



NatWest

In and out of category safari highlights

from Nimbletank

Four key areas of focus

Derived from persona needs & pain points



Underpinned by best practice support journey experience

Mural - Research findings tagged to focus areas



The mural board is organized into several focus areas, each with a distinct header:

- Value drivers / themes:** Contains a list of key themes and their associated research findings.
- Macro category:** A large section with numerous small cards and screenshots, likely representing a broad overview of the research.
- Value journey issues:** Focuses on specific challenges or pain points along the customer value journey.
- Findings:** A section dedicated to presenting key research findings, often accompanied by data visualizations or screenshots.
- Value drivers:** Another section detailing specific drivers of value.
- Value drivers:** A second section, possibly representing a different set of drivers or a continuation of the previous one.

The cards and screenshots are color-coded and interconnected, showing a structured flow of information across the different focus areas.

1

Human Support

- Mentoring & Coaching - 1 to 1 connections
- Peer to Peer support/ group coaching
- Networking - Senior connections, events, SME's for ongoing learning
- Professional Advice - General business help, specialist, senior, hands on, targeted advice
- Alumni

Rise

Online training platform for businesses and employees

Description:

Rise is an all-in-one, online training system. They make it simple to deliver and manage training, and analyse learner engagement.

Key factors

- Invite and share courses with wider SME network and connections making learning more social.
- Courses can be created and shared to employees within your business.
- Keep track and manage training easily with statistics on modules, also helping to keep users accountable.
- Courses are completely customisable, meaning that a course can be built to your exact business needs.
- Users receive certifications on successful completion of a course.
- Analytics after the course is complete to help users understand how to put learnings into practise.

The image shows a collage of screenshots from the Rise website and its user interface. At the top right is the 'nimble tank' logo. The main heading reads 'Rise is the online training system your employees will love'. Below this is a form to 'Start a Free Trial' with a 'Business Email Address' field and a 'Start a Free Trial' button. A secondary option is 'Start Trial with Google'. A central image shows a woman smiling at a laptop, with a paper airplane icon above her head. Below this is a grid of course thumbnails, including one for 'All 100' with logos for Amazon, HP, and Best Buy. To the right, a section titled 'Invite people to Rise' explains that admins can add users and set permissions. Below that is a screenshot of the 'Invite team members' interface, which lists team members with their email addresses and roles (Admin, Learner, Author, Reporter). At the bottom, a dashboard for a course titled 'Strategies for Effective Listening' shows a progress gauge at 31% (3/10 users), 128 minutes completed, and 11.6 hours spent learning.

Qooper

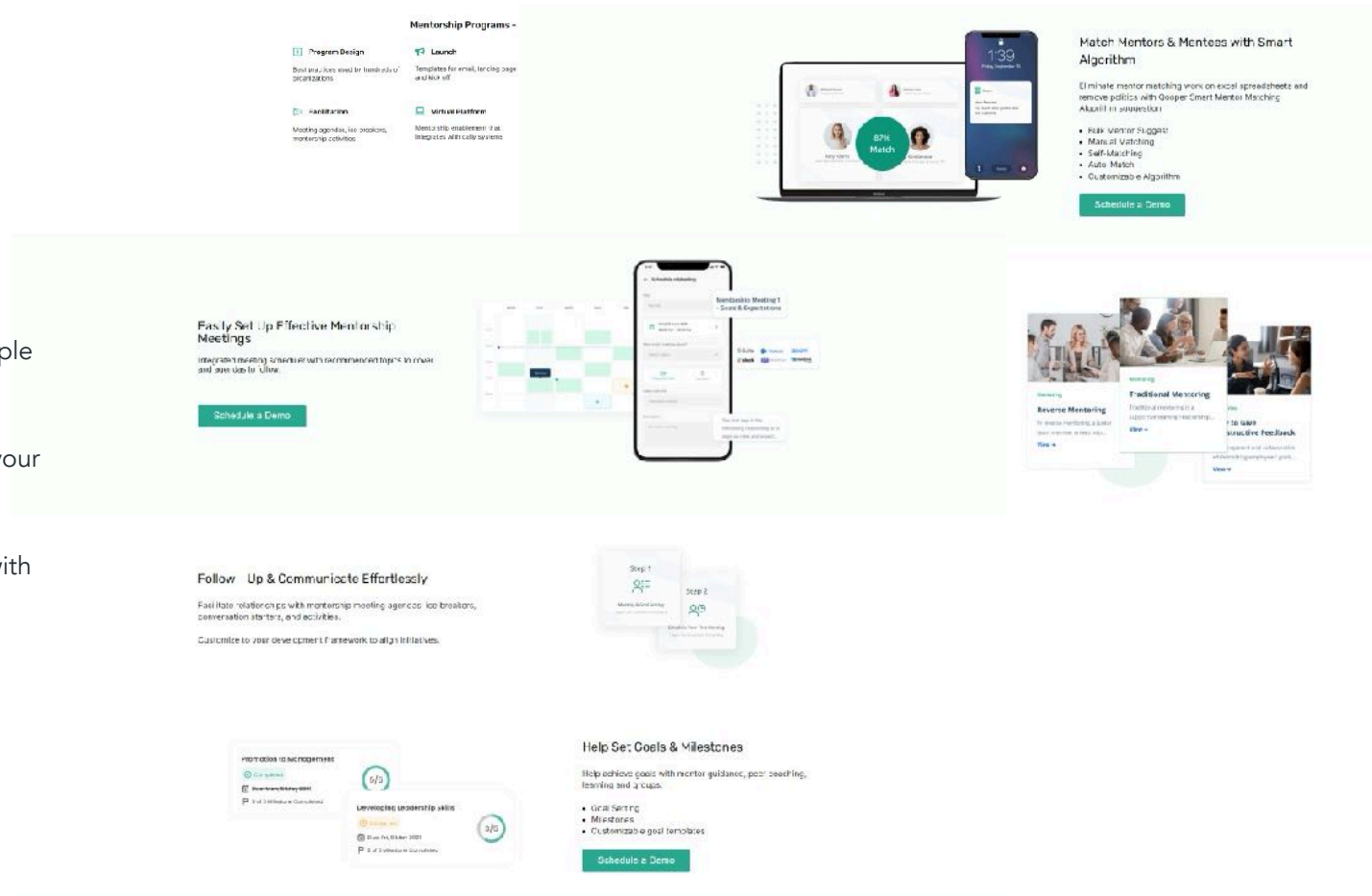
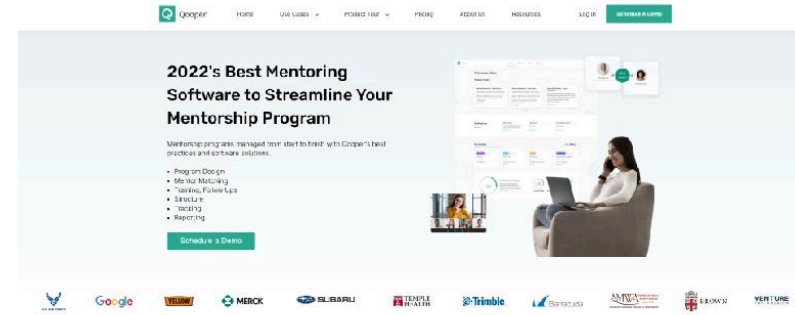
Mentorship programmes

Description:

Run mentorship, coaching, and training programs with best practices, software solutions, and analytics.

