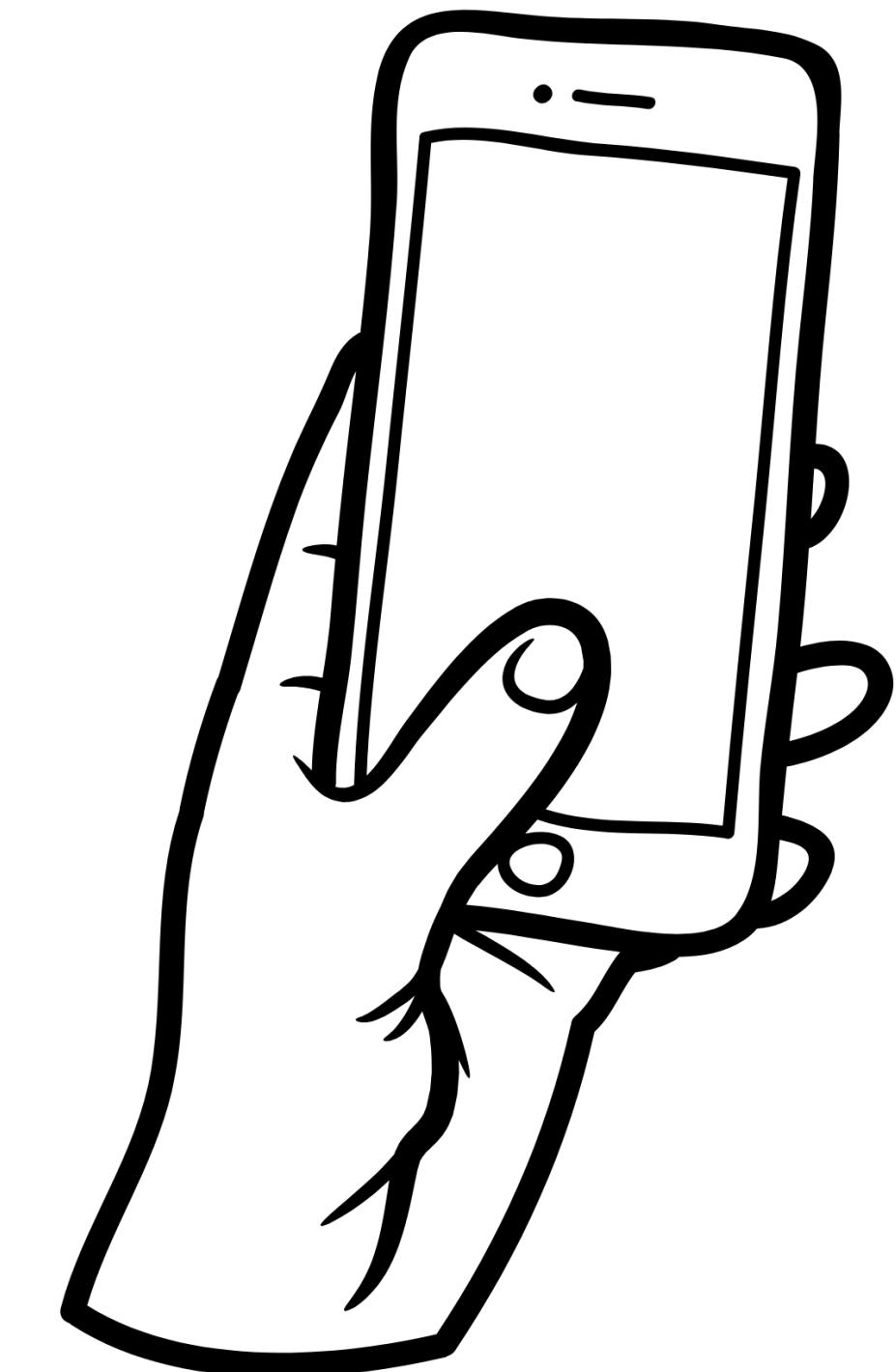
# Use Case 2



# Use Case 2

*What does Alex need right now?*

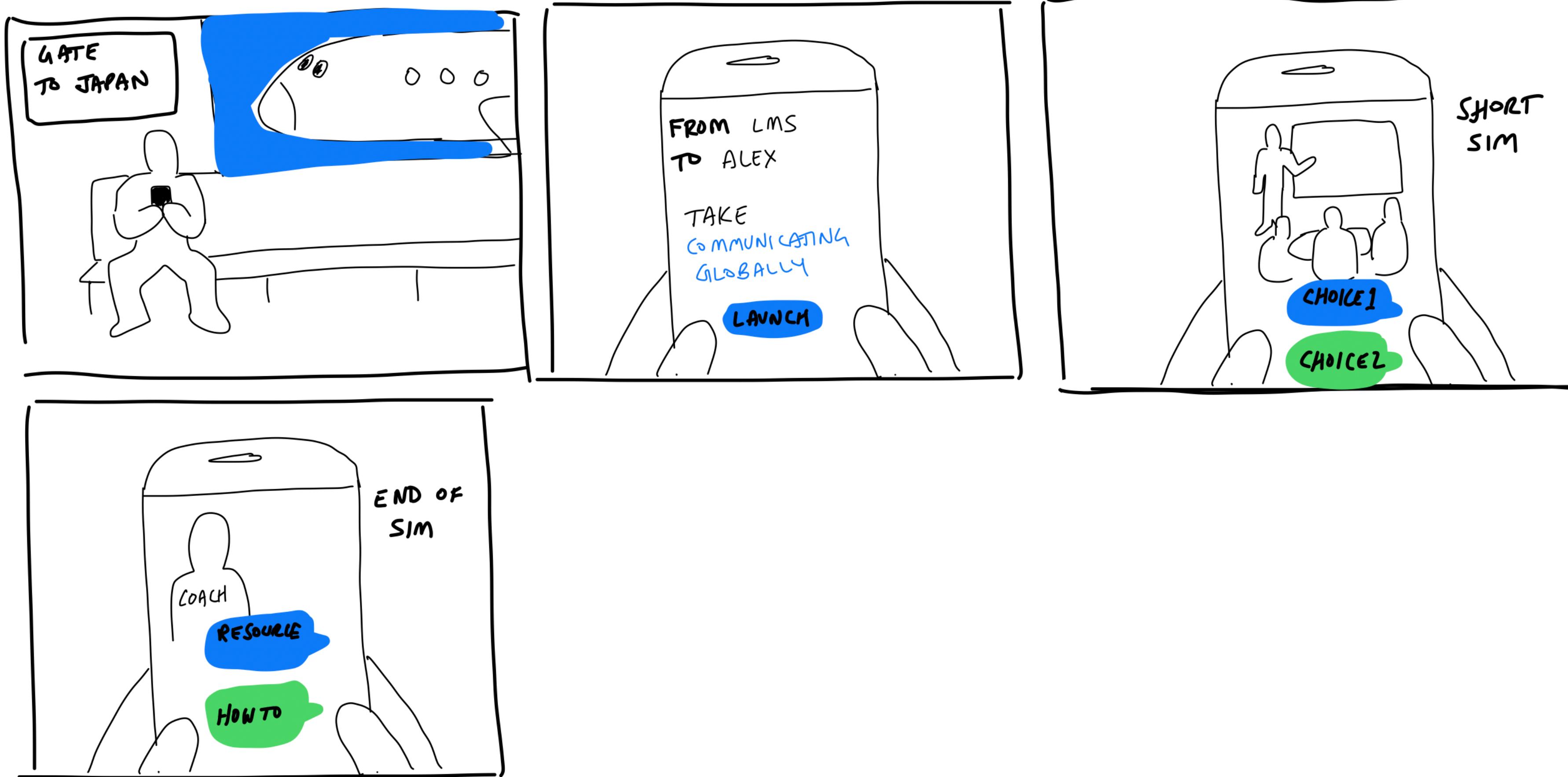
<b>Use Case</b>	At the Office
<b>Focus</b>	Global English + Readability
<b>Actor</b>	Alex, Global LinkedIn Sales Reps
<b>Basic Flow</b>	<ol style="list-style-type: none"><li>1. Alex waiting for their flight to see a customer in Japan</li><li>2. On their phone, Alex receives a notification via email of a newly assigned Short Simulation via LMS, course "Communicating Globally"</li><li>3. Alex taps link and is taken to a mobile friendly Short Sim, the course includes:<ol style="list-style-type: none"><li>3.1. Practice scenarios when speaking to customers</li><li>3.2. The scenarios offer different responses based on the customer</li><li>3.3. It simulates speaking with customers where English is not their first language</li><li>3.4. It provides coaching around plain language, readability, global English</li><li>3.5. Each response Alex receives the Readability score</li><li>3.6. At the end it suggests resources like MS Word Readability (+why) and Hemingway App</li></ol></li></ol>
<b>Deliverable(s)</b>	<ul style="list-style-type: none"><li>• Short Simulation</li><li>• PDF Job Aid</li></ul>



