

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?

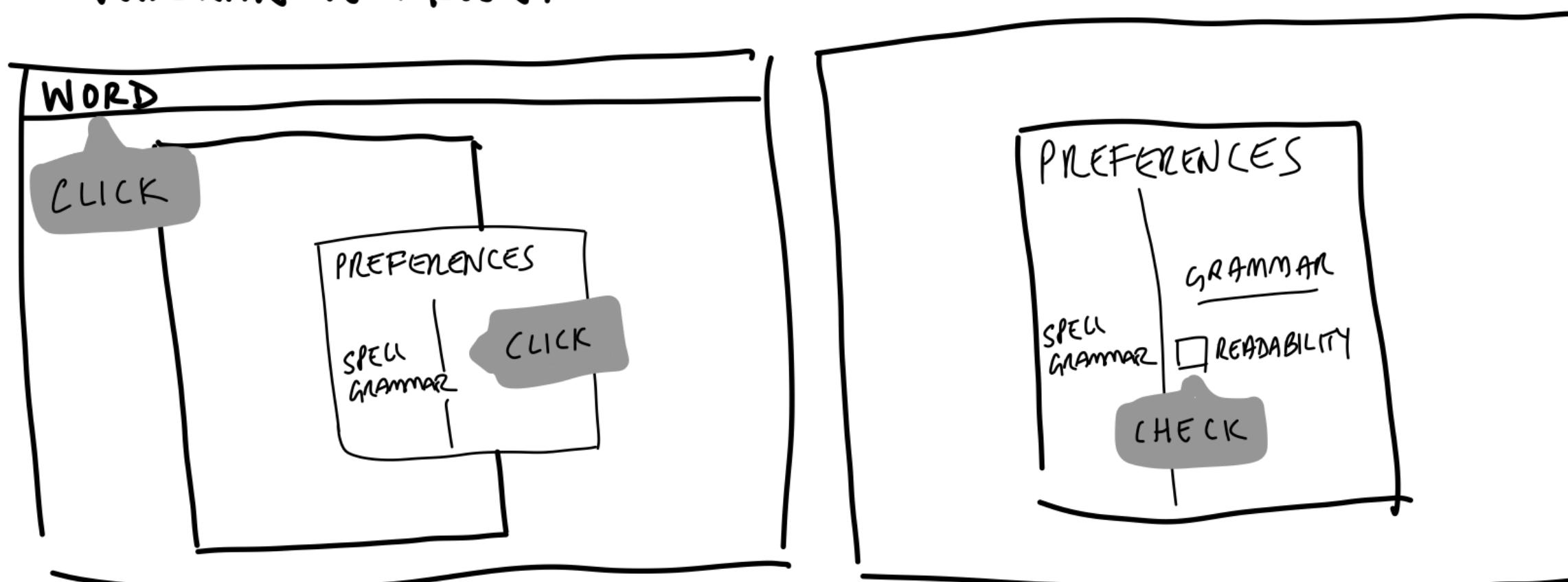
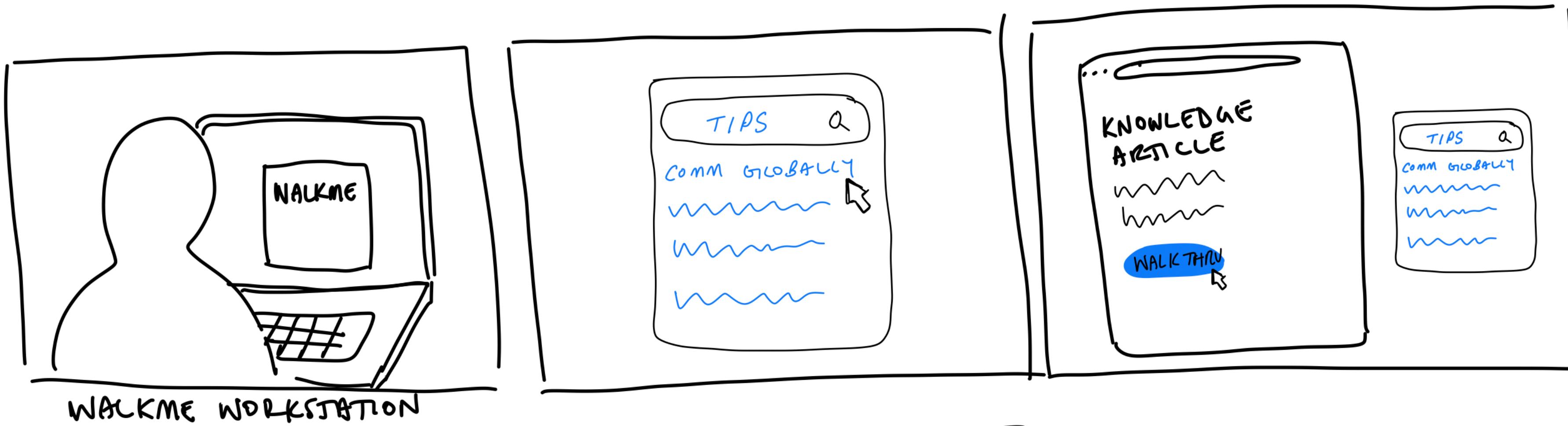
Use Case	At the Office
Focus	Plain Language + Readability
Actor	Alex, Global LinkedIn Sales Reps
Basic Flow	<ol style="list-style-type: none">1. Alex sits at their desk2. Reviews the email communication tasks they need to complete3. From the WalkMe Workstation, Alex searches for “communication tips international”4. A Knowledge Base article appears “Communicating Globally” in results5. 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">5.1.Simple tips per topic5.2.Includes brief how-to turn Readability in Microsoft Word5.3.WalkMe Launcher for WalkMe Walk-thru to turn on Readability in MS Word5.4.Recommendations of writing up emails, docs, presentation outlines in Microsoft Word first to ensure Readability
Deliverable(s)	<ul style="list-style-type: none">• WalkMe Workstation > search result Knowledge Article (Resource)• Knowledge Article with WalkMe Launcher• WalkMe Walk-thru (via Launcher) to setup MS Word Readability