Key factors

- Mentor matching feature by smart algorithm meaning that users are given someone that is right for their specific needs and requirements.
- Users can connect and engage on a mobile app, allowing like-minded people to make connections through having similar business goals.
- Having an app to engage means there are alternate ways to connect with your mentor, rather than just on a 1:1 basis.
- Integrated calendar making it easy to manage time, and set up meetings with mentors.



Shreddy

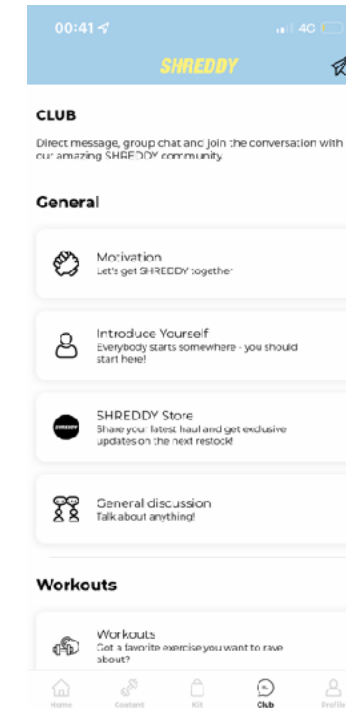
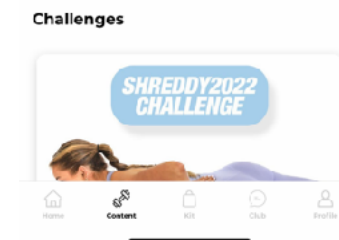
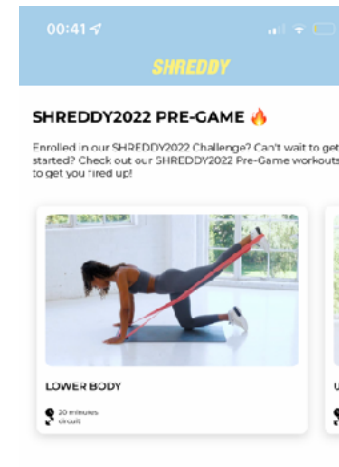
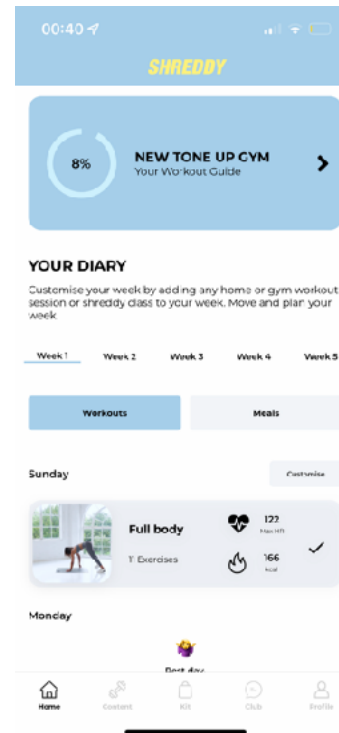
Health and fitness mobile app

Description:

Shreddy is a fitness app used to achieve transformation goals, whether that be to get fitter, stronger or weight loss.

Key factors

- Homepage shows which guide the user is on, and how far through it they are with a percentage.
- Calendar within the app which allows users to flick between weeks, and also allows them to see each day in detail within the week that is selected. Users can add extra workouts or challenges within the weekly diary, which helps with time management and accountability.
- Video guides, written guides and also mini challenges that take less time to complete.
- Once a workout has been completed, user can see statistics such as calories burned, and heart rate. Users also have a medal section where they can earn medals during workouts for different things.
- Community section within the app allows users to join groups that relate to them and their help/support needs. It also allows users to connect with each other using direct messaging within the app.



The Guild

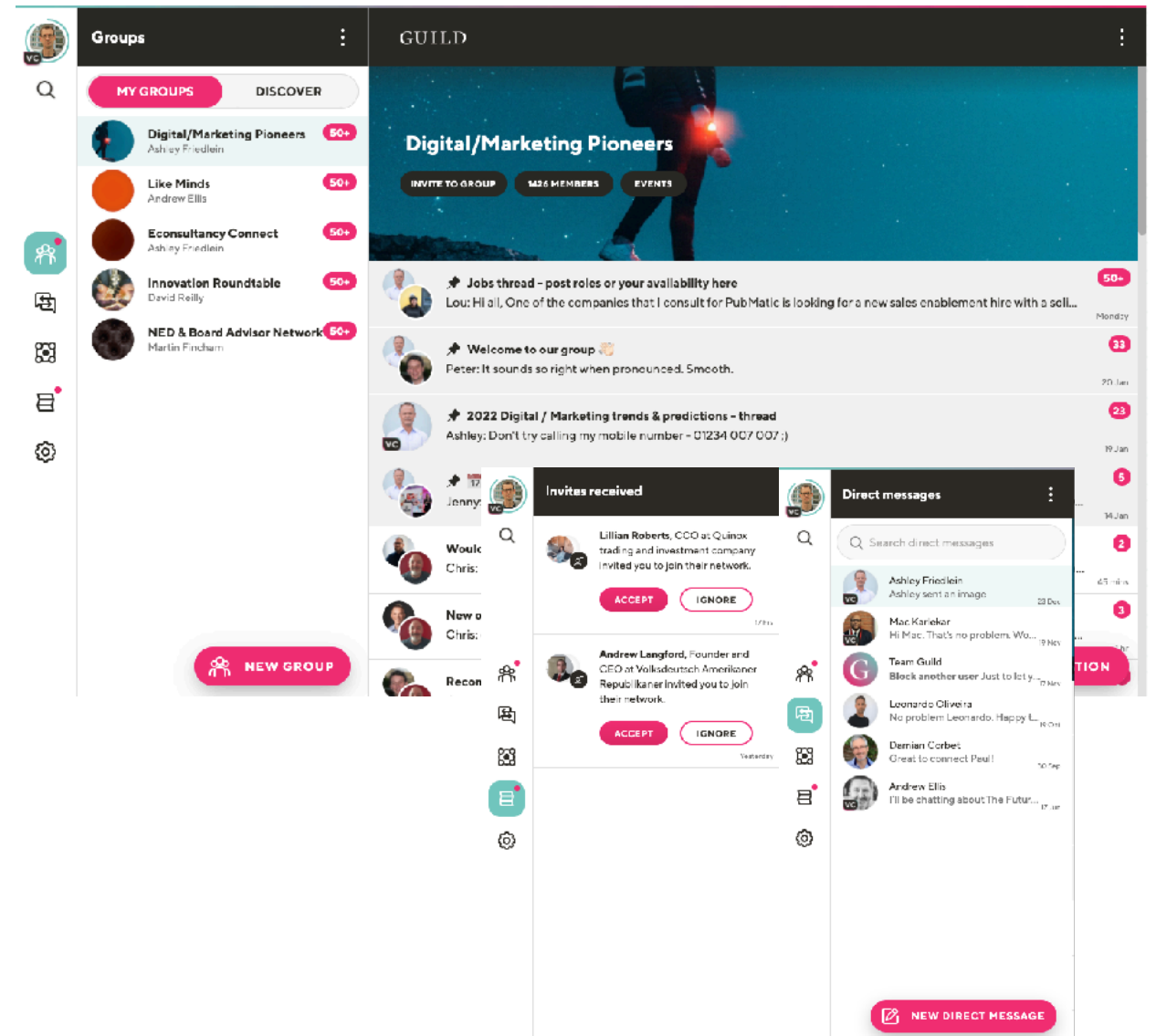
B2B community and support platform

Description:

Guild is a platform where users have access to advice and support from like-minded people, whilst also being able to network and make new connections.

