

Learning Together Whilst Apart

Cohort Based Program Excellence



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Have you participated in a cohort-based learning program?

If so, what was effective?

Pop your answer in the chat











Poll

Does your organization currently deliver any cohort-based learning programs?

Yes

No



Create a global certification program to meet the market needs for technical architects



Scalable / Repeatable

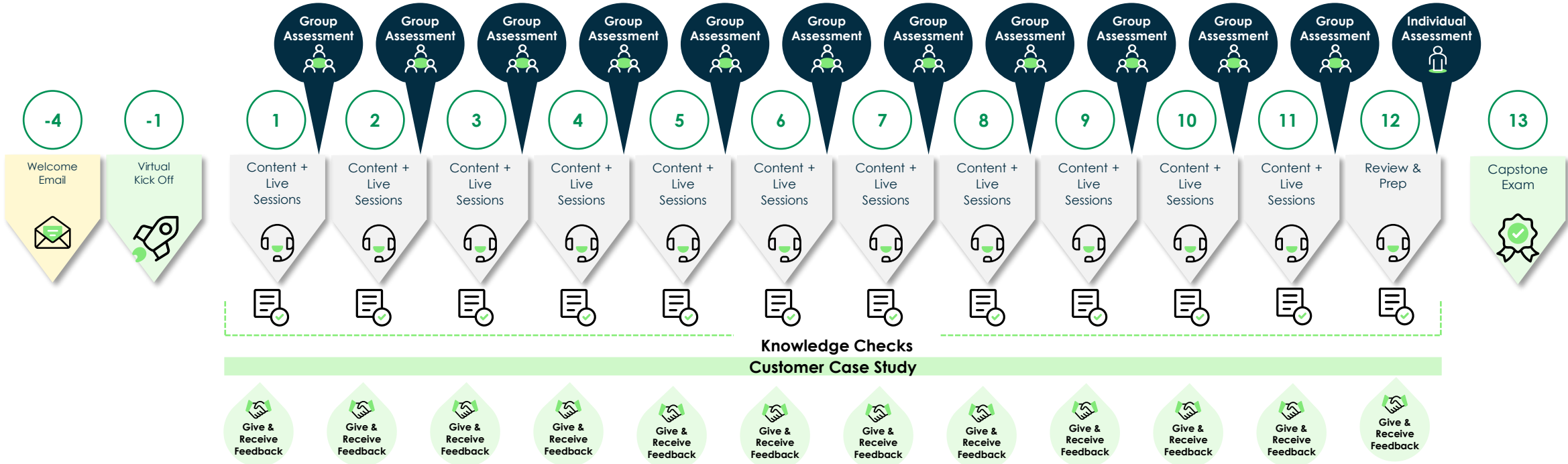


World Class



**Virtual
Cohort model**

Certified Technical Architect Program



- Kick-Off**
- About the program
 - Meet your peers and enablement team
 - Share your goals for the program
 - Get familiar with the case study
 - Meet with your study group

- Each Week**
- Self-paced content
 - Review how the case study has evolved and built from the week before
 - Meet with study group to review and plan presentation and materials for case study activity
 - Submit as a group
 - Give and receive feedback and rubric evaluations
 - Present at a live virtual collaboration session (randomly selected)
 - Knowledge checks

- Capstone Exam**
- Individual capstone presentation to a panel of experts
 - Given a scenario, learners design, present, and defend a solution to a persona
 - Review with robust rubric

servicenow.

2 hours

*8-10 hours per week

Weekly emails and content release

CTA Pilot



Cohort sized increased



CSAT



Initial exam Pass rate

27

3.48

on a 4 point scale

62%

Challenges



SCALABILITY

High volumes manual work
Minimal automation
Team burnout, poor experience for team



FUNCTIONALITY

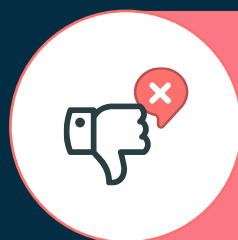
Current tools not meeting needs of Expert Programs
Unable to easily track/report student progress
Reporting is manual



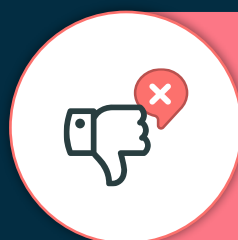
USER EXPERIENCE

Not aligned to Elite Program standards
Disparate toolsets, no single system

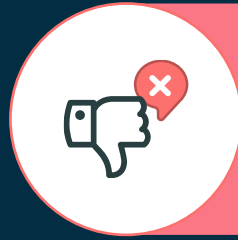
Impacts



Team Burnout
High risk of turnover
Single points of failures



Doesn't support cohort model
Unable to meet Revenue Targets
Reports remain labor intensive and static



Perception of value
Confused users

**SCALABLE
COLLABORATION**

**SINGLE
PLATFORM**

**SCALABLE
ASSESSMENTS**

GAMIFICATION

**USER
EXPERIENCE**

**COMMUNICATION
AUTOMATION**





Poll

What is your biggest challenge in your learning programs?