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 communication platform. At the top, there's a navigation bar with icons for 'me', 'Help', 'Onboarding', and 'Let's start'. Below it is a search bar with the placeholder 'communication tips international'. A red arrow points from the number '1' to the 'Communication Article' section. This section contains a title 'Communicating Globally Knowledge Article', a link to 'Open a support ticket', and a link to 'Open Product Feedback'. At the bottom, there's a 'Recent Search Results' section with a 'Workstation Updates' item.

2

The screenshot displays a 'Knowledge Article' titled 'Communicating Globally'. The article discusses the importance of adapting to international customers' needs and culture. It includes sections on 'Readability' and 'Flesch Reading Ease'. A red arrow points from the number '2' to the 'Readability' section. A callout box with the text 'Check the box to enable readability' has a red border around the 'Show readability statistics' checkbox in the 'Grammar' settings. The article concludes with a 'Get Started by using Readability in Microsoft Word' section, which includes a link to 'Using MS Word Readability' and a 'PDF Job Aid' for 'How to setup Readability in MS Word'.

3

The screenshot shows the 'Spelling & Grammar' settings in Microsoft Word. The 'Spelling' section is visible on the left, and the 'Grammar' section is on the right. A red arrow points from the number '3' to the 'Grammar' section. A callout box with the text 'Check the box to enable readability' has a red border around the 'Show readability statistics' checkbox in the 'Grammar' settings. Other options like 'Check grammar as you type' and 'Check grammar and refinements on Editor pane' are also shown.