Key factors

- Users can join groups aligned to interests or needs.
- Explore groups based on role, business type, interest, support needs, gender etc.
- Build a network of likeminded connections.
- Ability to direct message connections for advice and support.
- Easily accessible as there is a desktop web version, and a mobile app.



ADPList

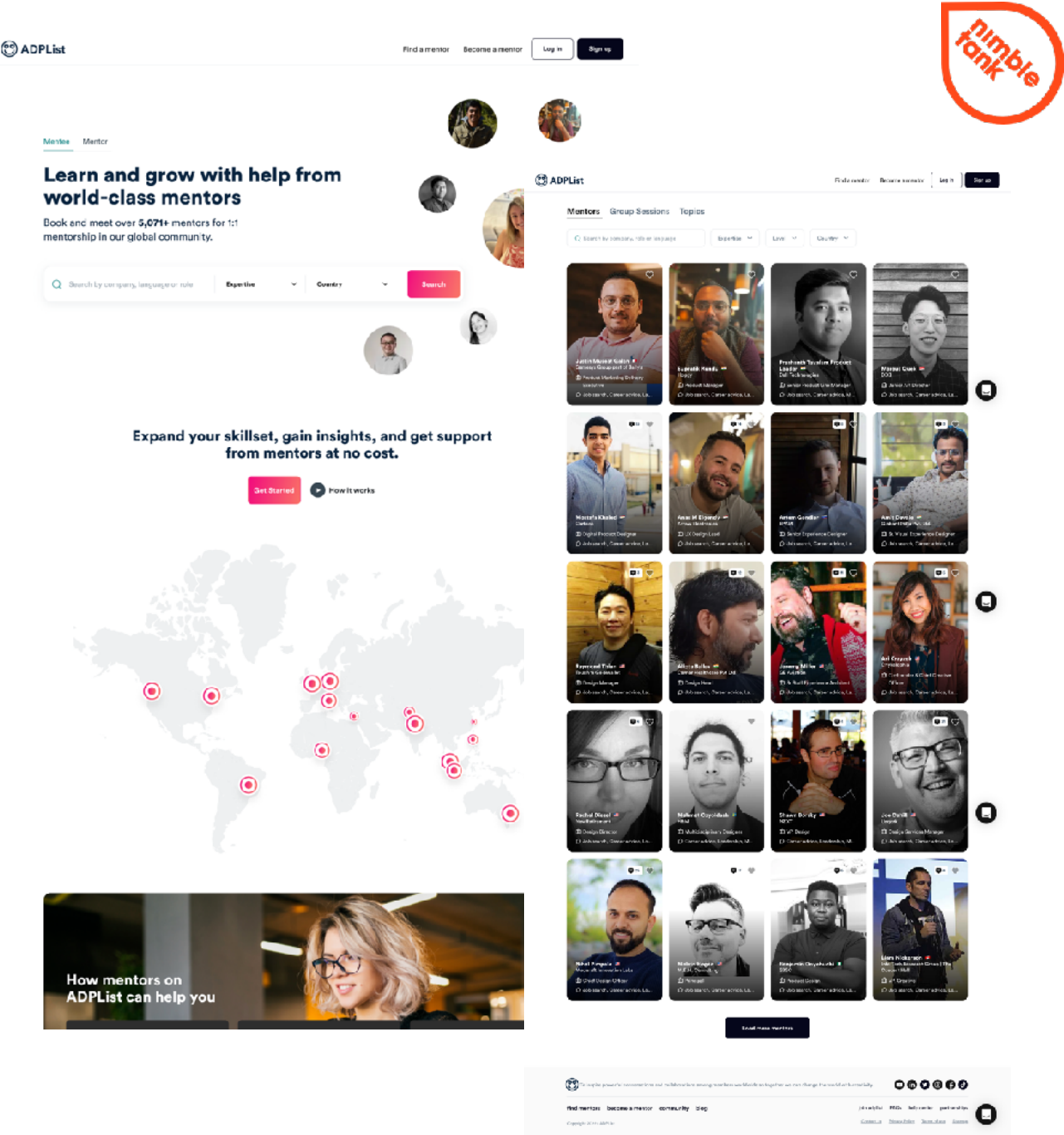
Online mentorship programme and global community

Description:

ADPList is an online mentorship platform that offers experts in the field and a global community to connect with.

Key factors

- Functionality to filter, or search by required expertise.
- Clearly displaying the benefits of having a mentor and additional content.
- Options between 1:1 mentoring or group mentoring sessions, so the user can choose which option will best suit their needs.
- Pre recorded presentations from mentors so that you don't have to always have a 1:1 session, to feel like you're learning.
- Showcase of mentors available and clearly displays their specialisms.
- Gives a personal approach by showing all mentors photos, names, skillset etc. Allows the user to get to know a bit about them before initial conversation.



Virgin Money Stores

Description:

Virgin Money offer stores where both customers and non-customers have a space that they can go to for free, to get advice, work and play.

Key factors

- Both customers and non-customers can go and use the Virgin Money store for free.
- They offer a nice space where customers can relax with a coffee, or alternatively you can set up and work with their free wifi.
- Store staff can offer users support and advice on a wide range of different topics, other than for a new product, getting better at technology or financial advice.
- Users can book a free appointment to join digital classes to learn more around technology and everything digital.
- Depending on the store location, some stores offer customers the option to rent a room to host meetings, work events etc. One of the stores even has a bowling alley!



Virgin Money Stores

A new generation of creative and community-focused spaces on the high street, designed to broaden people's horizons and brighten their lives.

Open plan layouts, shoulder-to-shoulder service and relaxed discussion spaces are just a few of the ways that people can manage their money in a modern way. Virgin Money Stores give everybody a space to learn, work and play.

The screenshot displays the Virgin Money website interface. At the top, there is a navigation bar with the 'MONEY' logo and links for 'Our products', 'For business', 'Brighter Money', 'Help', 'Find us', and 'Sign in'. A prominent 'Discover our stores' button is located in the top right. Below the navigation, the main content area is divided into several sections:

- A warm welcome:** A red section with the headline 'A warm welcome' and subtext 'Our Stores offer a more relaxed way of banking'. It includes a 'Find your nearest Store' button.
- Boost your digital know-how:** A purple section with the headline 'Boost your digital know-how' and subtext 'Ask us your burning questions about the digital world and we'll help you master the basics'. It lists services like 'Everything from setting up or using mobile banking to staying safe online and even video calling with the team'. It includes a 'Book a digital know-how session' button.
- Request an appointment:** A dark blue section with the headline 'Request an appointment' and subtext 'Come and chat with us face-to-face at your local Store, and we'll give you straightforward, friendly help with our products and services'. It includes a 'Request an appointment' button.
- Virgin Money Store finder:** A section with a map of the United Kingdom and Ireland, showing the locations of various Virgin Money Stores. It includes a search bar and a 'Find your nearest Store' button.
- Coronavirus guidance:** A teal section with the headline 'Coronavirus guidance' and subtext 'Our Stores remain open and we've made some changes to keep both you and our team safe'. It includes a 'More about our Store closures' button.
- An update on our Stores:** A dark blue section with the headline 'An update on our Stores' and subtext 'Support and information for customers impacted by closures across our Stores'. It includes a 'Learn about our Store closures' button.