Learner Engagement

Content completion

Reporting/Tracking

Assessing
knowledge/performance

Providing feedback

Communicating with
learners?



USER EXPERIENCE

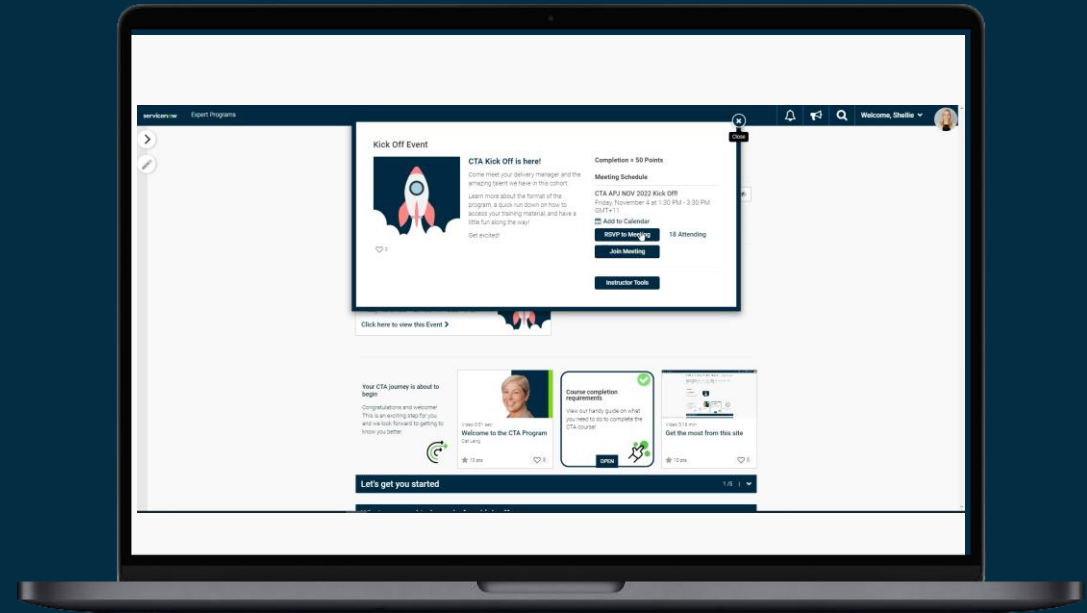


SINGLE PLATFORM





SINGLE PLATFORM





Certified Technical Architect Program

Cohort Leaderboard

Welcome to the CTA Program



Are you ready?

[Let's go!](#)

13 required badges

[Check out the leaderboard](#)

[Check out our upcoming live events](#)

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(revised 8/22/2022)



servicenow.

Welcome to our

Certified Technical Architect Program

Let's get started!

architectprogram@servicenow.com



USER EXPERIENCE



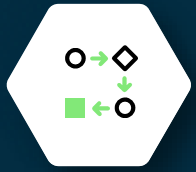
**Increased
satisfaction and
assessment
completion**