# Storyboard

Drawing it out provides a visual representation of the use case.

## USE CASE 2



- Deliverables to Reference:**
- Short Sim Mockup
  - MS Word Readability Job Aid

# Mockup

A simple walkthrough of solution with sample deliverables.

1

## Short Sim

Start Scene	Choice	Actions
You are a Global Sales Representative for LinkedIn.  You traveled internationally to your customer's home country to discuss and demo how LinkedIn Deep Sales platform will benefit them.	> Choice 1 Begin discussion	
Visual Ideas		
Scene 1.1	Choice	Actions
You introduce LinkedIn Deep Sales by saying...	> Choice 1  LinkedIn is uniquely qualified to address the challenges faced by sales leaders and reps. With the most comprehensive, accurate, first-party professional data in the world, we can provide insights and recommendations at a scale impossible for humans – unleashing sellers' superpowers and increasing revenue.	> Go back <i>Coach: This is really hard for your audience to understand and retain any benefits. Try again.</i> Readability Scores Reading: 16 Grade: 16

2

## Deep Sales presentation

You introduce LinkedIn Deep Sales by saying...

LinkedIn is uniquely qualified to address the challenges faced by sales leaders and reps. With the most comprehensive, accurate, first-party professional data in the world, we can provide insights and recommendations at a scale impossible for humans – unleashing sellers' superpowers and increasing revenue.

LinkedIn can assist with challenges your sales leaders and representatives face. Deep Sales delivers complete and accurate data. The platform gives insights and advice that you haven't had before. This can give your sellers superpowers and help to increase profit.

3



Great! You got some practice with Readability. Now, learn more with these resources.

Communicating Globally Knowledge Article [Link to]

Setup Readability in Microsoft Word [PDF Job Aid]