1 Human Support - Learnings

- Users being able to **engage and connect** with each other **within the platform** is really important. Allows the opportunity to connect with like-minded people, get support or advice, and can make learning social by sharing with connections or colleagues.
- Make sure that the customer feels understood by being **smart with recommendations**. This reduces the choice paralysis of finding the right human expert or programme whether that be in person, or online.
- Have **alternate ways that experts can connect and add value to users at scale**, beyond 1:1 engagement. This could be experts responding to comments or messaging within group chats etc.
- **Certifications and rewards** to show success, and make the users feel a **sense of achievement**. This helps to build **motivation and loyalty** to the programme.

2

Strategic Business Development

- Navigating change & challenges - Brexit, Covid, other disruption
- Strategy - Clarity and direction,
- Investor readiness - Lifestyle business ideas dismissed, could women be coached to better position idea?

Starling

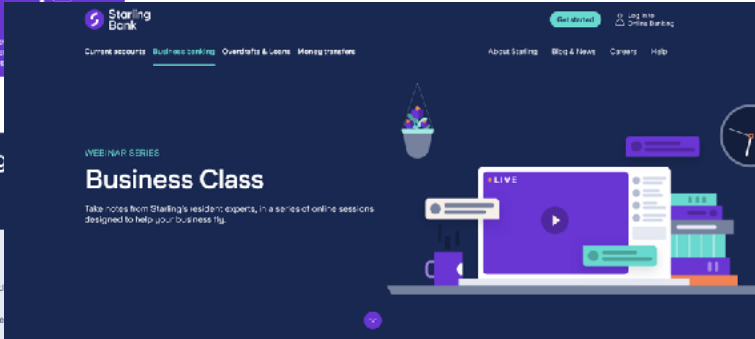
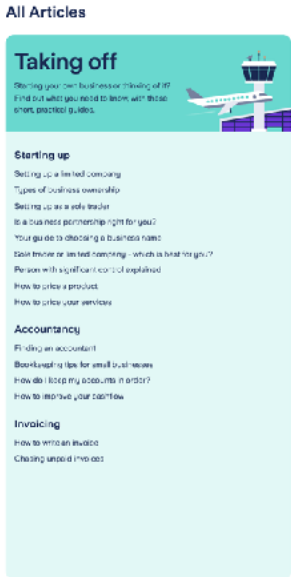
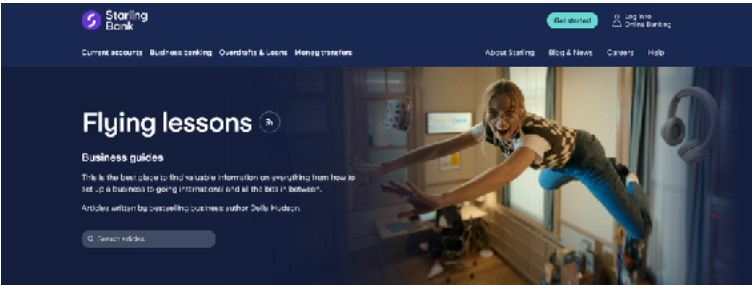
UK challenger bank

Description:

Starling is one of the top UK challenger banks, transforming the way that people manage their money.

Key factors

- Business development courses, and strategic courses to help create business plans/models.
- They've created a really nice structure to display guides and articles, in a way that separates them depending on what type of business you are, where you are at in your journey and what your customer needs/pain points might be at that particular time.
- Webinar series, videos and guides on everything to do with having a business, getting up and running and growth etc



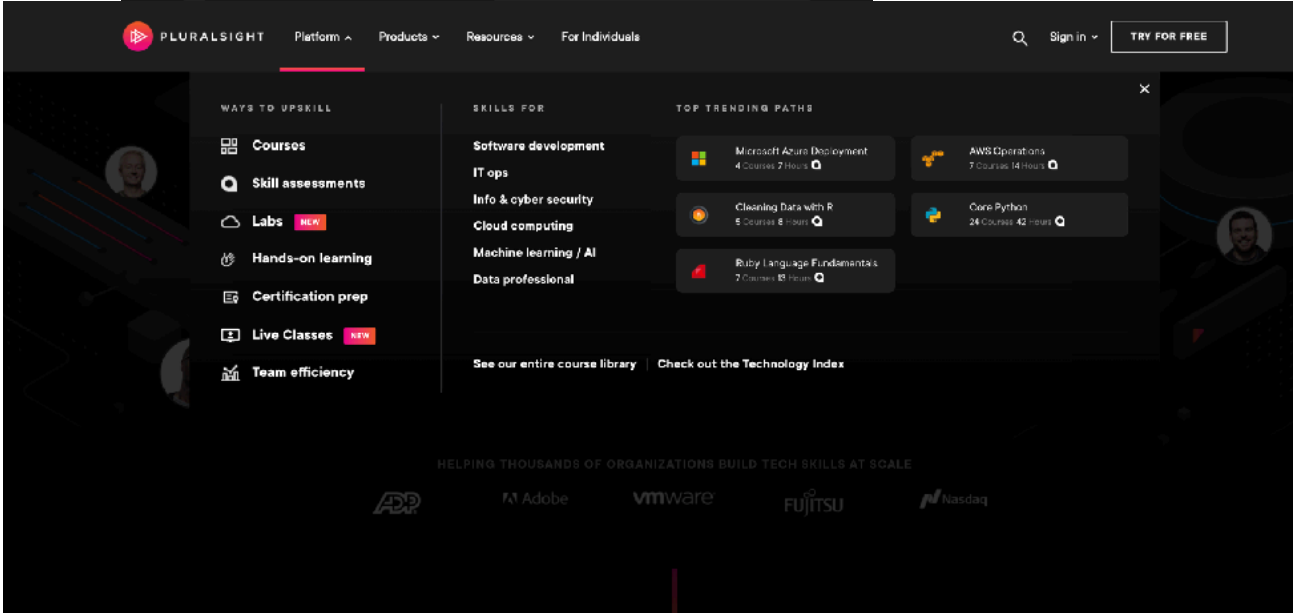
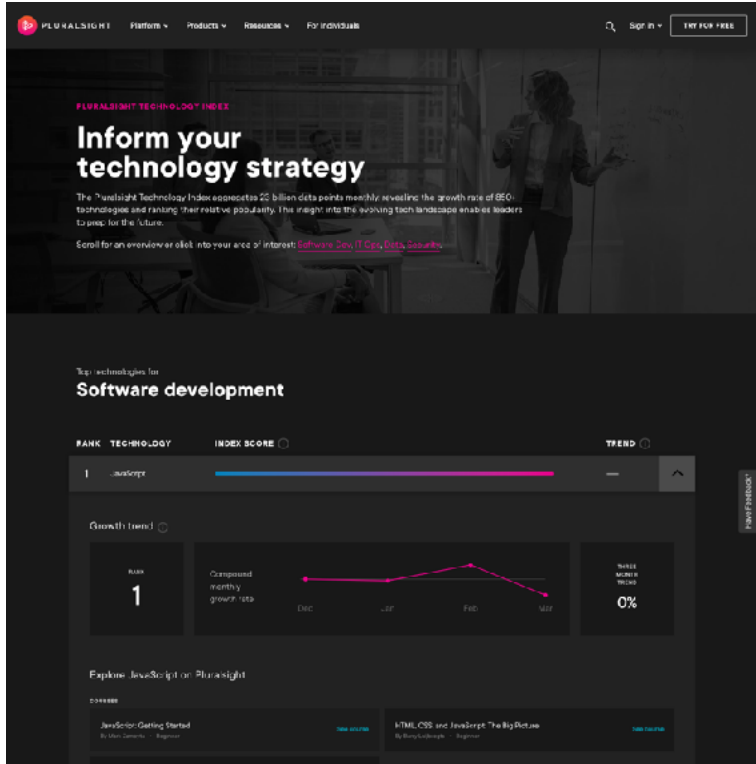
Pluralsight

Description:

Pluralsight is the technology workforce development platform that helps tech teams know more and work better together with stronger tech skills.