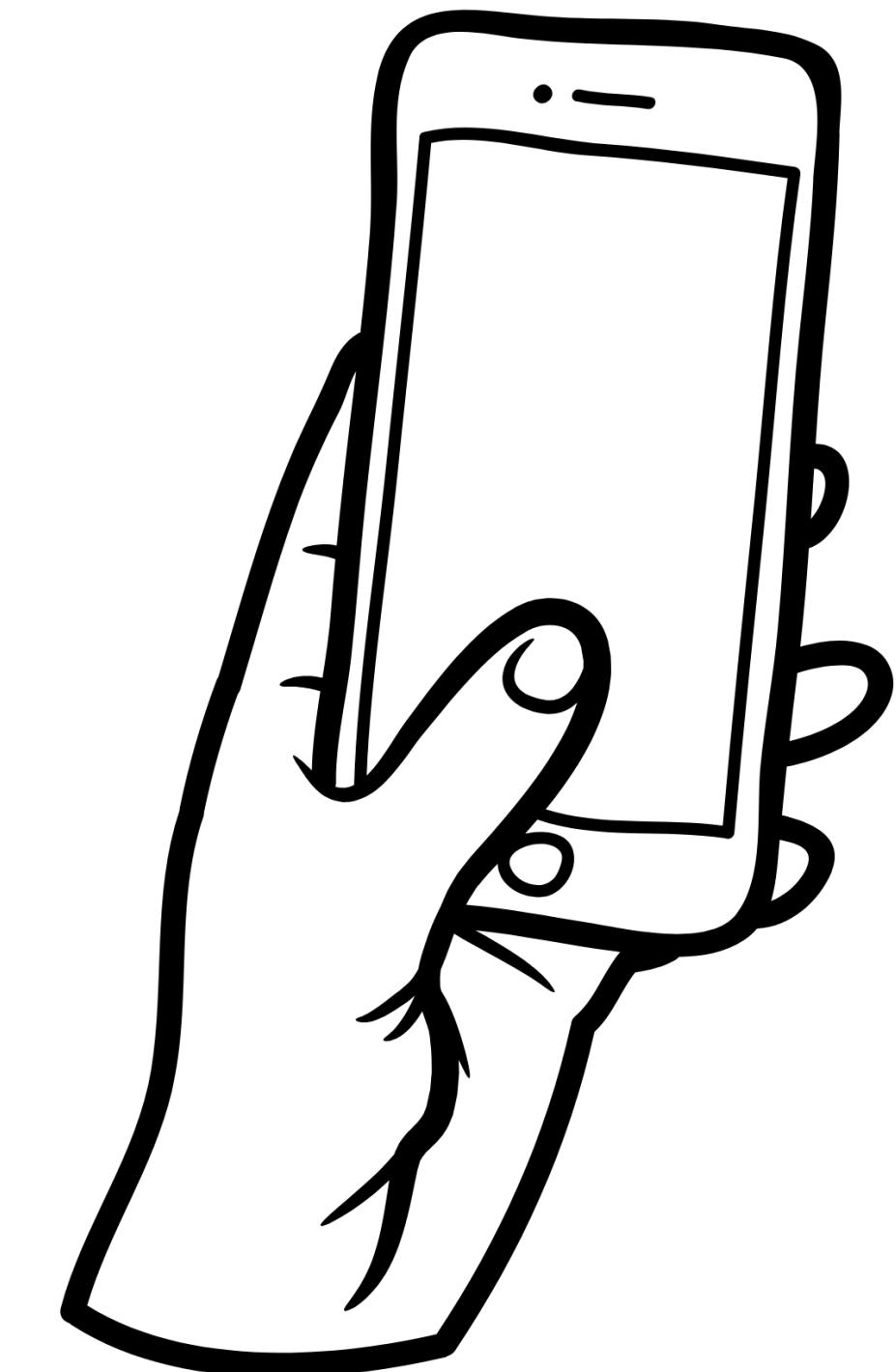
Use Case 2



Use Case 2

What does Alex need right now?