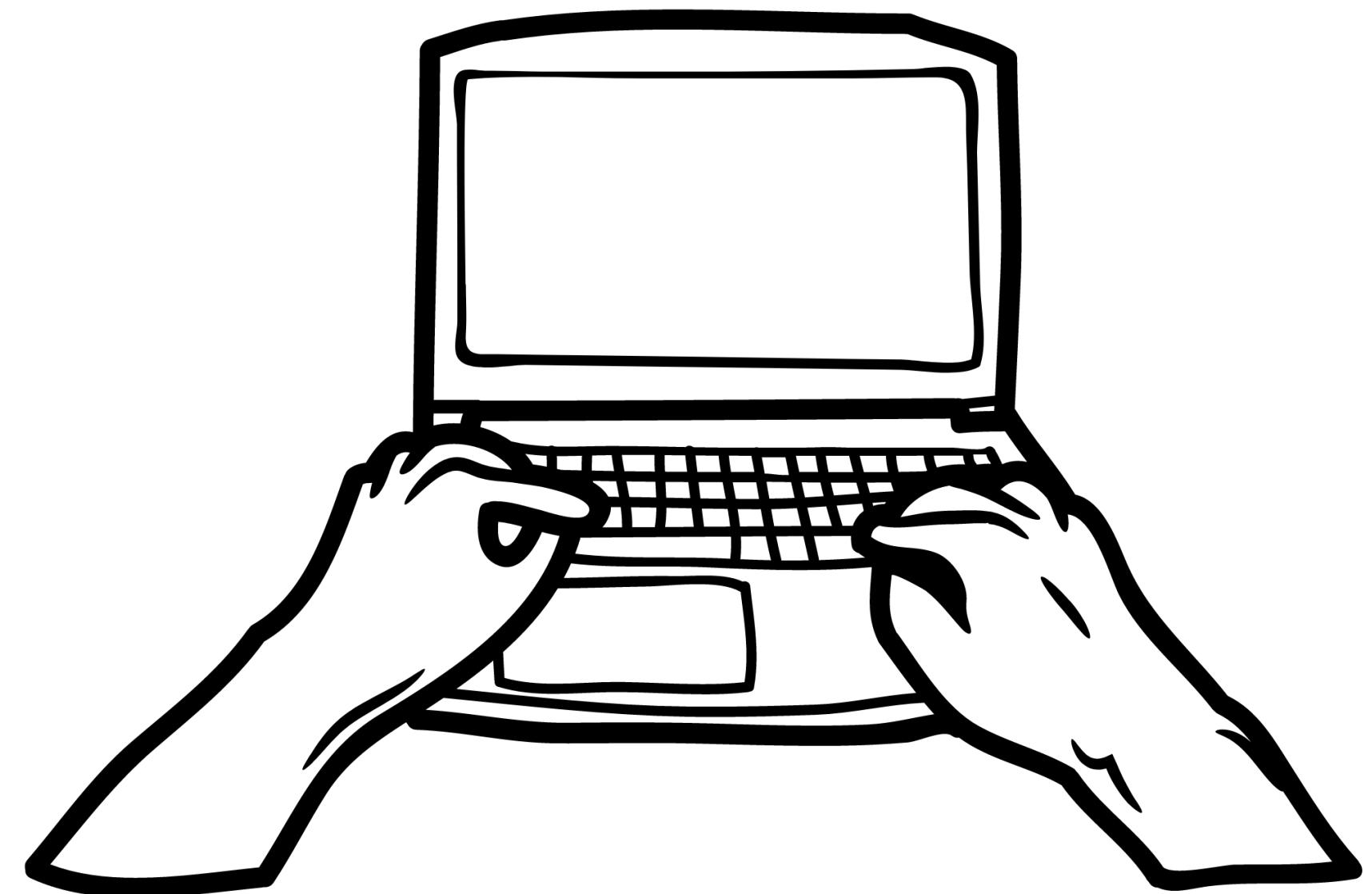
# Use Case 3



# Use Case 3

*What does Alex need right now?*

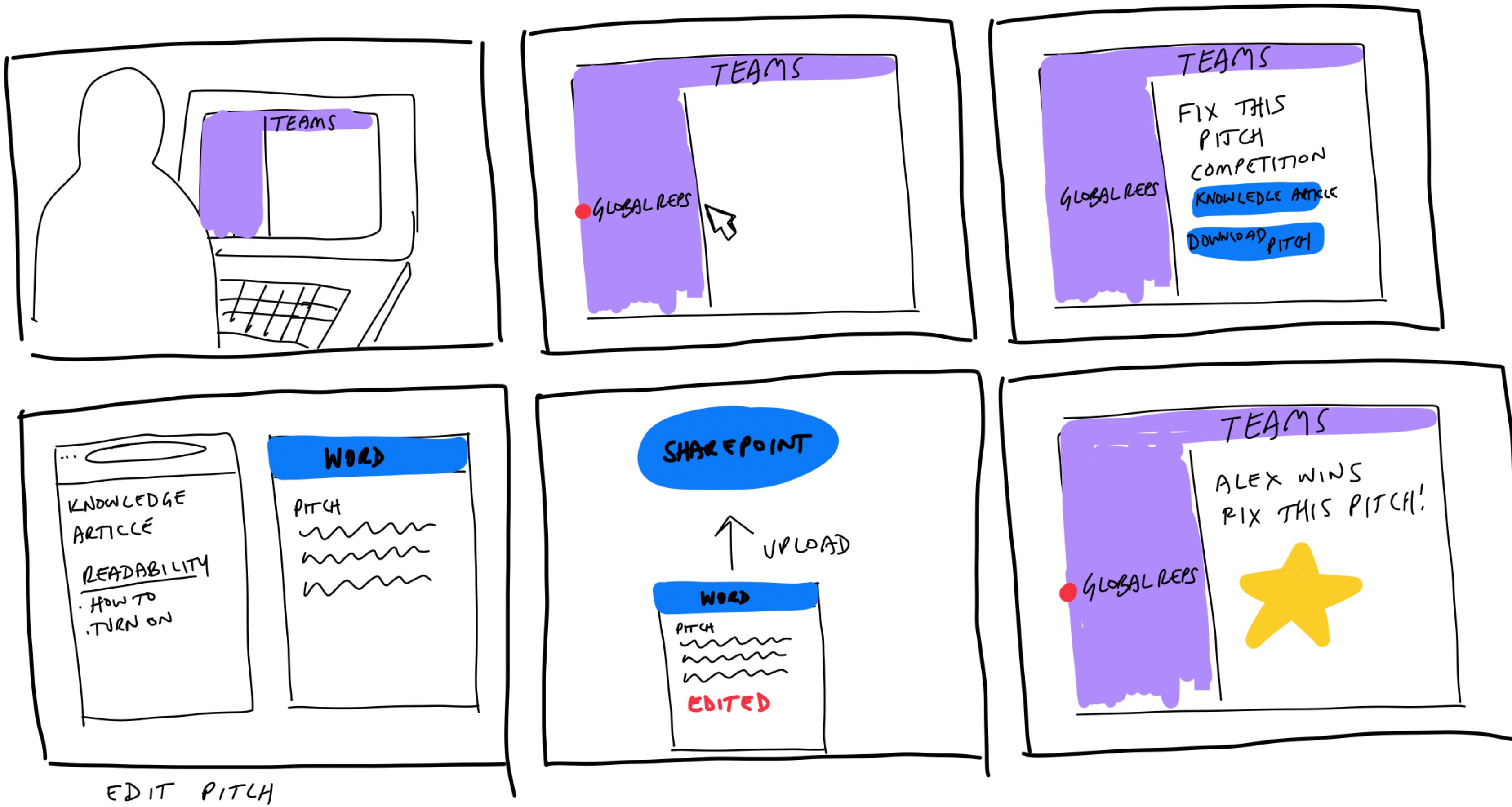
<b>Use Case</b>	Readability Competition
<b>Focus</b>	Readability
<b>Actor</b>	Alex, Global LinkedIn Sales Reps
<b>Basic Flow</b>	<ol style="list-style-type: none"><li>1. Alex receives a message in the Global Sales Reps Microsoft Teams channel</li><li>2. Message is a fun competition between reps, "Fix this Pitch"</li><li>3. The message outlines the rules, instructions, and includes an attachment:<ol style="list-style-type: none"><li>3.1. Download the MS Word with the pitch</li><li>3.2. Currently has a bad Readability score, fix it and make it better</li><li>3.3. Goal is to get it to a 60+ score, best score wins</li><li>3.4. Add your name to the MS Word Title</li><li>3.5. Includes brief instructions to turn on Readability and link to how to use</li><li>3.6. After correcting the pitch upload to Sharepoint</li></ol></li></ol>
<b>Deliverable(s)</b>	<ul style="list-style-type: none"><li>• MS Teams channel message</li><li>• MS Word Pitch</li><li>• PDF Job Aid</li></ul>



# Storyboard

Drawing it out provides a visual representation of the use case.

## USE CASE 3



- Deliverables to Reference:**
- Readability Pitch Competition Worksheet
  - MS Word Readability Job Aid
  - Knowledge Article Mockup

# Mockup

A simple walkthrough of solution with sample deliverables.

1

★ANNOUNCING “Fix that Pitch” Competition★  
Team! We have something fun and challenging here.

This pitch is terrible. It needs your help. Using Readability in Microsoft Word, fix it and make it better. It currently has a bad Readability Score - the goal is 60+. Whoever can get the best Readability Score wins this competition.

How to compete:

1. [Download](#) this Microsoft Word doc with the pitch.
2. Follow these instructions to turn on [Readability in MS Word \[Job Aid\]](#).
3. Use this [Knowledge Article](#) to learn about Readability and more.
4. Edit the pitch and check the Readability Score and add it to the doc.
5. Submit your version via Sharepoint.