Key factors

- Live data feed to show the changing market/trends and which programmes are the most popular.
- Shows top trending paths - giving you the confidence that those courses are going to add value
- Has a smart algorithm so users can take a test to understand what areas they need to improve in, for that specific skill. Pluralsight will then recommend what courses they need to do to improve in those areas.
- Global event programme offering top speakers with a huge community, job opportunities and networking.
- Course offer experience that will help to scale your business by selection process, certifications etc.



Nielsen Norman

Online learning platform for research based UX guidance

Description:

A leader in the user experience field, conduct groundbreaking research, trains and certifies UX practitioners, and provides UX consulting to clients.

Key factors

- Online guides
- Certified courses and training led by experts in the field.
- Courses are all well-written and offer really great content. Users know that they can trust the site, and that learnings will add value.
- Worldwide events and conferences, research reports.
- Easily filter what you need by the search bar, or they have a popular topics section.

The screenshot displays the Nielsen Norman Group website. At the top, the logo and tagline "World Leaders in Research Based User Experience" are visible. A search bar is located in the top right corner. Below the navigation menu, a hero banner features the text "We provide research-based UX guidance, by studying users around the world." with buttons for "Training & Events", "Consulting Services", and "Research Reports".

The main content area is divided into several sections:

- Recent Articles from NN/g:** Lists articles such as "Service Design: Study Guide", "Traditional and Hybrid Category Pages", and "Why Map in Discovery: 3 Mapping Methods".
- Recent Videos from NN/g:** Features video thumbnails for "Prioritize UX Findings by Severity", "Probing in User Interviews", and "Content Management Models".
- Upcoming UX Conferences:** Lists virtual conferences for February, March, and April.
- 5-Part Series:** Promotes a series of articles on "From Service-Led to Evidence-Based UX".
- Qualitative Research:** Announces a new course for April 5-8.
- Vision & Strategy:** Announces a new course for April 8-8.

At the bottom, a "Popular UX Topics" section includes buttons for: "App & Lean UX", "Design Patterns", "E-commerce Design", "Information Architecture", "Interaction Design", "Psychology & UX", "Research Methods", "Study Guides", "User Testing", and "Web Usability".



Consulting Services

NN/g experts can evaluate your design through research or review, train your team, and lead workshops to develop product and service strategy plans.

Our Approach

In our 19 years in business, we've helped leading brands in virtually every industry elevate their customer experiences through:

- Research and Assessment
- Training and Workshops
- Customized Consulting Services

Contact us to learn more about our services:

consulting@nngroup.com
+1 (415) 589-5011

Research & Assessment

User Testing

We test your design with real users, analyze their feedback, and prioritize recommended improvements.



Customized User Research

We use proven methods to gather insights about both high-level and detailed UX questions:

- Discover your user's motivations
- Measure effectiveness of specific UI elements
- Systemic navigation and conversion problems

Expert Review

NN/g experts analyze the strengths and opportunities to improve your website or application.



Training & Workshops

Team Training

Bring NN/g UX training on-site to your team, with 35+ course options and optional UX Certification.



Intensive Applied Workshops

NN/g experts lead your team learning UX methods and applying them to your current design challenges.



Keynote Speaking

Our world-class, expert speakers will inspire your audience.



Customized Consulting Services

We can also create unique, custom service offerings depending on your team's needs. Our deep expertise in **managing UX processes, digital strategy development, user research, and design methods and best practices**, and can be applied in both limited and extended engagements. Custom consulting services pricing depends on the scope of the engagement, but typically projects range from \$40K-200K USD. Contact us to learn more.

Our Consulting Clients



Technation

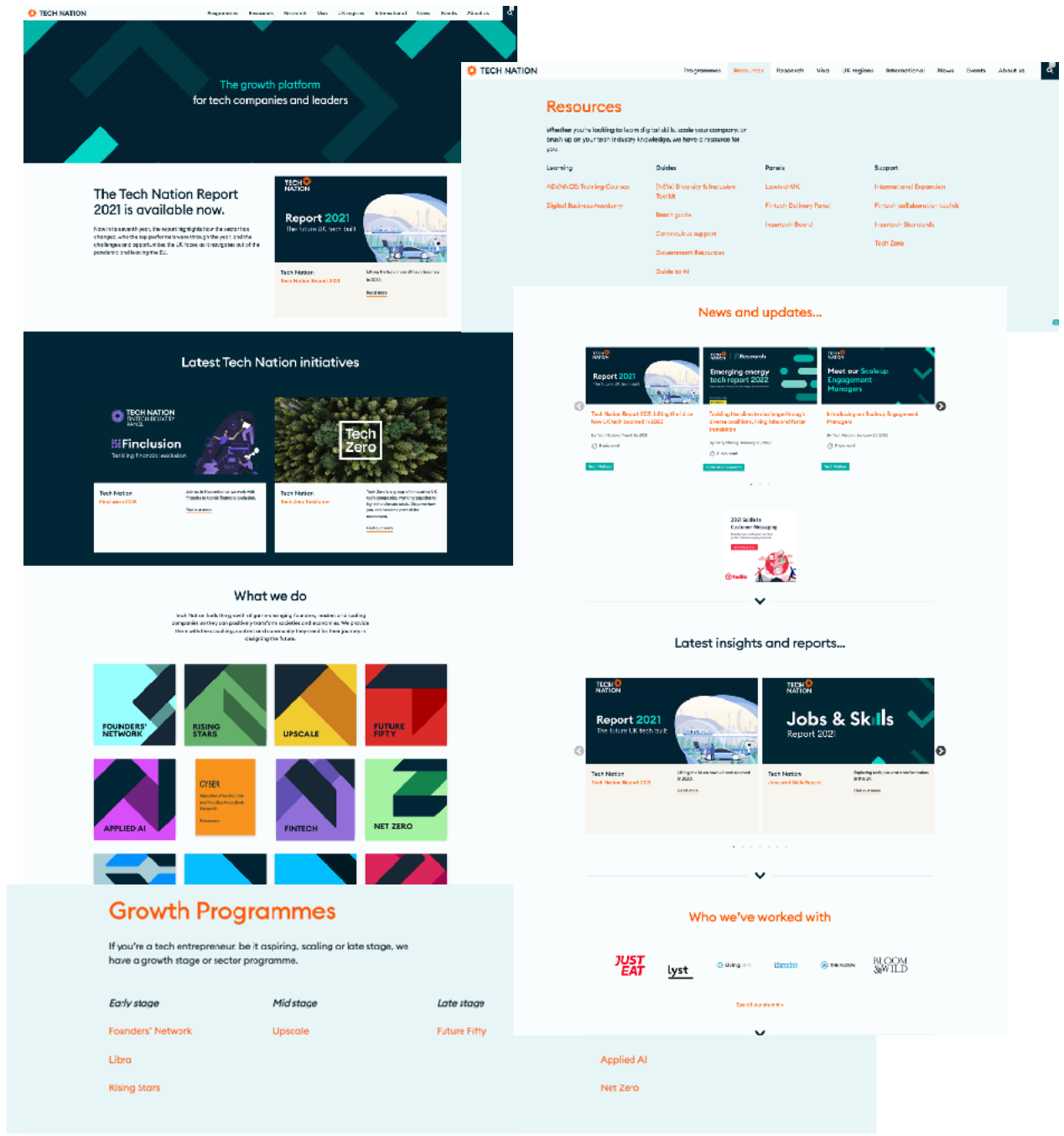
Growth platform for tech companies and leaders

Description:

Tech Nation fuels the growth of game-changing founders, leaders and scaling companies so they can positively transform societies and economies. They provide them with the coaching, content and community that users need for their journey in designing the future.

