SWA
SIMARD WISEMAN & ASSOC.

MARKETING PLAYBOOK

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Maturity Model

The maturity model serves as a valuable tool for comprehending and assessing our market segment. Through the analysis of distinct maturity levels, we gain insights into the performance of organizations in our market regarding the learning and development of management and leadership. We have named our market

The learning organization of happy employees.

The learning organization of happy employees					
Maturity levels	**Static** programmatic	**Performance-driven** responsive	**Talent development** pro-active	**Lifetime of learning** anticipatory	**Most innovative** flow
Leadership	• No clear vision or accountability • Operationally focussed	• Vision but no widespread buy-in	• Vision embraced by cross-functional team	• Vision shared by leaders to create a culture of learning	• Top down buy in. Vision articulated by Executive level
Strategy	• Poorly or not articulated • Be profitable ONLY	• Exists but doesn't differentiate	• Differentiates and shared organization-wide	• Consistent improvement through a variety of tools	• Major ressources in. LMS, Payroll and HR software
Capacity	• Lack of resources • HR is payroll clerk	• Resources for current needs but insufficient for growth	• Implementation of various programs to various levels	• Full team that may incl. internal trainers or facilitators.	• Gamefied, recorded, • accessible anytime
Development portfolio	• Based on Ad-Hoc requests	• Efforts made to assess learner needs but inconsistent	• A lot of material, but overlapping and not always relevant	• Consistently adapting based on learners current skills set	• Aligned with evals. • linked with HR software
Engagement	• No tracking of internal (learner) engagement	• Not well promoted by HR to ensure engagement	• Effective alignment of offerings with learner needs and company strategy	• Strong engagement internally as learning community	• Very strong • looking for new and innovative solutions

Ideal Customer Profile

Level 2: Performance driven

Characteristics

Level 2 organizations have started to recognize the importance of learning and development but still face significant challenges in terms of buy-in, differentiation, and measurement.

Challenges

Limited buy-in, unclear sustainability, lack of differentiation, inadequate resources for growth, inconsistent assessment of learner needs, and limited focus on evaluation beyond basic measures.

Needs

Additionally, support is needed to implement effective evaluation methods that go beyond simple satisfaction surveys and provide meaningful insights into the impact of learning initiatives.

Reaching the next level

To reach the next level, organizations need to gain widespread buy-in for the vision, clarify strategies for improvement, articulate L&D efforts, before designing programs that adapt to the organizations reality and needs.



Buyer Persona

Sarah Johnson

Background

Sarah Johnson is an experienced HR Director in the manufacturing industry. She has been in the HR field for over 10 years and has a deep understanding of the challenges and opportunities associated with L&D.

Challenge

Sarah faces uncertainty in how to sustain and improve L&D efforts with consistency. It is difficult to assess the organization´s needs for improvement, making it unclear how to further develop the L&D portfolio. The schedule doesn't allow much space for training programs.

Greatest Concern

Sarah's greatest concern is the organization's ability to move forward and reach the next level in terms of learning and development. She is motivated to create a culture of learning within the organization and secure buy-in from key stakeholders.

Motivation

Sarah wants the HR initiatives to make a significant impact on employee performance and contribute to the overall success of the organization. She is driven to differentiate the learning offerings, align them with organizational goals, and allocate sufficient resources for growth.



Strategic story

What is our ideal customer experiencing?
What are the phases we have to guide them through?

The problem



At Level 2, organizations begin to grasp the significance of learning and development but remain ***unaware of crucial aspects such as effective methods to assess learner needs***. While there is an emerging vision for learning, widespread support is lacking. To advance, Level 2 organizations require assistance in fostering a culture of learning, securing buy-in from key stakeholders, and aligning their learning offerings with organizational goals. Additionally, they need guidance in implementing evaluation methods that go beyond basic measures, providing meaningful insights into the impact of learning initiatives

Characteristics



There is an emerging vision for learning, but often ***HR lacks a seat at the table***, meaning their influence and involvement in strategic decision-making processes is limited. This hampers the ability to effectively drive L&D initiatives.
Another characteristic is the presence of a leadership gap within middle management. These managers often lack the necessary leadership skills to guide and inspire their teams effectively. This can hinder the overall learning and development efforts, as leadership plays a crucial role in fostering a culture of continuous growth and improvement.

Challenges



Typical challenges of level 2 organizations are: limited buy-in, unclear strategies, lack of differentiation in learning offerings, inadequate resources for growth, inconsistent assessment of learner needs, and limited focus on evaluation. ***These obstacles hinder their progress in creating a thriving learning culture*** and achieving desired outcomes. Moreover, many training offers are too generic and don´t relate to the reality of the organization. This makes it hard for HR leaders to gain buy-in for the vision of L&D.