2

Readability Scores:  
Reading: 31  
Grade: 12

Together, LinkedIn Sales Navigator and LinkedIn Sales Insights comprise the LinkedIn deep sales platform. They translate comprehensive, high quality data into dynamic insights that empower organizations to identify, research, and prioritize the accounts to act on.

Build trusted relationships that lead to increased sales performance. A Sales Intelligence platform that enables sales professionals to build and maintain relationships with their buyers at scale.

3

Readability Scores:  
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Build trusted relationships that lead to increased sales performance. A Sales Intelligence platform that enables sales professionals to build and maintain relationships with their buyers at scale.

**EDITED**

## Microsoft Word: Readability

### Turn It On

#### On Windows:

1. In Word, click on the File tab, and choose Options
2. Once you're in the Options window, select the Proofing tab
3. Check the boxes that say “Check grammar with spelling” and “Show readability statistics” in the Proofing Tab
4. Click OK when you're done

#### On Mac:

5. Open Word
6. Click on the menu bar item that says Word (next to the Apple logo on the upper left side)
7. Click on Preferences
8. Click on Spelling and Grammar
9. Under Grammar, make sure to check the “show readability statistics” box
10. Click the X to close the tab

### Use It!

#### On Windows:

# **Strategy**

# Overall Process

A high-level overview of the actions taken following a Design Thinking methodology.

## 1. Brain Dumped

Understand and layout assumptions

## 2. Persona Imagined

Draft a persona that would allow a focused solution(s)

## 3. Problem Defined

Clearly state the root problem the solution(s) will try to solve

## 4. Solutions Cooked Up

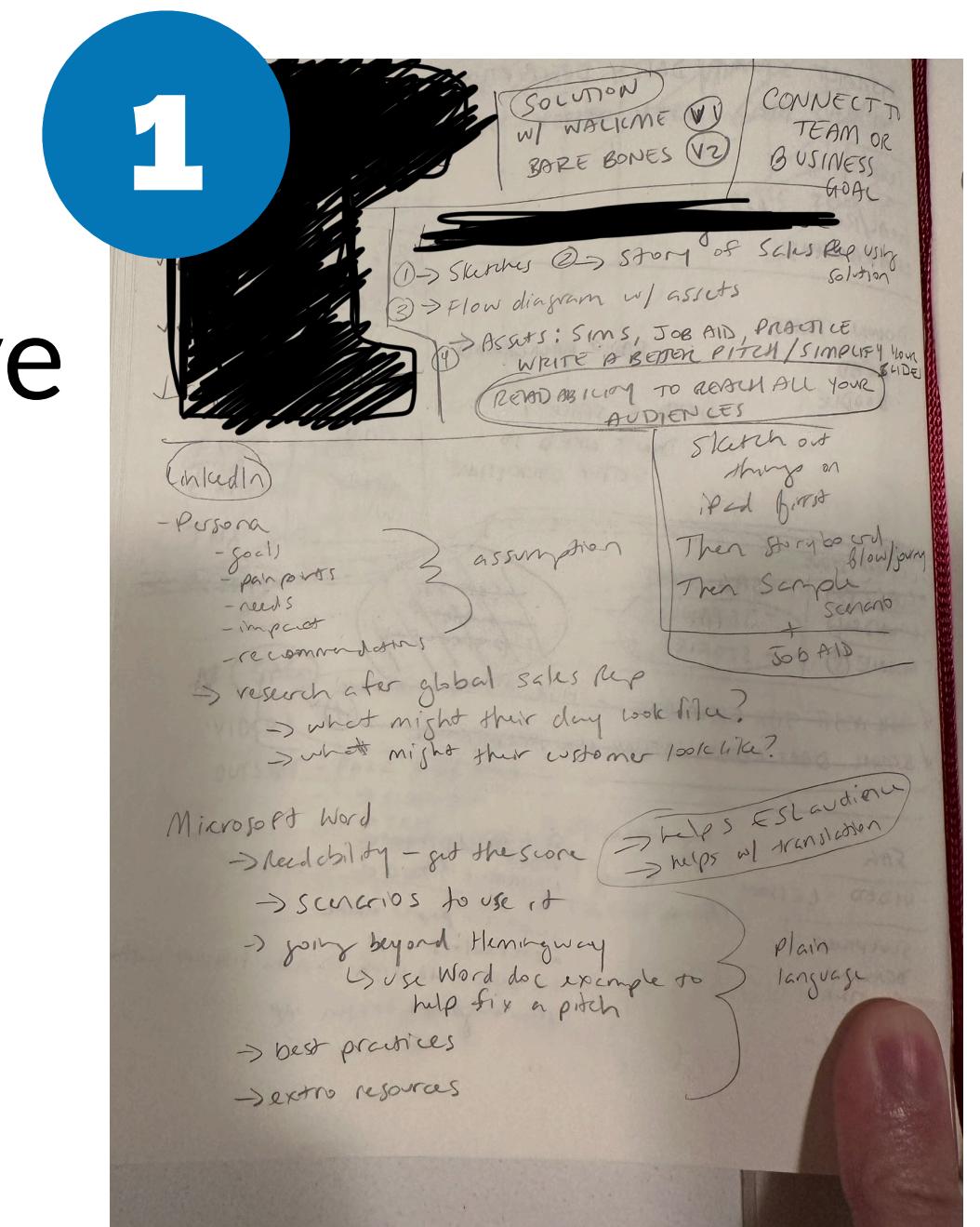
Draw out what the solutions might look like