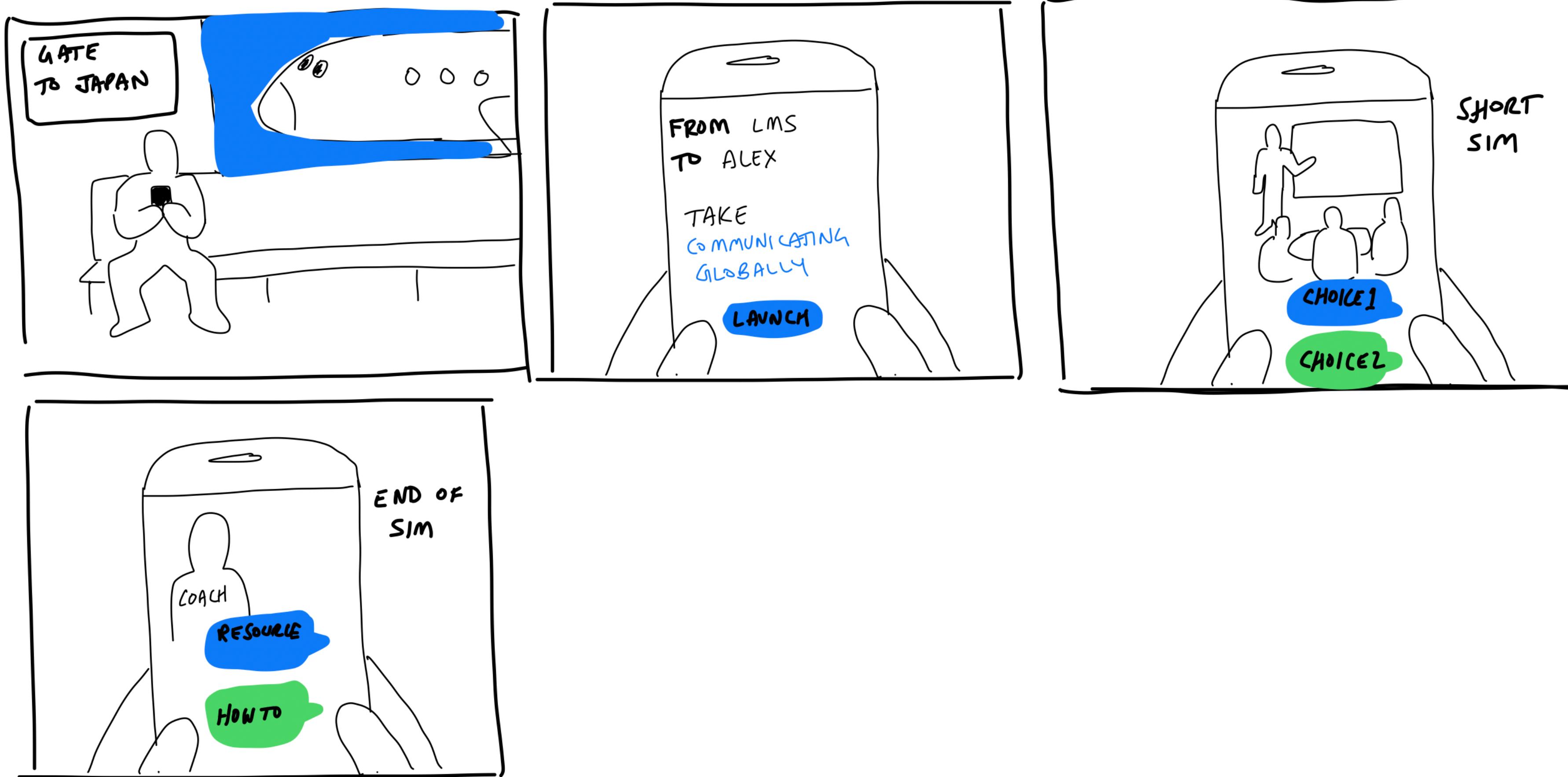
Use Case	At the Office
Focus	Global English + Readability
Actor	Alex, Global LinkedIn Sales Reps
Basic Flow	<ol style="list-style-type: none">1. Alex waiting for their flight to see a customer in Japan2. On their phone, Alex receives a notification via email of a newly assigned Short Simulation via LMS, course "Communicating Globally"3. Alex taps link and is taken to a mobile friendly Short Sim, the course includes:<ol style="list-style-type: none">3.1. Practice scenarios when speaking to customers3.2. The scenarios offer different responses based on the customer3.3. It simulates speaking with customers where English is not their first language3.4. It provides coaching around plain language, readability, global English3.5. Each response Alex receives the Readability score3.6. At the end it suggests resources like MS Word Readability (+why) and Hemingway App
Deliverable(s)	<ul style="list-style-type: none">• Short Simulation• PDF Job Aid



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]

