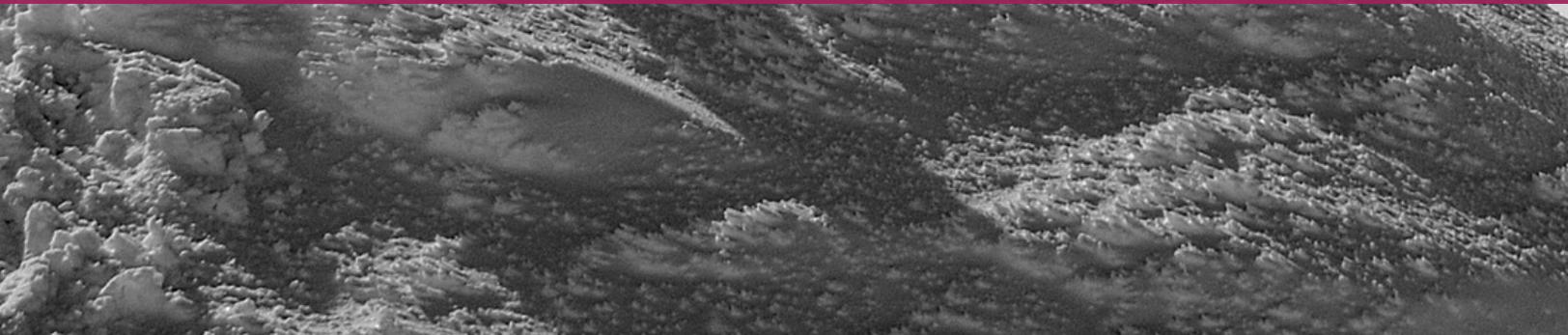




verb

Where skillset meets mindset

Whole person development unlocks and cultivates team potential



Introduction

When 70% of organizations don't think they're effectively developing leaders who can meet evolving challenges¹ it's clear that their current learning and development solutions aren't meeting their needs.

Companies who want more productive employees, better leaders, and happier teams with lower turnover rates must take an interest in their employees' development and create high-trust work environments to see results.²

You probably know this, but it's worth mentioning that higher productivity rates, a larger internal leadership pipeline, and higher employee retention all amount to dollars saved and earned for organizations. If that's not a win-win then we don't know what is.

Where are organizations going wrong?

At best, many companies tackle employee development in a way that's ineffective. At worst, they don't tackle it at all.

The traditional learning and development you're used to seeing might look a little something like this:

- Your team attends an expensive all-day seminar, is highly motivated and inspired for a few days, and then promptly forgets everything they learned- 90% within 24 hours if you want to get specific. ³

Or maybe..

- Your team has access to an online program where they take long courses that don't reinforce their learning after they close the browser. Because the learning isn't reinforced they don't retain most of the information. Worse yet, they don't use the program at all because they don't have time.

Or perhaps..

- Your team has access to hard skills training like how to use company tools or report on analytics so they can execute at their jobs, but their hard skills aren't rounded out with the necessary personal and soft skills they need to be effective leaders and teammates.

In each case, you see the same pattern:

- Smart but ineffective employees
- A lack of depth of employees who are ready to lead at all levels
- A solution that hasn't worked, or no solution at all

1. Deloitte 2019 Human Capital Trends. https://www2.deloitte.com/content/dam/insights/us/collections/HC-Trends2019/DI_HC-Trends-2019.pdf

2. Harvard Business Review. The Neuroscience of Trust <https://hbr.org/2017/01/the-neuroscience-of-trust>.

3. "Memory: A Contribution to Experimental Psychology" by Hermann Ebbinghaus

How can organizations do better?

Considering the factors we talked about above, what kind of solution do companies need?

A learning and development approach that is:

- ▶ Scalable
- ▶ Completed in short bursts within the flow of work
- ▶ Effective at reinforcing concepts with collaborative learning opportunities
- ▶ Effective at helping employees feel engaged and ready for leadership

Whole person development at Verb

At Verb, we're pioneering a concept called whole person development. Whole person development is the idea that companies need to develop their people not only in traditional leadership skills and the skills needed to do their jobs, but also in the personal skills that make them great leaders, teammates, and humans. This can include anything from recognizing and correcting biases, to inspiring teams with various leadership styles.

Studies show that 94% of employees would stay at a company longer if it invested in their career.⁴ When the result of effective learning and development is more productive employees who stay longer, it's hard to make a case against investing in your team's whole person development.

4. LinkedIn 2018 Workplace Learning Report. <https://learning.linkedin.com/resources/workplace-learning-report-2018>.

Our whole person learning and development platform uses several methods to ensure employees learn, practice, and retain the concepts they learn:

Individual Microlearning

Studies show that 68% of employees prefer to learn at work, while 49% also prefer to learn at the time of need.⁴ Verb's unique content is created in-house and delivered in bite-sized activities that can be done in 5-15 minutes within the flow of work. Our content library is easily searchable so learners can find the guidance they need when they need it. Whether they need to give hard feedback, or want to brush up on communication skills before a big pitch, Verb has them covered.

Mentorship

Research has proven that both mentors and mentees who participate in structured mentorship programs are more likely to be promoted, see salary increases, and stay at their place of employment longer.⁵ Verb's structured mentorship journeys pair individuals and guide them through skills development.

Collaborative Learning

In order to retain concepts learned, adult learners need to practice and discuss new skills in real world settings. Verb's collaborative learning activities facilitate one-to-one and group discussions in addition to mentorship journeys to practice skills and reinforce concepts learned during individual micro-learning. Leaders can also assign content that they feel meets their team's specific needs or goals.

Goal Setting and Feedback

Proving ROI on your team's commitment to learning and development allows employees to see growth in real time. The Verb platform gives employees the power to request immediate feedback and measure growth with pre- and post-collection assessments.

4. LinkedIn 2018 Workplace Learning Report.

<https://learning.linkedin.com/resources/workplace-learning-report-2018>.

5. Wharton University of Pennsylvania Workplace Loyalties Change, but the Value of Mentoring Doesn't. <https://knowledge.wharton.upenn.edu/article/workplace-loyalties-change-but-the-value-of-mentoring-doesnt/>

**To learn more about
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