## 5. Mockups Outlined

Create the bare bones to prototype solution(s)



Source: Nielsen Norman Group



# Solution

Alex needs a way to clearly and concisely create communications for a global audience.

## ***What is Alex's problem?***

As a Global Sales Rep they often interact with an international audience (calls, emails, presentations, etc). Sometimes their audience has difficulty understanding if the information is too complex or filled with jargon.

## ***How might we solve for Alex's problem? Solution(s)?***

Give Alex the tools to effectively create communications with a wide-range of audiences globally that may use English (but may not be their primary language), have cultural differences, and have little time to decode communications.



# Journey

At different moments Alex will receive support to accomplish their goal of effectively communicating with a wide-range of audiences globally. Support will be given through a variety of experiences and media like workflow software platforms, short simulations, knowledge base articles, job aids, and friendly competition.

Each experience is defined by a Use Case that focuses on one aspect of creating clear communication: plain language, readability, and global English. **This centers around Microsoft Word's Readability feature and how it will benefit Alex in doing their job.** Below is a summary of each - with details following.

## **Use Case 1**

### *At the Office*

Alex is at their desk and uses desktop software to learn about plain language and MS Word's Readability.

## **Use Case 2**

### *On the Go*

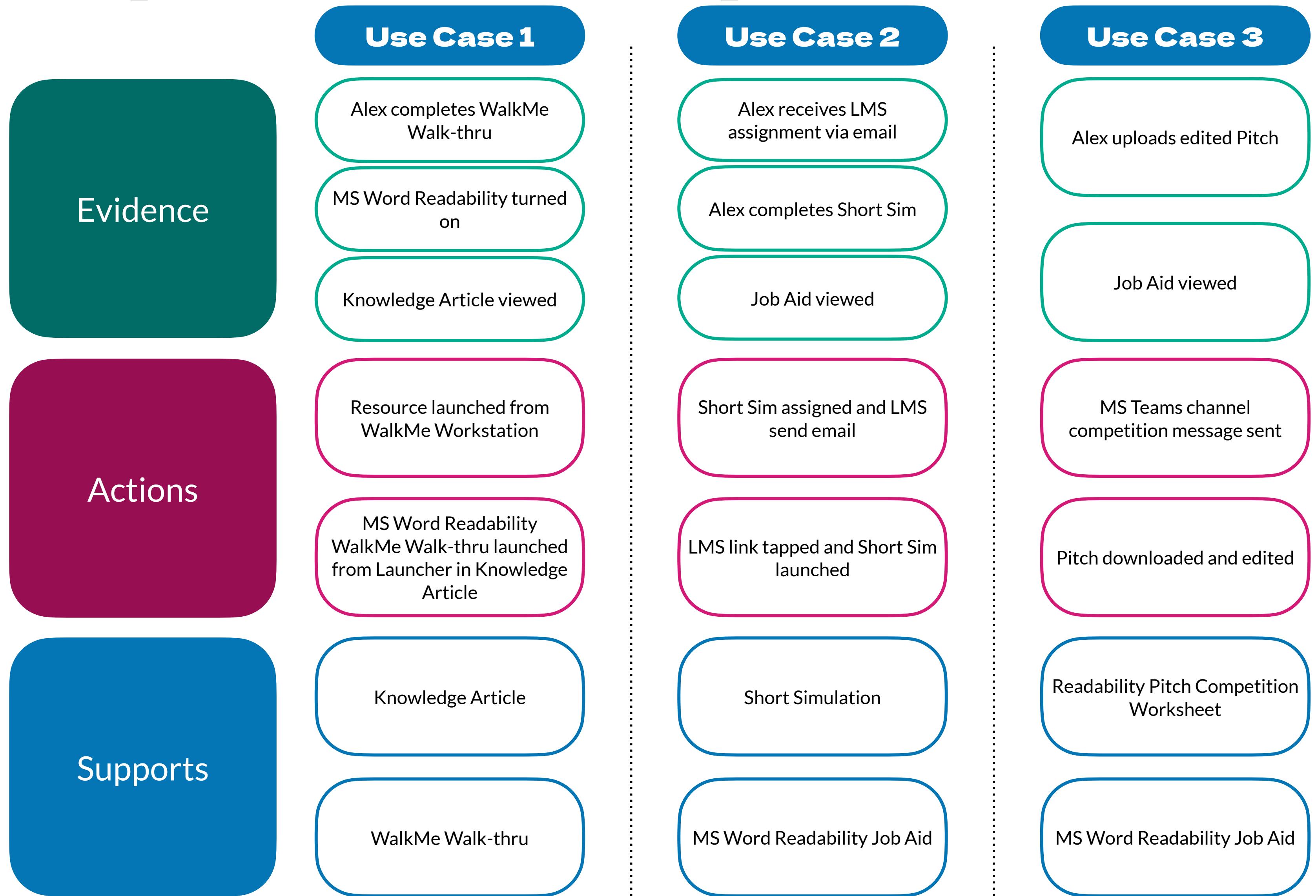
Alex is at the airport about to board a plane to a customer and takes a short simulation to learn about global English and MS Word's Readability.

## **Use Case 3**

### *Fix that Pitch*

Alex is checking in Microsoft Teams channel and is invited to a competition to edit a pitch to learn about readability and MS Word's Readability.