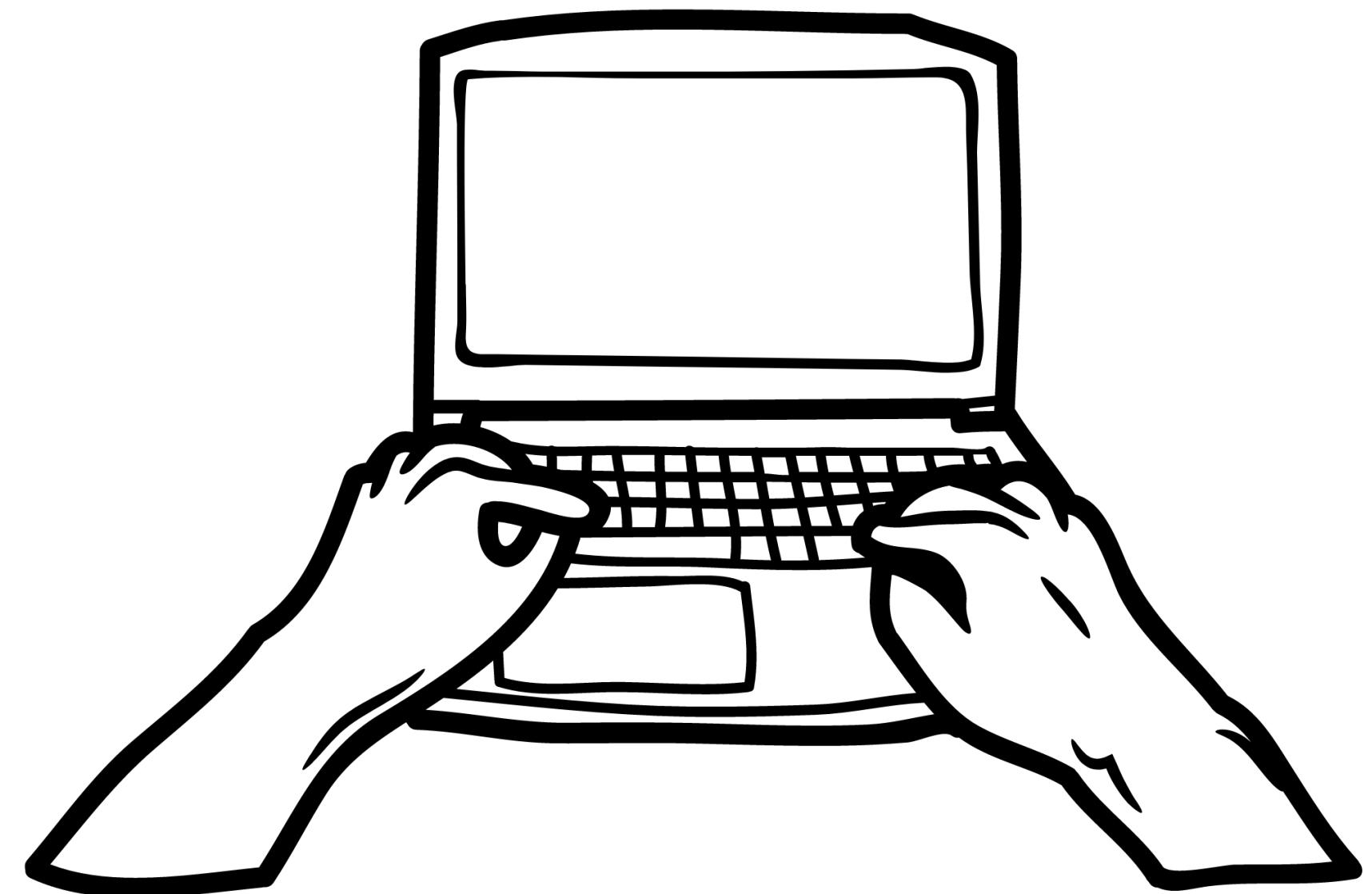
Use Case 3



Use Case 3

What does Alex need right now?

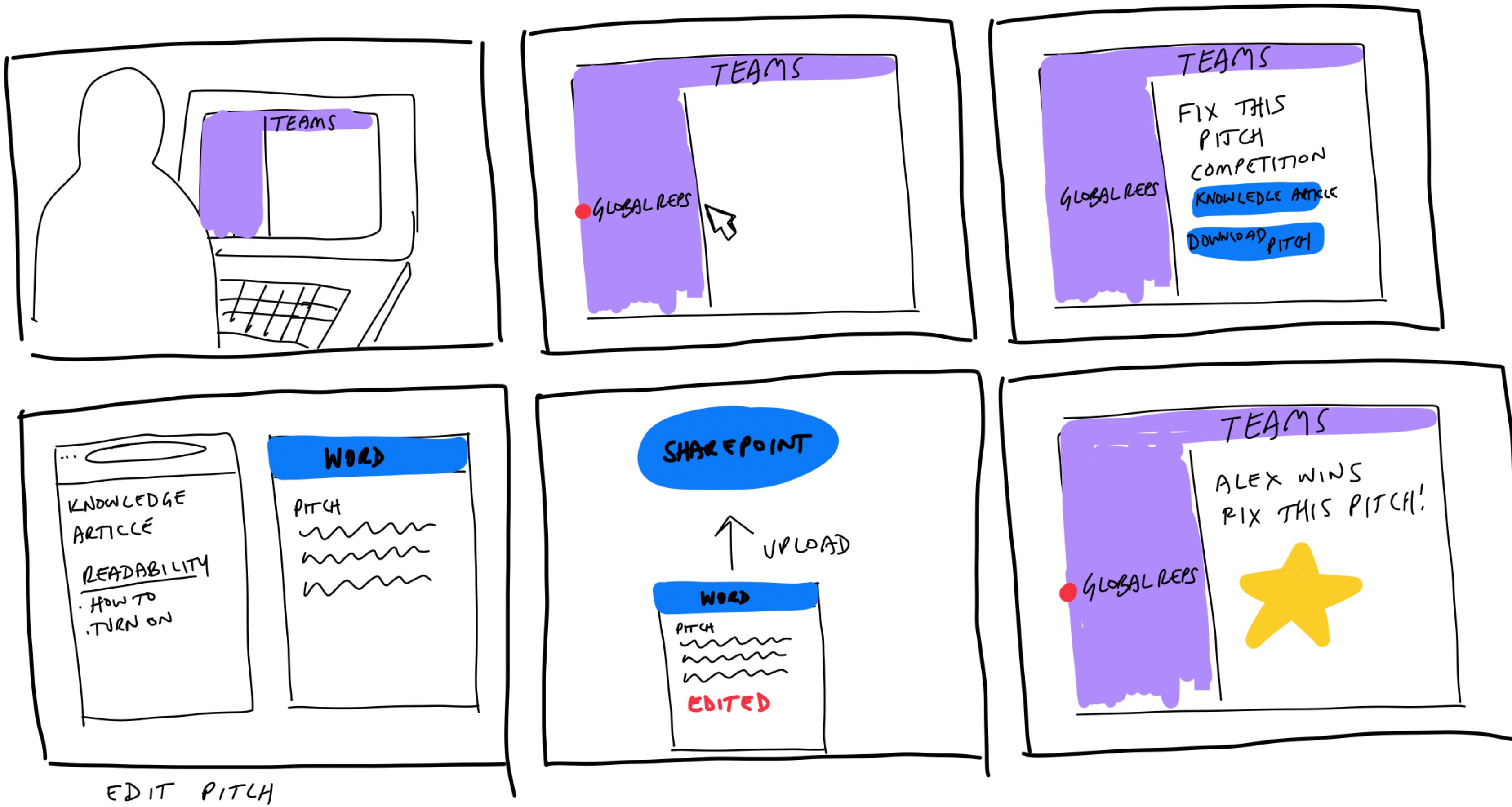
Use Case	Readability Competition
Focus	Readability
Actor	Alex, Global LinkedIn Sales Reps
Basic Flow	<ol style="list-style-type: none">1. Alex receives a message in the Global Sales Reps Microsoft Teams channel2. Message is a fun competition between reps, "Fix this Pitch"3. The message outlines the rules, instructions, and includes an attachment:<ol style="list-style-type: none">3.1. Download the MS Word with the pitch3.2. Currently has a bad Readability score, fix it and make it better3.3. Goal is to get it to a 60+ score, best score wins3.4. Add your name to the MS Word Title3.5. Includes brief instructions to turn on Readability and link to how to use3.6. After correcting the pitch upload to Sharepoint
Deliverable(s)	<ul style="list-style-type: none">• MS Teams channel message• MS Word Pitch• PDF Job Aid