Key factors

- They have an early stage, mid stage and late stage growth programme which is sector specific. This allows users to easily understand where they are at, and what type of programme would suit them at the current point in their journey.
- Have a range of different content to suit different needs e.g. programmes, guides, support, panels, research reports etc.
- Loads of different categories depending on what you are looking for. You can find anything from upscaling advice through to tech.
- They show who they have worked with, partners and alumni. This shows credibility and builds trust between customer and company. You know as a user that they have a quality product if top brands have worked with them.



2 Strategic Business Development - Learnings

- In addition to segmenting content by **categories** based upon the type of business, **showing trends of popularity** across content topics helps users to find the right support streams and gives motivation to engage.
- Making users feel like they are being **taught by leading experts** within the field, helps the course stand out, ensures quality, and builds trust.
- Creating a **test or an algorithm** to check peoples knowledge on the subject or skillset, before giving recommendations and tools to for them to use.

3

Running the Business

- Reduce wasted time on admin
- Establishing best practice / up-skilling in general business knowledge
- Management best practice
- HR - Finding and securing the right talent
- Workspace

Xero

Accounting Software

Description:

Xero online accounting software for your business connects you to your bank, accountant, bookkeeper, and other business apps.

Key factors

- Different types of learning - live webinars, pre recorded videos, articles etc.
- Courses that are specifically recommended for you and your business.
- Each course is broken down into easy to understand sections where users can see the length of each resource.
- The course is also broken down further into different modules so that there is a clear idea of exactly what you have to complete before the final assessment.
- Community forum which allows users to ask for advice or get questions answered on anything business specific.



The screenshot displays the Xero Learning Hub. At the top, it says "Access tools and advice to help your business through COVID-19. Go to the business continuity hub." Below this is a search bar and a "Log in" button. The main content area is divided into several sections:

- Learn the skills to build your business using Xero:** A large banner with an illustration of a person at a desk.
- Browse courses by topic:** A section with a search bar and a "Get banking" button.
- Choose a learning programme:** A section with a "Ready to learn" button.
- Upcoming live events:** Two event cards: "Client onboarding" (Live webinar - 45 mins - 17 Jan 2020) and "Get to know Xero's Practice Manager" (Live webinar - 1 hr - 17 Jan 2020).
- Recommended courses:** A card for "2020 product updates" (Webinar).
- Business continuity hub:** A section with a sub-header "The business continuity hub has resources to help you, your people and your business plan for the unexpected stay, recover, and start a course if necessary." It contains several sub-sections:
 - Get help for your business:** "Access government assistance and assistance available to support your business through the COVID-19 pandemic."
 - Keep track of your cash flow:** "Use Xero to keep track of your business's key numbers."
 - Move your business to the cloud:** "Use our collection of tools and information to help take your business online."
 - Access business finance:** "Finance options available to your business and what you need to consider before applying for a loan."
 - Business continuity planning:** "Techniques and tools to help your business get through and recover from a crisis."
 - Run your business remotely:** "Tools and skills to enable you and your employees to continue to work effectively when."
 - Look after yourself and your team:** "Techniques to ease for you and your people's physical and mental wellbeing during challenging times."
- Connect with the Xero community:** "We've created a forum for open discussions to talk about business continuity and resilience in challenging times. Ask for advice and share your tips or insights on this situation and connect and engage with other people in the small business world." Below this is a "Pinned discussions" section with several threads.

The screenshot displays the Xero Support Hub. At the top, it says "Access tools and advice to help your business through COVID-19. Go to the business continuity hub." Below this is a search bar and a "Log in" button. The main content area is divided into several sections:

- Get expert help using Xero, any time you need it:** A large banner with an illustration of a person on a sofa.
- Articles:** A section with a search bar and a "Feed type" button.
- Live Webinars:** A section with a "Register now" button.
- Webinars:** A section with a "Watch now" button.
- Popular topics:** A section with several topic cards:
 - Reconciling transactions:** "Reconciling transactions and payments between Xero and your bank account, cash coding, bank rules."
 - Bank accounts & funds:** "Getting bank data into Xero, bank feeds, bank accounts in Xero, reconciling payments and transactions."
 - Connected apps & services:** "Connected apps and services for Xero, Practice Manager and Xero iO."
 - Fixed assets:** "Setting up and managing fixed assets, tax depreciation and coding, fixed asset reports."
 - Payroll & employees:** "Paying employees and contractors, superannuation to employers, leave, employee absence, payroll reports."
 - Invoices & quotes:** "Invoicing and creating tax forms, accounting, invoices, managing payments, receipt system rules."
- Support topics:** A section with a "View all topics" button.
- Footer:** "© 2020 Xero Limited. All rights reserved. "Xero" and "Business" are trademarks of Xero Limited."

Crunch

Accounting Software

Description:

Crunch offers simple accounting software, expert advice, and great service from chartered certified accountants.

Key factors

- Guides for each stage of your business.
- Online resources such as templates that they can download, and exclusive offers for the business.
- A personal portal which keeps everything that is relevant to the user in one central place.
- Community area where you can find advice and support.
- Crunch uses the portal to upsell products that might relate to the customer based upon their individual needs.

The screenshot displays the Crunch website's 'Knowledge' section. At the top, the navigation bar includes the Crunch logo, links for 'What we do', 'Who we help', 'Knowledge', and 'Plans & pricing', along with a phone number (0333 920 8747) and links for 'Get a callback' and 'Log in'. Below the navigation, the 'Knowledge' section is highlighted, featuring a search bar and a 'Business guides' heading with the subtext 'Expert advice for running a successful business'. A large red graphic element is positioned behind the text. The main content area is divided into several sections: a 'Crunch.' logo, a 'Crunch Chorus - Love what you do!' banner with a user greeting 'Good afternoon, Gary!', and a sidebar menu with options like Home, Resources, Community, Offers & services, Free Invoicing, Expenses, Your account, and Can we help?. The main content area also features a 'Resources' section, a 'Community' section, and an 'Offers & services' section. At the bottom, there are three promotional cards for 'Free bookkeeping software', 'Sole trader accountancy software & service', and 'Limited company accountancy software & service', each with a list of features and a 'See packages' button. A disclaimer at the very bottom states: 'Content is for general information only and is not tailored to your circumstances. Always take specific professional advice. Read our full disclaimer.'



Barclays - LifeSkills

Barclays learning platform

Description:

LifeSkills, created with Barclays, helps young people get the skills and experiences they need to enter the world of work.

Key factors

- Has different hubs for different user needs. For example, there is a business specific hub where you will find everything relevant to up-skilling in relation to your business.
- Doesn't only offer financial support for your business, but also mental health support, government schemes, confidence, and how to navigate through difficult situations like Covid-19

The screenshot displays the Barclays LifeSkills website interface. At the top, there is a navigation bar with links for Young People, Education, Families, Changing WorkLife, Business, and Careers. The main header features the LifeSkills logo and a 'Business hub' section with 'Register' and 'Login' buttons. Below the header, a large image shows a young woman sitting on a bed in a room decorated with posters. A text overlay reads: 'Giving millions of people the skills, knowledge and confidence with tools, tips and learning resources'. Below this, four smaller images represent different user hubs: 'Families' (a woman talking to a child), 'Changing WorkLife' (a person working at a desk), 'Education hubs' (a person in a classroom), and 'Young People hubs' (a hand holding a smartphone). To the right, a 'Business hub' section features a large image of hands holding a laptop. Below it, the text reads: 'Helping businesses and employees' and 'Welcome to LifeSkills for business - here you will find information and resources to support both a business directly and its employees, from government schemes to how individuals can look after their mental wellbeing, finances and continue to build employability skills.' Underneath, there are three sub-sections: 'Support for businesses' (with a woman looking at documents), 'Mental health awareness' (with a woman at a desk), and 'Support for your employees' (with a man at a desk). Each sub-section includes a brief description of the resources available.