# Experience Blueprint



# Results

- Each micro-experience introduces a concept and MS Word's Readability feature.
- The best experience is providing them as a string over time for our busy professional, Alex.
- Spaced repetition of the combo concept + feature will help with adoption of the feature allowing Alex to experience its benefits while doing their job.
- Readability Scores can also act as a data source to evaluate Sales Rep performance.

## Use Case 1

### *At the Office*

Alex using MS Word's Readability on their Deep Sales Presentation Outline. Checking for plain language and achieving a good Readability Score.



## Use Case 2

### *On the Go*

Alex gets to practice choosing the best talking points based on global English best practices and recognizing writing that using better Readability Scores.



## Use Case 3

### *Fix that Pitch*

Alex gets to show off the skills they've been building - communication concepts and a MS Word Readability expert.



# **Wrap Up!**

# Next Steps

## Goal

Learning that has a layer of abstraction, letting learners connect the dots and give them space to form their own thoughts. Building a sense of curiosity, so learners want to seek and search is important.

## Continued Education

- Build more micro-experiences into a full Effective Communication journey (presentation skills, active listening, asking the right questions, etc)
- Create micro-experience around Cultural Awareness (Adapting to new cultures, Contextual Awareness, etc)
- Micro-experiences that focus on Sales Competencies: Communication, Adaptability, Relationship Management, Customer Focus, Empathy



# Thank you!

**2022 Sean Ward**

# Appendix

# **LinkedIn: Digital Adoption Case Study**

Here is the given prompt to solve.

## **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