



**Putting the Employee at the Center-  
A More Human Approach to L&D at C Space,  
The Customer Agency**

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# Today's Presenters



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**Director of Learning**



**Jill McGuirk**  
**Talent Experience**  
**Specialist**

# Let's do a quick poll

**On a scale from 1-5, how scalable would you say that your L&D content is?**

## Overview

- 01 *Who Are We?*
- 02 *The Challenge*
- 03 *Approaches*
- 04 *Outcomes & Achievements*
- 05 *Virtual Onboarding and Recommendations*





c space

# Our clients call us their Customer Agency

*We make business more human.*

*Since 2000, we have been building customers into the ways companies work. By working with customers, companies adapt faster, connect deeper and perform better... because they start acting more human. More inspired. More empathetic. And they become more relevant to the people they are trying to serve.*



**\$70 mn revenue**

**Boston, New York, San Francisco**

**350 people (10% work remote)**

**Disrupting consulting, advertising and market research**

**Part of Omnicom Group**



# **The Challenge**





26%

Affogare

flow  
MINDFULNESS

THE HAPPY  
READER

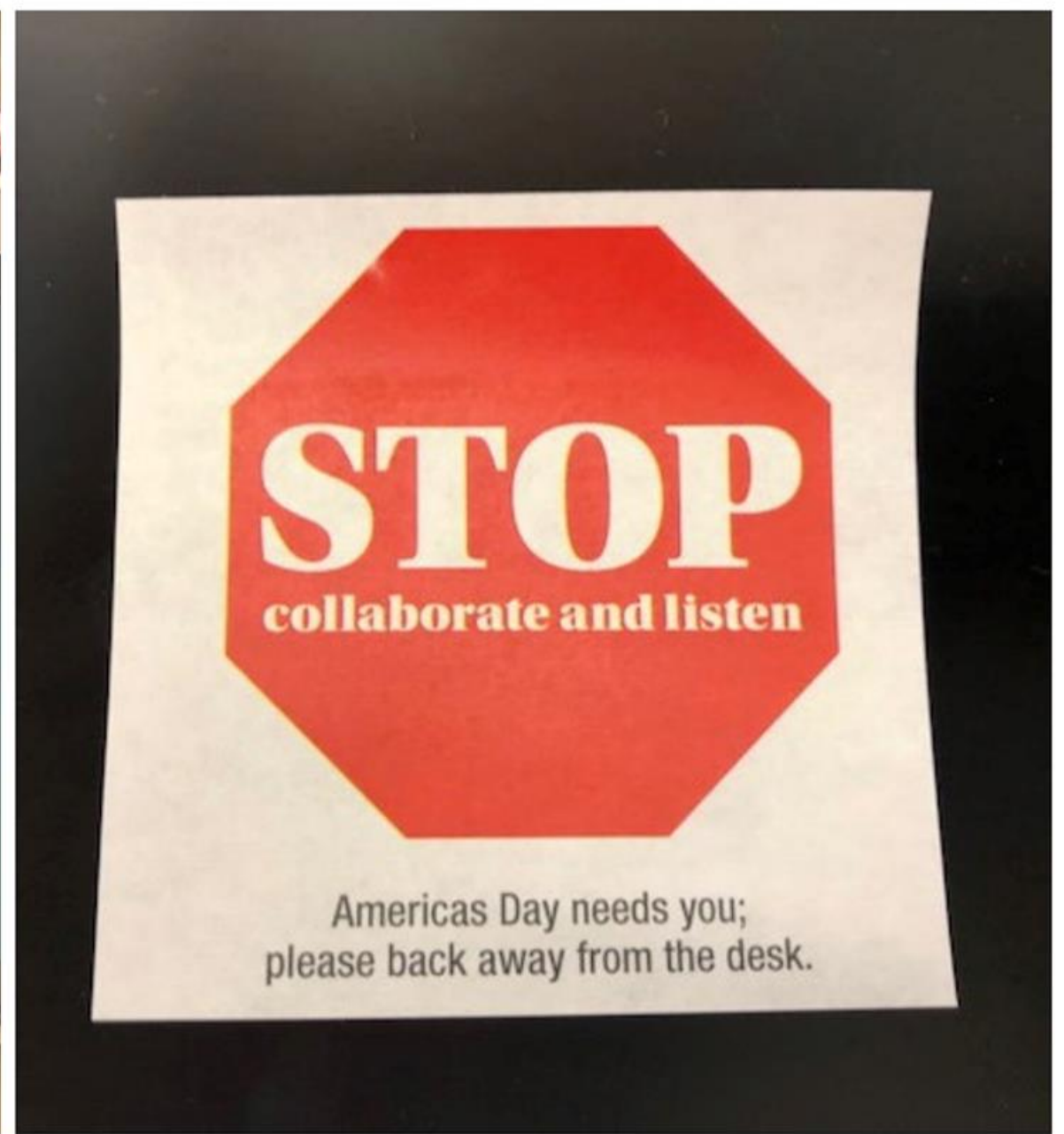
WU MING  
无名  
L'INVISIBLE  
OVUNQUE

extra  
curricular

















CS's aren't  
above the  
basics - it builds  
empathy & support

DIY, self  
serve works  
for some  
often

no promo for  
you unless you  
complete (satisfactory)  