**Cohort engagement
before program starts**

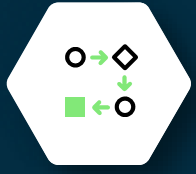


SCALABILITY



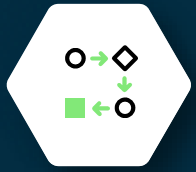
SCALABLE COLLABORATION

27



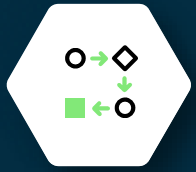
SCALABLE COLLABORATION

60

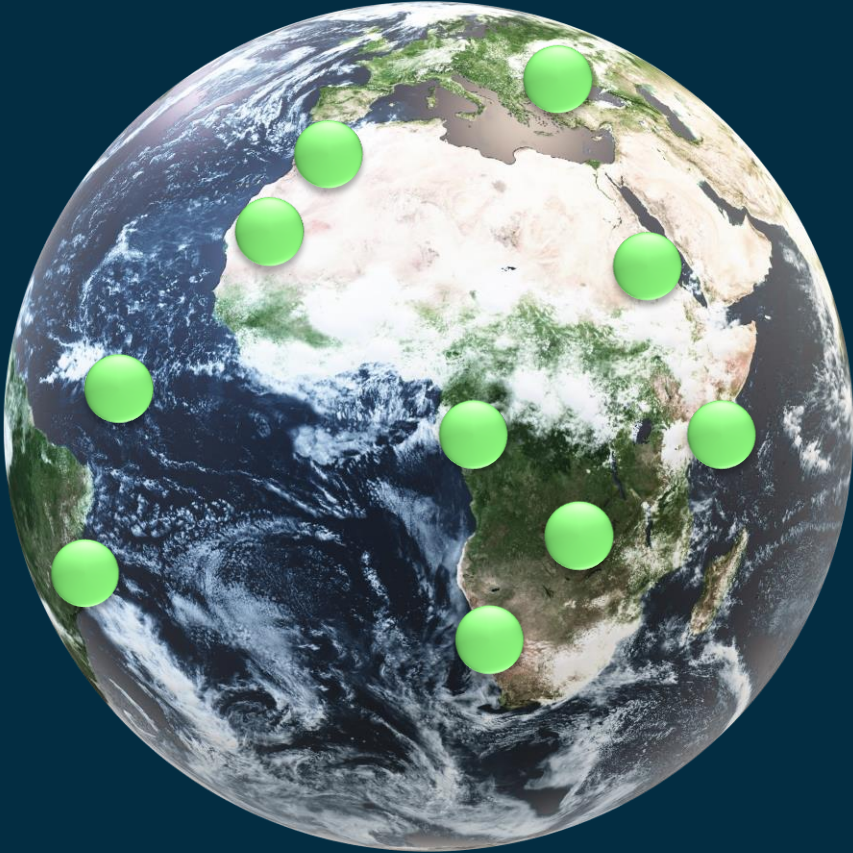


SCALABLE COLLABORATION





SCALABLE COLLABORATION





Time release of all emails

COMMUNICATION
AUTOMATION

← All Courses & Classes Shellie Grieve

Certified Technical Architect Program - APJ May 2022 [Class Settings](#)

Warning: Your learners may use email services with rules for how they process, filter or block the email you are sending. Before using this feature, please review this [FAQ](#) and discuss your options with your relevant IT group. They can help position you for success.

[Settings](#) [Emails](#) [Archived Emails](#) [Automated Emails](#) [Welcome Emails](#) [Checklist Email](#)

Search...

Title	Subject Line	Schedule	# Recipients
4 weeks before kick off - Program : Schedule and Logistics (Group A)	Certified Technical Architect APJ May 2022 Program : Schedule and Logistics	✓ Sent April 11, 2022, at 3:29 am	68
4 weeks before kick off - Program : Schedule and Logistics (Group B)	Certified Technical Architect APJ May 2022 Program : Schedule and Logistics	✓ Sent April 11, 2022, at 3:30 am	31
Capstone timeslot booking	CTA Capstone timeslots are now open for booking	✓ Sent July 17, 2022, at 11:37 pm	63
Copy Of 4 weeks before kick off - Program : Schedule and Logistics (Group A)	Certified Technical Architect APJ May 2022 Program : Schedule and Logistics	✓ Sent April 26, 2022, at 7:01 pm	2
Copy Of Week 6 Content - Correction	Re: Week six content is now available	✓ Sent June 17, 2022, at 3:51 am	63
Copy Of Welcome to the Certified Technical Architect Program - late people	Welcome to the Certified Technical Architect Program	✓ Sent May 04, 2022, at 1:07 am	4
Farewell email	Wrapping up the CTA Program	✓ Sent August 19, 2022, at 1:00 am	63
Reminder of timezones for study group meeting	Gently reminder when setting up study group meeting	Schedule	32
Users that have not logged in and completed content	CTA kick off is this Friday - you have outstanding tasks to complete	✓ Sent May 03, 2022, at 5:07 am	30



TIME RELEASE CONTENT



Certified Program

The Certified Techni

Welcome to the CTA

Week 9 Week 10

Manage Tabs

Reminders

Week 1 - Virtual L
Join the master facil
content and hear thi

Week 1 Live Virtual

+ Add Reminders

About week 1
What is happening in v

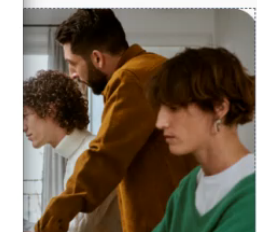
Manage Tabs

Enable time-release of tabs

Welcome to the CTA 1	04/28/2022 7:00 PM		
Week 1	05/06/2022 1:00 AM		
Week 2	05/13/2022 1:00 AM		
Week 3	05/27/2022 1:00 AM		
Week 4	06/03/2022 1:00 AM		
Week 5	06/10/2022 1:00 AM		
Week 6	06/17/2022 1:00 AM		
Week 7	06/24/2022 1:00 AM		
Week 8	07/01/2022 1:00 AM		
Week 9	07/08/2022 1:00 AM		
Week 10	07/15/2022 1:00 AM		
Week 11	07/22/2022 1:00 AM		
Week 12	07/29/2022 1:00 AM		

