



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.

Solution	Implementation	Metric
Communicate urgency and shared meaning	<p>Arena concept by high level executives</p> <p>Communications plans with key messages</p>	<p>Customer Satisfaction Ratings</p> <p>Market share</p> <p>Business performance</p> <p>Awareness of competitive environment</p> <p>Acquisition activity</p>
\$\$ Funding opportunities for new ideas or ventures	Innovation Competition for internal private equity	<p>Number of opportunities</p> <p>Return on initial investment</p>
Online technical capabilities learning with exams	Library of course offerings	<p>Passing rates</p> <p>Completion rates</p> <p>Usage rates</p>
Immersive, instructive F2F learning	Field visits to companies who demonstrate the skills we are looking to emulate	<p>Completion rates</p> <p>Usage rates</p>