BT - Skills for Tomorrow

Barclays learning platform

Description:

Learning platform that offers users free courses to help develop work life skills and home life skills.

Key factors

- Content is clearly split between the two different categories [work life and home life].
- Offer bitesize video clips focusing on a specific topic meaning that some of the resources are easily accessible and don't take up a huge portion of your time.
- They offer approved and relevant businesses that can offer help and support to the user such as: LinkedIn Learning and Google Digital Garage.
- Offers the user great flexibility in the ability to watch now, or download the guides and continue to watch later.
- Offer really great business specific videos that have been created by experts within the field.

The screenshot shows the BT Skills for Tomorrow website. At the top, there is a navigation bar with links for 'For the home', 'For business and public sector', 'For global business', and 'Coronavirus'. Below this is a purple header with the BT logo and 'Skills for Tomorrow'. The main content area features a hero section with the text 'Learn new digital skills today' and a sub-headline 'Whether you're just starting out or ready to scale up, learn the tools and techniques you need to make your business, charity or career a success.' A 'Show more' button is visible. Below the hero section is a section titled '3 courses to help grow your business' with three video thumbnails. The first thumbnail is 'Using data for growing your business with Edwina Dunn OBE', the second is 'Growing your business with Social Media, Dominic McGregor', and the third is 'How to work with influencers to engage your customers with Z...'. Below this is a section titled 'Browse all courses and resources for your work life' with a grid of category tags: 'All topics', 'Launching a business', 'Protecting a business', 'Expanding a business', 'Business security', 'Management and leadership', 'Healthy worklife', 'Trying something new', 'Developing a career', and 'Getting a job'. The main content area shows a grid of course thumbnails, including 'The basics of fundraising for small businesses', 'The power of storytelling', and 'Creating a disruptive business'. At the bottom, there is a section titled 'Learn new skills with great courses brought to you by BT' with three video thumbnails.



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3 Running the Business - Learnings

- Having a portal where everything that relates to the user sits, gives a more **personalised experience**. It also gives the opportunity to show relevant or recommended resources which could keep users **more engaged**, and that their **specific needs are being met**.
- Having the ability to be **flexible, and offering different types of content** e.g bitesize videos, shorter reads as well as longer more in depth resources will allow for **better time management**.
- Giving customers the right tools to be able to implement the things that they have learned, into their business.

4

Personal Development

- Risk fear
- Imposter syndrome
- Technology/digital fear
- Management training (i.e. i'm good at trade not at business)

Monzo

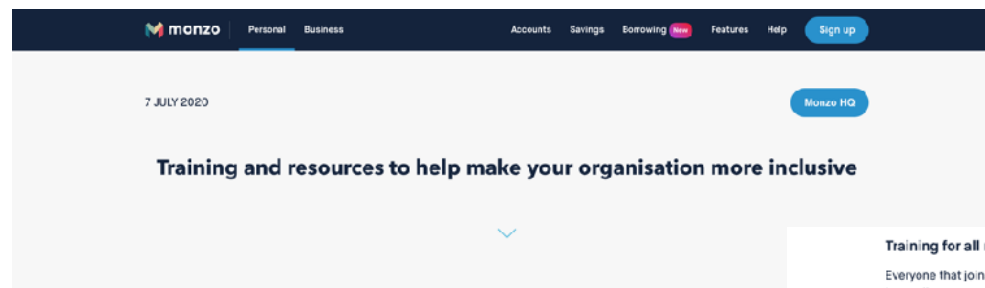
UK challenger bank

Description:

Monzo is one of the top UK challenger banks, transforming the way that people manage their money.

Key factors

- Learning and training section all around being inclusive.
- Training is for all levels from senior leaders, through to new hires.
- Monzo offer online resources that are available for download to re-use within your wider business.
- Have places/groups that you can join for discussion on different topics and get community support/advice from likeminded people.



A few weeks ago we committed to make public the materials we use at Monzo as part of our privilege awareness training and other diversity and inclusion work. And we're sharing them here today.



For other people and organisations looking for ways to support Black people and educate non-Black staff about anti-Black racism, we hope they might be useful.

They're constant, works in progress; we update them as we go, based on what we learn and the feedback we get. So they're definitely not perfect.

But if you're looking to create your own training program, feel free to use any of these materials or incorporate them into your own work.

And if you have thoughts, suggestions or feedback about them, please share them with us if you want to!

Mandatory training on privilege awareness, for all senior leaders

Everyone in a leadership role at Monzo has to do training about privilege awareness.

This training is an introduction that we use to get everyone up to the same level of understanding. From there, we can have more nuanced conversations and help people take the next steps in their learning.



Training for all new hires on privilege and inequality

Everyone that joins Monzo also has to do training about privilege and inequality as part of their onboarding. This helps people join the company with a shared, consistent understanding of historical and current inequalities in society.

In the future, we'd like to make sure every single employee at Monzo has been through a version of this training.

We call this training 'Making Monzo work for everyone.' Just like our privilege awareness training, this is a workshop. And the slides are an outline of what we discuss during the training.

[Making Monzo work for everyone](#)

Other resources and spaces for discussion

To aid and bolster the 'Making Monzo work for everyone' and privilege awareness training, we also have:

- An **online learning pathway dedicated to privilege and privilege awareness**. It links out to extra resources and helpful articles, to add to your learning.
- An **#allies Slack channel**, which we use to share insightful pieces and kick-off discussions around how we can be better allies and better informed about what this means in practice
- A **#weekly-inclusion-updates Slack channel** - where we make sure to keep everyone up to date on our work on inclusion.



Inclusive interviewer training

This is mandatory training for anyone taking part in interviews. It's crucial that we educate our employees to reduce unconscious bias as much as possible, and this is very important for anyone interviewing potential new staff.

It covers:

- **Why is inclusion important during interviewing?**
- **What biases can be at play in the interview process?**
- **Do's and don'ts across all stages of the interview process.** From reviewing CVs, doing the interview, debriefing and onboarding - actively consider how people from underrepresented groups have been treated and viewed differently
- **Practical ways to make the interview process better for folks who may have different needs.**

This is a transcript of the training session.

[Inclusive interviewer training](#)



Future Learn

Online learning platform

Description:

Future Learn is an online learning platform that offers a wide range of free online courses as well as degrees from leading universities or organisations

Key factors

- Offers guidance for people that are unsure what they are looking for or what it is they are specifically looking to learn.
- The customer rating and reviews helps to understand what the quality of the course is like, and how useful it is.
- Easy to navigate and find what you're looking for with the search bar at the top, and also the different category sections.
- Logos for top brands that offer the courses and teaching. This builds confidence that the course is going to be of a high quality and that users can trust it will add value.