⚙️ Page Settings

Week 7 Week 8



Repeatable cohorts – at scale and fast



Scalable / Repeatable
1 click to clone



Decreased admin time
No single points of failure



Personalized, branded
and tracking metrics
with date driven
behaviours



FUNCTIONALITY

Design Toolbox



VILT



Coaching



1:1



1:Many



Webinar (live)



Podcast



Video (pre-recorded)



Video (ad-hoc response to community questions)



Discussion forum



Group workspace



Leaderboard



Badges



Time-released content



Self-directed content



Team check-ins



Office Hours



Video responses to Q&A



Pre-submit questions for Q&A



Live Q&A



Simulations



Case studies



On-the-job application



Project sharing



Biography page



Welcome message from senior leader



Pre-work



Kick off webinar



Assessments



Polls



eLearning modules



Self-reflection



On-the-job activities



Offline instructor-led sessions



Job aids



Online games



Review others' work using guided rubric



Poll

How many different modalities do you use in your cohort programs?

1-2

3-4

5+

We don't have a cohort program



GAMIFICATION



BEFORE KICK OFF

How to use the platform

Easy first mission to introduce themselves

Submit video assessment of goals for the program



GAMIFICATION



BEFORE KICK OFF

How to use the platform

Easy first mission to introduce themselves

Submit video assessment of goals for the program



WEEKLY CADENCE WEEKS 1-12

Self paced learning

Quick Reference Guides

Group assessment

Quiz

Live Event



GAMIFICATION



BEFORE KICK OFF

How to use the platform

Easy first mission to introduce themselves

Submit video assessment of goals for the program



WEEKLY CADENCE WEEKS 1-12

Self paced learning

Quick Reference Guides

Group assessment

Quiz

Live Event



READY TO CERTIFY

Kick off badge

All 12 weeks badges



BEFORE KICK OFF

How to use the platform

Easy first mission to introduce themselves

Submit video assessment of goals for the program



WEEKLY CADENCE WEEKS 1-12

Self paced learning

Quick Reference Guides

Group assessment

Quiz

Live Event



READY TO CERTIFY

Kick off badge

All 12 weeks badges



BONUS BADGES

Star of the Week

Super Contributor



Gamification – Progress motivation & tracking

servicenow Expert Programs Welcome, Shellie

0 / 13 Badges

Pick up where you left off

Menu Badges

Earn 13 required badges

To highlight content that must be completed to earn a badge, select a badge from the list below.

Highlight all badge items

- Ready to launch (THIS PAGE: 2 SHOW ME)
- 01. Week 1 (THIS PAGE: 1 SHOW ME)
- 02. Week 2 (THIS PAGE: 0)
- 03. Week 3 (THIS PAGE: 0)

Your CTA journey is about to begin

Congratulations and welcome! This is an exciting step for you and we look forward to getting to know you better.

Video 0:51 sec
Welcome to the CTA Program
Cat Lang
★ 10 pts | ❤️ 6

Course completion requirements

View our handy guide on what you need to do to complete the CTA course!

Video 3:16 min
Get the most from this site
★ 10 pts | ❤️ 17

Let's get you started 3/5

Here's who is joining you

Get to know the delivery team and all your peers that will be joining you!

Update your profile
★ 10 pts | ❤️ 5

Meet your delivery team!

The delivery team is composed of a Delivery Manager and Master Facilitators. Get to know them a little better before we get underway!