X, Y, Z

Why don't  
managers  
promote/facilitate  
training  
attendance

Why do  
trainers pull  
out last  
minute?

Why do people  
splain about  
aiming but then  
not attend

SKILL

### GOAL#1

Celebrate and create  
permission for people to spend  
time developing themselves  
and others.

### GOAL #2

Shift from 'classroom learning'  
to an 'always-on' approach,  
enabling people to control  
their own development.

Why  
we  
better  
asses  
skill

learning/training  
approaches  
could we use/  
introduce?

technology  
best in class  
mother area

Why do we  
hide training/  
materials when  
a class isn't  
offered / when  
it feels like some  
shit at all

Why do  
we have so  
many places  
to look for  
stuff

# Approaches



# #1 - Made sessions experiential and interactive (AGES Model)

Intro to Programming - Saved to \vcommunitpace.com\Public

## Programming Basics- Project

- Type in Project Title
- Add description (body of activity)
- Add an Author
- Start date of activity
- End date of activity

Activity Information

Project Title: [Required Title goes here...]

Description: [Text area]

Author: [Text field]

Schedule

Start Date: 3/6/2020 1:00 PM

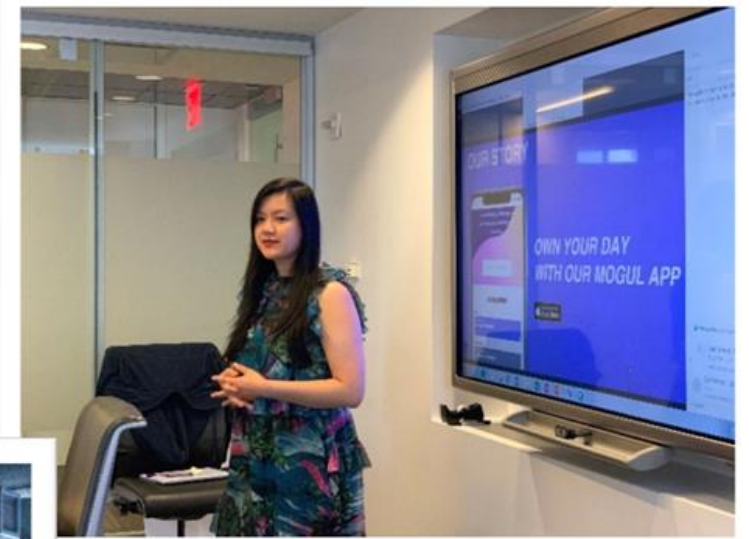
Expiration Date: 3/30/2020 11:30 PM

Time Zone Selection: [UTC-05:00] Eastern Time (US & Canada)

theFORUM  
An Online Education Exchange

c\_space

**#2 – Launched an  
'Outside In' Speaker  
Series, where we  
brought in at least one  
external industry  
leader per month**





