



Imagine that you are consulting to Vital (an imaginary company). Vital is an American consumer retail company and lifestyle brand headquartered in Austin, Texas. Digitally focused with a strong online presence and following, they are known for their modernly elegant yet playful kitchenwares and decor, as well as creative design services. Founded in 2002, the company is experiencing high growth and currently employs 2500+ "Vitalites" (employees) across headquarters and their stores nationwide.

Imagine you've been engaged as a consultant by Vital's VP of Talent Development. Your job is to recommend a solution to help them address their emerging soft skills content production and management needs to optimize learning and whole-person development at the company. They are non-hierarchical, collaborative and community-oriented, and they set a high bar for customer and employee experience, aesthetics, innovation, and data-based decision making. Here's what you know so far about their content needs:

- Content types: media, (live) video, podcasts, blogs, interactive (game engine content), e-courses, assessments, chat bots
- Production staff: copywriters, (video) editors, producers, quality assurance, instructional designers, content creators, SMEs, etc.
- Efficiency: speed of production, scalability, flexibility
- Effectiveness needs: delight, engagement, impact
- Timing: 3-phase rollout

Address the following:

- What are the most critical questions you would want answered to develop a solution?
- How would you go about getting those answers?
- Assume Vital provides you with the answers to your questions. List the answers.
- Given the assumed answers, what solution would you recommend for Vital?
- How would you measure success?