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:
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.

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

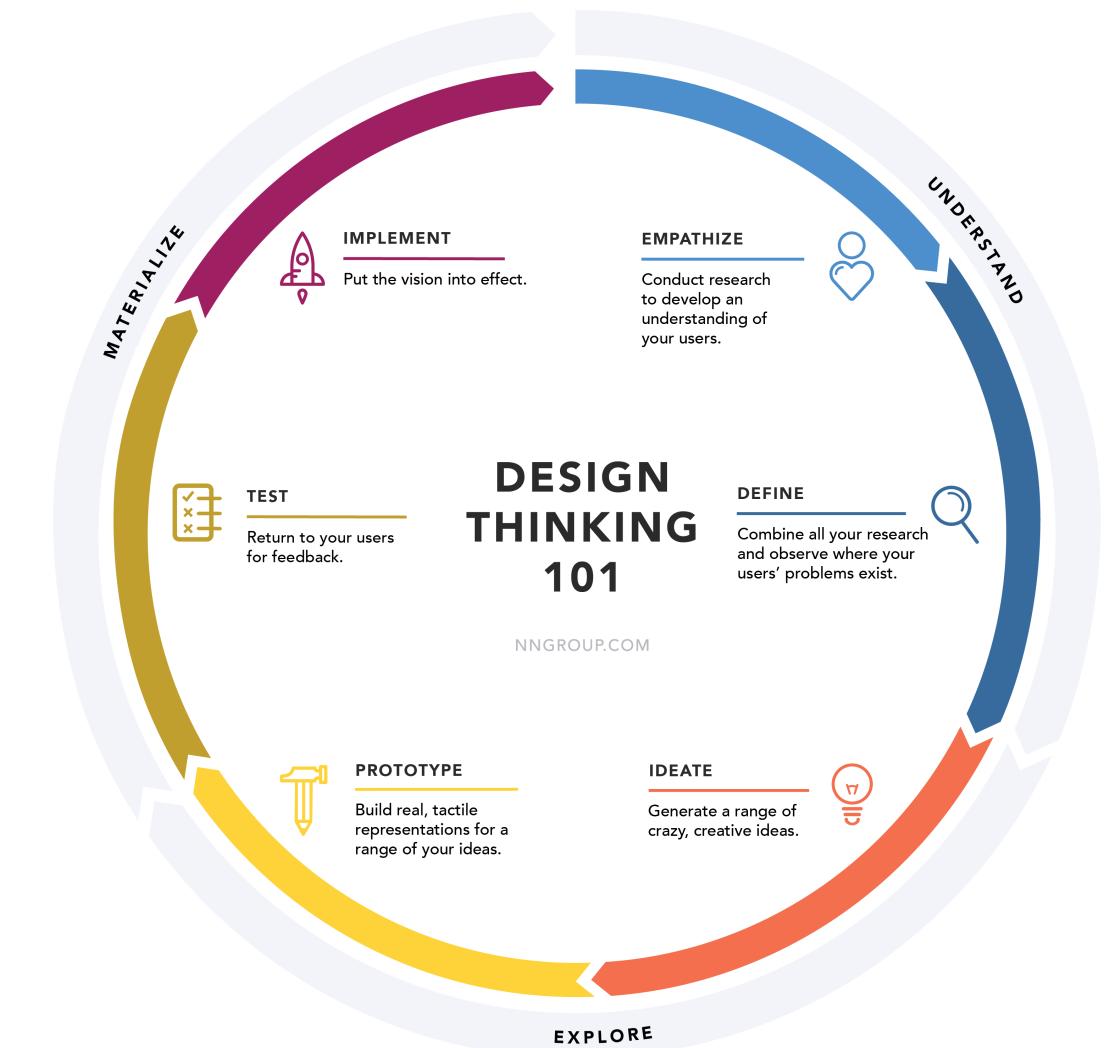
Clearly state the root problem the solution(s) will try to solve