The image shows two screenshots of the Future Learn website. The top screenshot is the homepage, featuring a navigation bar with 'Subjects', 'Courses', and 'Using FutureLearn' menus, a search bar, and 'Sign in' and 'Register' buttons. The main headline is 'Your future is now' with a sub-headline 'Unlock knowledge and skills with online courses from the world's leading universities and brands.' Below this is a row of partner logos including British Council, King's College London, The Open University, and others. The bottom section of the homepage has two promotional cards for introductory courses.

The bottom screenshot is a 'Why FutureLearn?' page. It features a navigation bar with 'Subjects', 'Courses', and 'Using FutureLearn' menus. The main content area is divided into two columns: 'Browse all subjects' and 'Popular'. The 'Browse all subjects' column lists various subjects like Business & Management, Creative Arts & Media, Healthcare & Medicine, History, IT & Computer Science, Language, and Law. The 'Popular' column features four course cards with titles like 'Boredom-busting courses', 'Business & Management', 'Healthcare & Medicine', and 'Teaching'.



Calm

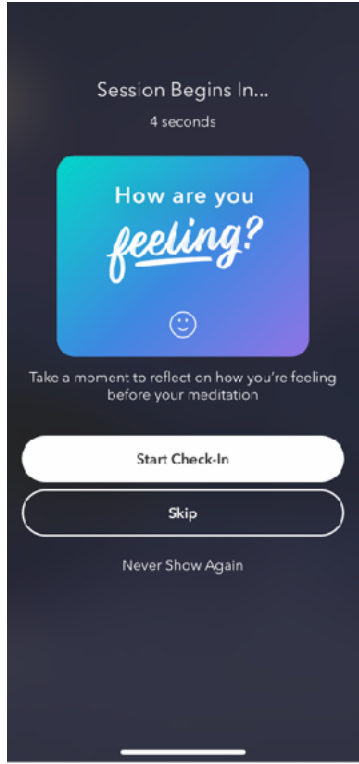
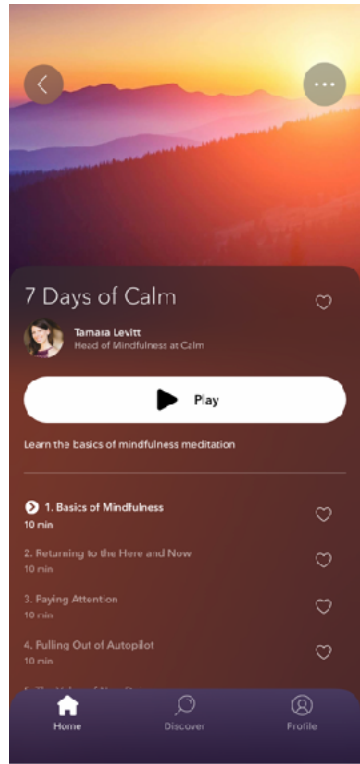
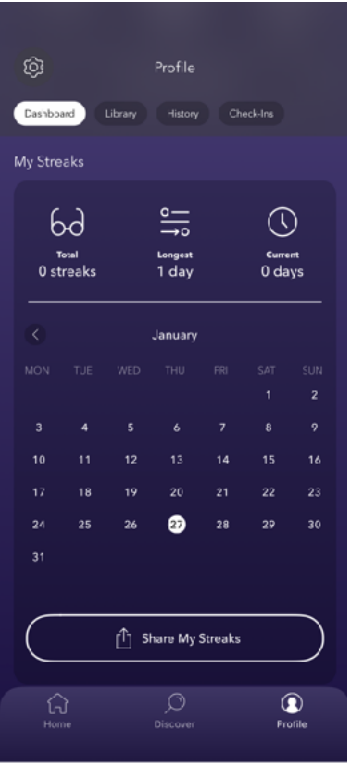
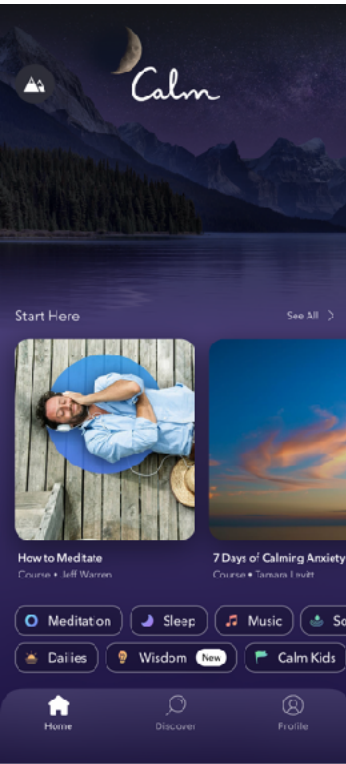
Guided meditation and sleep app

Description:

Calm is a mobile app designed to promote better sleep, lower stress, and less anxiety, through guided meditation and story telling.

Key factors

- Once signed up it suggests a starting point for the user. This is generic however it creates a really nice welcome, and helps to stop the user feeling overwhelmed by the amount of content.
- Displays categories on the main homepage so that users can easily filter what they are looking for.
- A calendar feature gives the user the option to add daily check-ins, which help to keep you accountable and engaged.
- The calendar also shows some stats from your app usage e.g. streaks, and your longest active day. This helps to create motivation to return as you want to keep the streak going, and you want to beat your previous longest day of listening.
- Pop up's asking users to check-in if they haven't already that day. Helps to keep accountability and is also really engaging with the user.



Udemy

Online learning platform

Description:

Udemy is an online learning and teaching marketplace with over 183000 courses and 40 million students.

Key factors

- Easy to find courses through the search bar, or category sections.
- Lifetime access offers flexibility and learning at your own pace, however the courses themselves are very structured and easy to follow.
- Courses are taught by experts in the industry through webinars, online resources and 1-2-1 support.
- Users get a clear understanding of what the course entails, how long each module is, and how far away from examination you are.
- Users also get an overview into the quality of the course with reviews and customer rating.

The screenshot shows the Udemy homepage with a search bar at the top. Below the navigation, there's a promotional banner for Python courses. The main content area features a grid of course cards, including '2022 Complete Python Bootcamp From Zero to Hero', 'Machine Learning A-Z™ Hands-On Python & R in Data Science', and 'Python for Data Science and Machine Learning Bootcamp'. A 'Students are viewing' section highlights courses like 'Full Certification Exam Prep Course for PDU Certified...', 'Photography Masterclass A Complete Guide to Photography', and 'Ultimate AWS Certified Solutions Architect Associate...'. Below this, 'Top categories' are listed with icons for Design, Development, Marketing, IT and Software, Personal Management, Business, Photography, and Music.

On the right side, a detailed view of the 'Agile Crash Course: Agile Project Management; Agile Delivery' is shown. It includes a video player, a price of £35.99 (57% off), and a list of 'What you'll learn' such as becoming Agile certified, understanding Agile frameworks, and learning key concepts of Agile development. The 'Requirements' section lists an open mind and willingness to learn. The 'Description' explains that the course is a 2-day exam prep for the Agile Certified Practitioner (ACP) certification. A 'Featured review' from Kennedy H. is also visible, praising the course's structure and practical examples.



4 Personal Development - Learnings

- Ensure that the resources are **engaging for all levels**, and that the correct thing is being offered to the right person - from senior leaders through to complete beginners. Having something which engages well with its audience helps with **accountability and creates motivation**.
- Showing a **customer rating or reviews** puts a level of confidence in users when looking to start a new course. It gives a clear indication on the **quality of the course**, and if people in a similar position to them thought it was beneficial.
- Using **gamification of progress tracking**, and streaks within a calendar feature gives people more motivation to stay accountable. Having a calendar also helps the user to **practically find the time within their week**, and manage time expectations.

Thank you