The solution



We provide comprehensive support to organizations through **assessments and remote tailor-made trainings that yield quicker results** and can be remotely accessed anywhere at any time. Our approach aims to assist organizations in gaining a profound understanding of learner needs, enabling them to customize their offerings accordingly. By placing a stronger emphasis on practical solutions, organizations can apply learning initiatives much more easy than ever before.

The next level



At this elevated level, **organizations foster a very pro-active culture of learning.** Their vision aligns seamlessly with organizational goals, enabling them to navigate through challenges practicing continuous self-assessment. They secure the necessary buy-in from stakeholders, creating a harmonious synergy that propels them forward on their learning journey. Additionally, they are consistently measuring their progress and refining their strategies based on insights gained.

Demand framework

We have a demand generation strategy that encompasses **two distinct content streams**. The first stream is dedicated to generating demand and raising awareness about the problem at hand. Following that, we employ a second content stream aimed at capturing this demand by focusing on providing effective solutions.

Creating demand

- Our first content stream is focussed on making our audience go from **problem-unaware to problem-aware**
- We show understanding by **describing their situation**: "Struggling with consistent L&D? You are probably experiencing a lack of buy-in, strategy and assessment".
- We stimulate dialogue with our audience **through statements and questions** (polls)
- We convince our audience by **emphasising the consequences** of inconsistent L&D: "unhappy employees lead to a high decrease in retention rates"

Capturing demand

- The second content stream is focussed on **providing the solution** to our audience
- The solution starts with **insightful learner assessments,** which we will make accessible through Linkedin (FREE)
- Our assessments come in the form of **online in-depth formats**, are easy to navigate and fun to experience.
- Additionally, we provide an **exclusive online space** to continue learning through more content offers (FREE)
- Ultimately, our in-depth guidance with L&D continues with our **online training sessions** (PAID)

Platforms

To create our demand we focus the first content stream mostly on Linkedin. From there we build a bridge with our second content stream inviting participants to our exclusive online learning space.

Linkedin

+ twitter & youtube

- **We focus for 95% on Linkedin to create awareness** about the problem. We use the accounts of the SWA founders to personally interact with our audience.
- We start attracting people that match our Buyer Persona. **Around 25% (650 professionals) of our network currently fits this description** (based on company size, title and industry)
- We consistently expand our network by welcoming approximately **20 new professionals every month** who align with our Ideal Customer Profile (ICP).
- Next to educational content, we also share practical content: **learner assessment tools** our audience can use to assess learner needs.

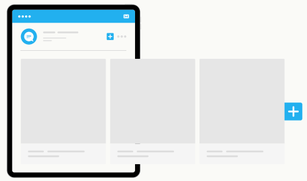
Circle Community

- We are introducing our **exclusive online learning space** on Circle! This platform is designed to invite individuals within our network who find our content particularly valuable. (FREE)
- Within this space you can find a **library of resources and tools**. They could be focussed on: 1. Assessing learner needs 2. Assessing skill gaps 3. Evaluation of performance (FREE)
- USP: Unlike traditional approaches, **our learning tools emphasize practicality**, ensuring that you can immediately apply what you learn to your job. (FREE)
- USP: Unlike traditional approaches, **all custimized trainings are remotely accessible,** you can choose when and where you learn. (PAID)

Messaging

Carousel short story post to give advice

01



+ allows for sponsored AD to boost engagement (once every quarter)

POLL: statement or question to trigger interaction

02

POLL

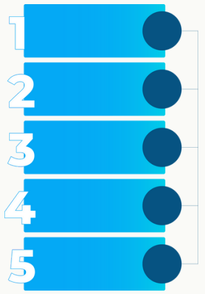
Linkedin article with deeper insights and storytelling

03



Infograph to share facts in one quick overview

04



+ allows for sponsored AD to boost engagement (once every quarter)

Video to show the narrative with storytelling

05



+ allows for sponsored AD to boost engagement (once every quarter)

Timeline

We work step by step to create and capture our demand.

July

We continue with our first content stream (already started in June) to create demand. The focus lies on finetuning and improving our content using the playbook.

August

We continue with our first content stream, but this month we start sharing our tools for assessment. The focus lies on engagement with our content offers.

September

We introduce our exclusive online space (which we will give a name) and invite the first ambassadors. These are the people that are most enthusiastic.

October

We continue publishing both content streams, in order to create and capture demand. In October we hope to have 10 to 20 participants in our online space.

November

In november we aim to have an enthusiastic and growing group of participants in our online space. By now we start introducing and discussing our paid offers.