2019 Workshop
Unlocking the ROI of Executive Education
July 17-18, 2019
Problem Summary:

Team Name: Unicorns of UNICON

Business Objective: Develop skills for a future-ready workforce

Client: Legacy, B2C company

Measurement Expectation: long term measurement over two years

Problem Definition: How might we develop a mindset and culture of adaptability, innovation, and advanced technical skills for a future-ready workforce.
<table>
<thead>
<tr>
<th>Solution</th>
<th>Implementation</th>
<th>Metric</th>
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</thead>
<tbody>
<tr>
<td>Communicate urgency and shared meaning</td>
<td>Arena concept by high level executives</td>
<td>Customer Satisfaction Ratings</td>
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<td>Communications plans with key messages</td>
<td>Market share</td>
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<td>Business performance</td>
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<td>Awareness of competitive environment</td>
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<td>Acquisition activity</td>
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<td>$$ Funding opportunities for new ideas or ventures</td>
<td>Innovation Competition for internal private equity</td>
<td>Number of opportunities</td>
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<td>Return on initial investment</td>
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<td>Online technical capabilities learning with exams</td>
<td>Library of course offerings</td>
<td>Passing rates</td>
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<td>Completion rates</td>
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<td>Usage rates</td>
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<td>Immersive, instructive F2F learning</td>
<td>Field visits to companies who demonstrate the skills we are looking to emulate</td>
<td>Completion rates</td>
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<td>Usage rates</td>
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Process: Identify Opportunity

Identify Opportunity
- Bullet #1
- Bullet #2
- Etc.

What

Metric-Based Solution
- Bullet #1
- Bullet #2
- Etc.

Where

Timeframe
- Bullet #1
- Bullet #2
- Etc.

Who

Customer vs. Supplier
- Bullet #1
- Bullet #2
- Etc.

When

Implementation Plan
- Bullet #1
- Bullet #2
- Etc.

How