4. Solutions Cooked Up

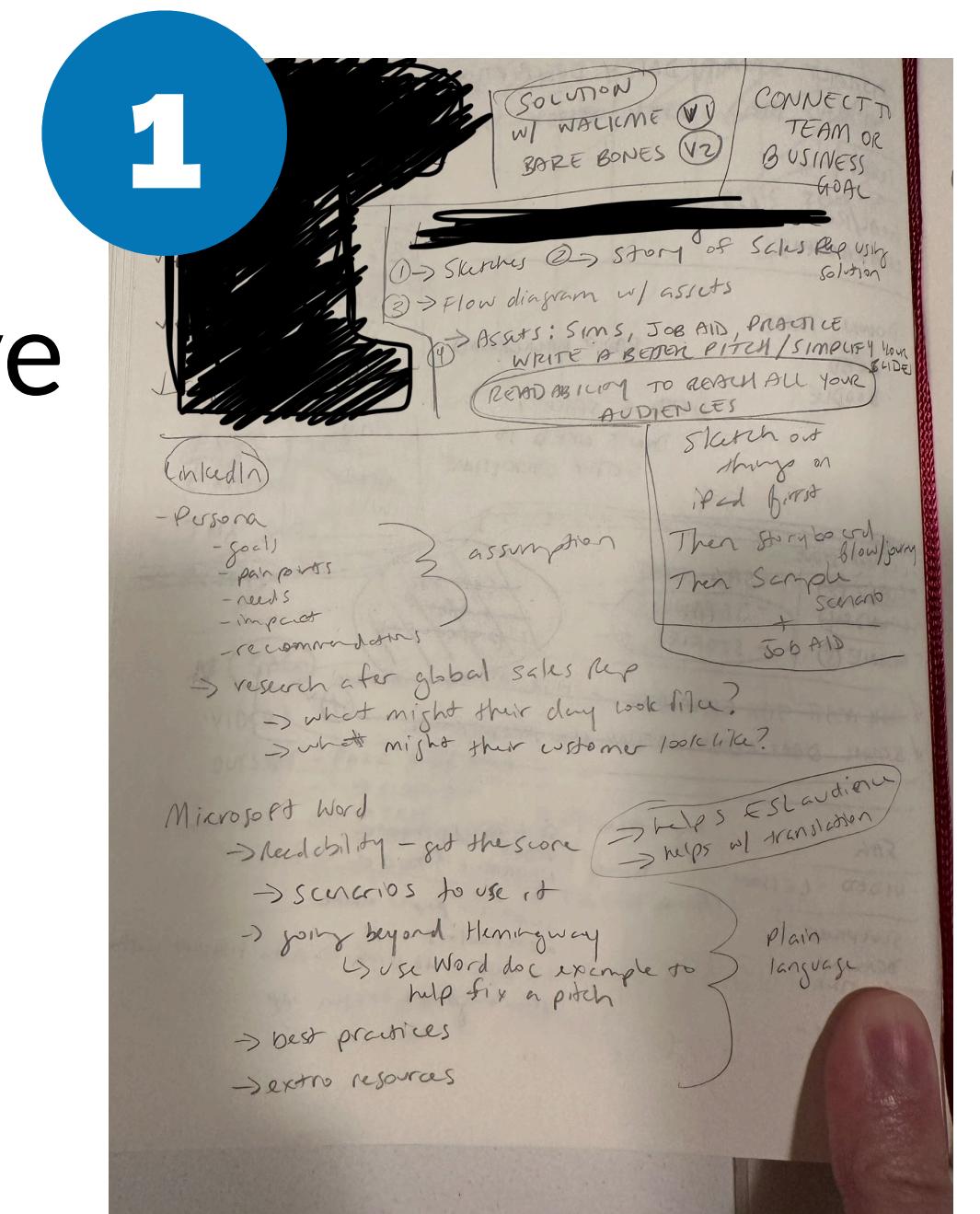
Draw out what the solutions might look like