**#3 - Throughout the year we've covered topics like empathic listening, difficult conversations, resilience, diversity and inclusion, and much more**





## #4 – Portfolio of communications on L&D sessions, including a monthly newsletter, promotions on our intranet, shared public calendar, and Bridge

### C Space U - Learning and Development at C Space

C Space U is our way of providing employees with incredible learning opportunities in order to develop both personally and professionally, adopt a growth mindset, be agile, and aid our clients as a customer agency.



Leah Ben-Ami  
[Account quick links](#) ▾

#### My Account ▴

- Summary
- General Settings
- Security Centre
- My Cashback Statement
- My Instant Cards
- My Orders
- eCards
- Communications Preferences



#### Learning and Development Opportunities

Find out what learning opportunities are available each month


#### The Learning Reimbursement Program

What it is, how to apply, the process in Bridge

**# 5 – Ran monthly sessions that were 100% virtual; online facilitator for each; local SMEs regional offices**

System 1 / System 2

**System 1** is crucial to tap into to **understand purchasing decisions** and “**gut check**” consumer facing materials



- Incorporating “Fast Thinking”**
  - Timed exposure + distraction
  - Response latency
- Capturing Behavior**
  - Remote eye tracking
  - Facial coding\*
  - Wearable video\*
  - Location-based Analytics (Reveal Mobile)\*
- Observation/Self Observation**
  - Passive data collection with Nearables (Beacons)\*
  - Passive metering (KonneCTo)\*
  - Ethnography (in-homes)
- Real time/in context interaction**
  - Live!
  - Self ethnography (mobile)

**Self-Reflection**

Take 5 minutes to write down your reactions triggers.

1. What is your relationship with members on your team?
2. What do you feel to be “true” about your identity?

**#6 - Introduced specific time-codes to track the time people are spending developing themselves and others**

Company

Windows User ID

Password

☐

Remember my User ID



**#7 – First SME  
Appreciation  
Event held in  
August 2019**



# #8 – Launched Bridge in Q4 of 2019, our new Learning Management System (LMS)

MY CAREER


1ON1GOALSASSESSMENTSCAREER PLANLEARNING

COURSE / 34 MINS

COURSE / 81 MINS

COURSE / 76 MINS


ALL OTHERS (43)



### WebEx Training

To comply with the policies we have in place with our clients it's imperative that you attend one ...


COURSE / 25 MINS



### Performance, Progression, Pay, and Promotion @...

Get a better understanding of our company's pay philosophy, how to conduct a performance evaluati...

COURSE / 56 MINS



### Video Editing - Getting Started with Microsoft...

Whether you didn't realize Movie Maker was gone or have been using Photos like a pro, come joi...

COURSE / 58 MINS



# **Outcomes & Achievements**

# What have we accomplished?

25+

Core training sessions run

18

NEOX Sessions run since October 2018

12,000+

L&D hours taken across C Space Americas employees, this year

272

Employees who have participated in L&D opportunities



c space





A close-up photograph of three champagne flutes filled with sparkling wine, set against a warm, bokeh background of out-of-focus lights. A semi-transparent purple rectangle is centered over the glasses, containing the text "67%" in a white, serif font.

67%

# **Case Study: Virtual Onboarding**



# Recommendations

A man and a woman are seated at a table, looking down at papers or a device. The man is on the left, wearing a dark shirt, and the woman is on the right, wearing a light-colored top. The entire image is covered with a semi-transparent blue filter. In the center, the word "BRIDGE" is written in a bold, white, sans-serif font. To the left of the word is a logo consisting of seven white dots arranged in a triangular pattern (three in the top row, two in the middle, and two in the bottom row).

... BRIDGE