4/4

Mission
Tell us a little about yourself
★ 50 pts | ❤️ 5

External Link
Meet the cohort
★ 10 pts | ❤️ 7

Individual Project
What are your personal objectives?
★ 100 pts | ❤️ 9

What you need to know before kick off 4/4



Progress Overview

Overview Metrics

63

Enrolled in Class

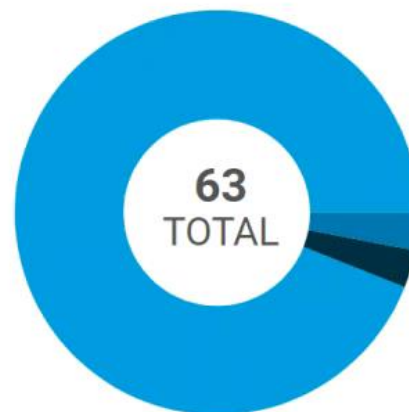
97%

In Progress Total

+0% LAST 7 DAYS

In Progress Trend

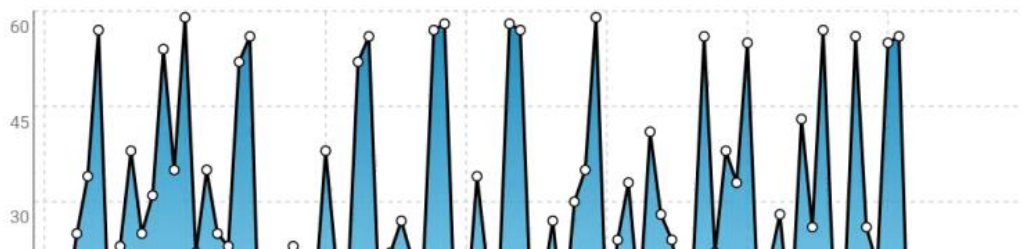
Class Progress



	Completions	59
	In Progress	2
	Not Started	2

Active Learners

Actively Completing Content



Activity Metrics

26

Avg # Per Day

59

Meet Per Day

Assessments used in CTA



Missions



Quizzes



Individual Projects



Group Projects

With Peer Review Feedback

Individual Presentation

Presentation Practice

Prepare a short, individual presentation (5-10 minutes). Leverage one of your group's previous presentation topics and focus on refining your opening and closing.

Here are some reminders:

A good opening captures your audience's attention. A presentation opening is when you inform your audience of who you are and what you'll be talking about. Your presentation opening may include visual aids like charts or graphs, or a summary about yourself. An introduction should present you as a capable professional and earn your audience's attention, so they want to learn more about your topic.

The purpose of the closing is to recap what you spoke about and include agreed-upon actions that are mutually beneficial and confirmed. A leading practice is to tie your closing structure to your opening structure. They should be essentially the same without the introduction but done in a way that doesn't sound like you are just repeating the information you have given earlier. A powerful close can include quotes, calls to action, or stories.

Download the [presentation worksheet](#) to help you plan your presentation.

Presentation Practice

To grade or comment on learner assignments, click on 'Instructor View'.

Instructor View

4 Likes

Bookmark

Related Content
3 Items

Slide redesign activity

YOU ARE WORKING ON YOUR OWN THIS WEEK!
Individual Presentation

Individual Presentation Worksheet



OPEN

Document
Presentation Skills Recap
Quick Reference Guide
★ 10 pts

Document
Presentation Skills Self-Assessment
★ 10 pts

Presentation Leading Practices
Here are some key lessons that will help you as you prepare for your capstone and future presentations.
1 / 4

Let's put it into practice! 0/3

Let's put it into practice!
It is time to apply the learning of the week!
This week you will be working individually.
Possible Points: 175

Begin Assignment
Slide redesign activity
Due August 4, 2022 8:00 AM
★ 50 pts

Individual Project
Individual Presentation
You are working on your own this week!
★ 100 pts

Document
Individual Presentation Worksheet
★ 10 pts

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Outcome



**On time completion
of assessments**



**Peer feedback
120+ pieces each week**



Learning Engagement

**SCALABLE
COLLABORATION**

**SINGLE
PLATFORM**

**SCALABLE
ASSESSMENTS**

GAMIFICATION

**USER
EXPERIENCE**

**COMMUNICATION
AUTOMATION**



Core Issues



SCALABILITY

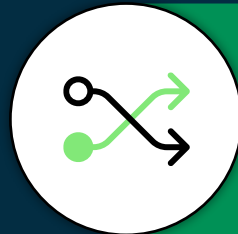
Outcomes



Increased pass rate on first attempt
Increased performance feedback



FUNCTIONALITY



On time assessment completed
Decreased administrative overhead
Automation of assessments



USER EXPERIENCE



Increased learner engagement
Increased content completion
CSAT 3.48 > 3.8 out of 4

CTA Pilot



Cohort sized increased



CSAT



Initial exam Pass rate

27

3.48

on a 4 point scale

62%

Here's the numbers



Cohort sized increased

60

Up from 27
New cohort every month



CSAT increased

3.8

on a 4 point scale
(up from 3.48)



Pass rate increased

78.5%

Up from 62%



Questions?

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Thank you