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

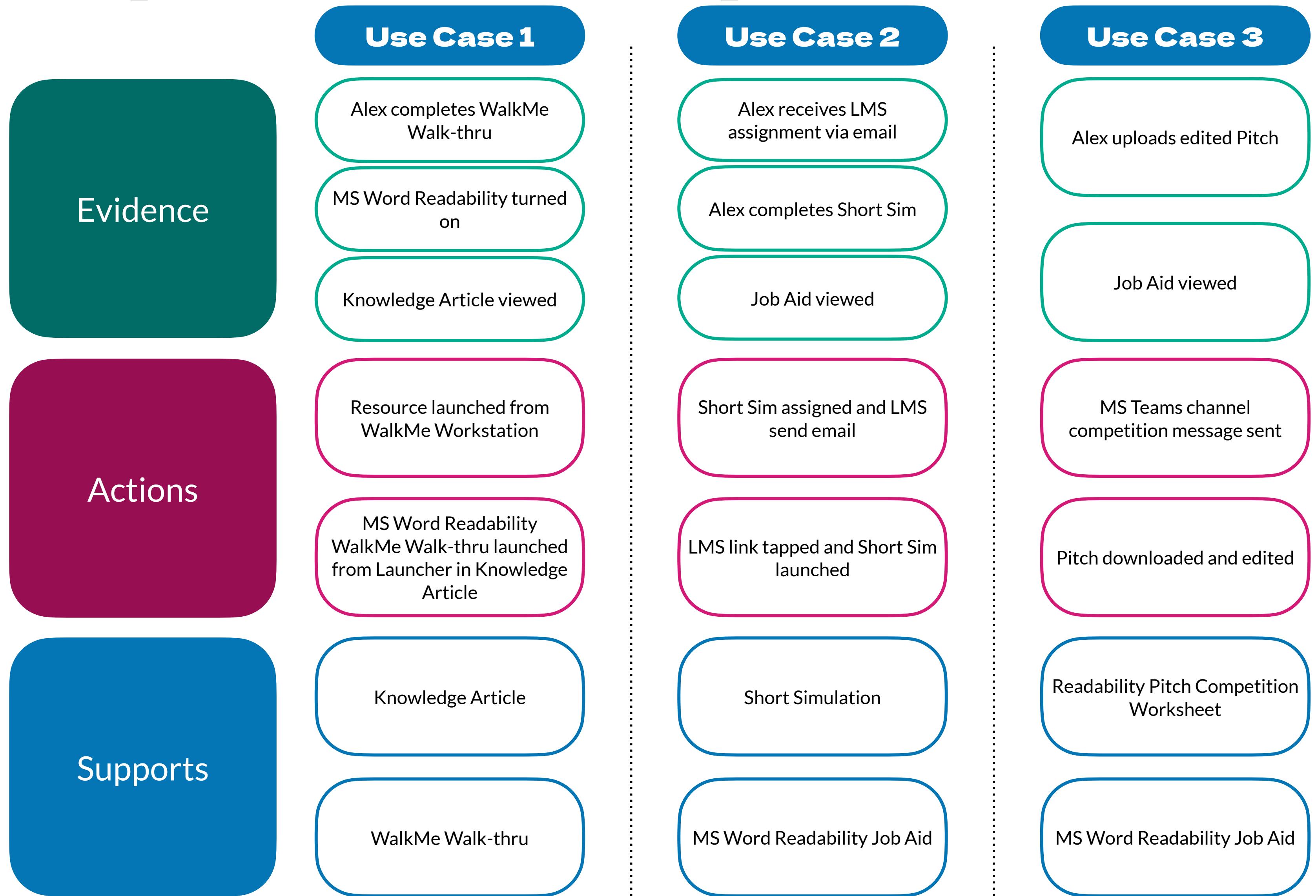
Alex is at the airport about to board a plane to a customer and takes a short simulation to learn about global English and MS Word's Readability.

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