

BIZ  **LIBRARY**

Boost Your Skills Playbook:

Using BizSkills to Transform Training in Your Organization



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Overview of BizSkills

Welcome to the Boost Your Skills Playbook: Using BizSkills to Transform Training in Your Organization. This guide outlines how to successfully implement skills development and career mapping using the BizSkills platform in your organization. Here you will gain high-level insights into all aspects of implementing BizSkills, from pre- to post-launch!

By reading this guide you can expect tips about:

- ✓ Getting leadership buy-in
- ✓ Products you need to get started with personalized upskilling
- ✓ How to start using BizSkills to meet your training needs
- ✓ Implementing training through BizSkills
- ✓ Measuring the ROI of your programs
- ✓ Continued Usage

We've packed this playbook with everything you'll need to get the most out of BizSkills. We can't wait to see its positive impact on your learners and organization!



A Solution for Managers and Learners Alike!

After years of helping companies train their learners, we discovered that many of our clients were experiencing similar training issues, like:

- ✓ High turnover
- ✓ Low engagement
- ✓ Time restraints
- ✓ Limited resources
- ✓ Succession planning
- ✓ Overwhelm

At BizLibrary, our goal is to serve as a partner to our clients and we believe that training your employees is integral to your company's achievements. We wanted to offer a solution that addresses these training pain points and sets your program up for long-term success.

Enter, BizSkills!

BizSkills was designed to target and tackle skill issues from the perspective of the administrator and the learner. By engaging both audiences, BizSkills promotes assigned and self-paced learning- increasing its value and usability.

With BizSkills, administrators gain access to a training program product that does the heavy lifting from start to finish. How does it work?

1. Expertly Curated Job Roles

The first major lift BizSkills provides administrators is expertly curated job roles. With more than 500+ roles pre-built with descriptions, responsibilities, and skills, this job role library offers an easy transition from learner upload to training assignments so your employees can start developing their skills quickly.

2. Custom Job Roles and Skill Matches

The second lift BizSkills provides is the customization of job roles and skill matches. This platform is designed to work for you, and that means customizable features that add value to your program. Built into the platform is the ability to create custom job roles for positions unique to your organization. To better serve our users, our Skills Genie feature helps to pull related job descriptions from the industry, so administrators don't need to add skills manually, though that feature is also available for further customization.

3. Skill Ratings

The final major lift BizSkills provides offers several important features administrators can use to measure the success of their program- Skill Ratings. Each skill matched with your learners' job role comes with a rating feature. Learners and administrators can rate each skill, with the added feature for administrators to select a minimum "acceptable" rating for each skill. Additionally, each skill is matched with expert content, so learners can immediately begin improving their skills!

As learners complete the recommended training content, they can be re-rated on their abilities, making it easy to track their progress over time. No more combing through content or individually assigned video courses- by streamlining these actions into one cohesive step, it now takes substantially less time to get your employees started on desired training content.

With BizSkills learners gain a valuable career development tool.

BizSkills is just as powerful in the hands of the learner as it is in the hands of the administrator as it offers an avenue for personalized skills and career development. With the skills interest feature, learners have access to a large skill library. From this library, learners can select skills that pique their interest or align with their career goals, and add them to their skills interest page. From there, each skill can be selected to display a playlist of relevant training content and skills rating features designed to help them learn and develop skills both within and outside their current role.

The power of personalized skills development, combined with an expansive job role and content library, combats low engagement and high turnover rates by encouraging employees to feel invested in and valued by their organization. For administrators, BizSkills provides an easy-to-use training platform armed with robust reporting features that clearly measure the success of their programs. It's a win, win for everyone! And best of all? You get a partnership with our Client Experience team, who can provide you with materials to implement, market, and utilize BizSkills to create a one-of-a-kind training experience in your organization.

If you'd like a further breakdown or walkthrough, check out the BizSkills page on our website [here](#).



Using this Guide for Optimal Success

How to Garner the Right Support

The way leadership feels about your training programs trickles down to every level of your organization, so their buy-in is very important. Luckily, with BizSkills, the product speaks for itself! Another example of how BizSkills does the heavy lifting.

We love compelling statistics and are thinking maybe you (and your leadership!) do too. To further help show why BizSkills is a good investment, check out the following industry facts affecting organizations today.

- ✓ 9/10 leaders say they face skill gaps in their organization or expect them to develop within the next five years.
- ✓ 58% percent of companies say that closing skill gaps have become a priority since the pandemic began.
- ✓ 48% of America's working population is actively searching or watching for new job opportunities.
- ✓ Replacing an employee cost about 1.5 - 2 times the employee's annual salary.
- ✓ 94 percent of workers said they'd stay at a company longer if their employer invested in their careers.

You may have related to one or all the points above, but the most important to note for leadership is that these issues have a direct impact on the success and longevity of your organization.

And remember those pesky pain points discussed earlier? Here are some compelling insights into how "strength-based" and skills-based training can have a positive impact!

Strength-based learning can result in:

- ✓ 23 percent higher employee engagement,
- ✓ 18 percent higher performance,
- ✓ 73 percent lower attrition.

An overview of these statistics shows that focusing efforts to upskill and reskill your employees is a must for any successful organization- and we believe BizSkills is a valuable resource for implementing skills-based training and combating your organization's biggest training challenges.

Additionally, when securing buy-in from key supporters it's important to show how you will measure success. Keep reading to learn how we recommend you measure success!

Sources:

- ✓ [SHRM: The Future Chief People Officer](#)
- ✓ [Gallup](#)
- ✓ [McKinsey: Building workforce skills at scale to thrive during and after the COVID-19 crisis](#)
- ✓ [McKinsey: Beyond hiring: How companies are reskilling to address talent gaps](#)

How can you measure the success of your program?

The Kirkpatrick Model is an excellent resource to consider when creating KPIs for your program. Below are some suggestions on how to incorporate this model into measuring the results of BizSkills.

1 *Level 1: Reaction, Satisfaction, and Intention.*

- ✓ Evaluate the response from learners – specifically, how they felt about the training course materials and activities.
- ✓ At this level, you should also measure engagement from your learners. Do you have 100% participation? If not, you may need to reach out to learners for more information on what they need to give the necessary time and attention to the program.

Some common issues learners face are:

- ✓ Not enough allotted time to complete training,
- ✓ Ambiguity around next steps and career options
- ✓ Excess stress and responsibilities of their jobs,
- ✓ Difficulty with work/life balance,
- ✓ Fear of speaking up when they don't understand a concept.

2 *Level 2: Knowledge Retention.*

- ✓ Measure how effectively the information was absorbed by your learners. Typically, this is done through testing like the self-assessment template and group role play.
- ✓ Follow up! If you're seeing an increase in skill ratings, follow up with a brief one-on-one conversation! These touchpoints are critical to strengthening the usability of this platform with your learners and can lead to future assigned and self-guided learning initiatives!
- ✓ Fully utilize the self-assessment tool by comparing ratings from each stage.

Reporting features

- ✓ Job Role Report
 - Reports all learners with linked job roles,
 - Reports learner assigned job role,
 - Reports recommended skills per job role,
 - Reports completed skills' content
- ✓ Skills Report
 - Provides detailed information for all jobs
 - Provides skill interests that have been rated
- ✓ Development Plan Report
 - Reports learner progress compared to a predesignated development plan

- ✓ The BizSkills Dashboard also contains great insights and reporting information, including,
 - ✓ Learners with Job Roles
 - Reports the number of learners linked to job roles compared to the number of active learners
 - ✓ Unique Job Roles Skills Assigned
 - Compares the total number of skills assigned by job role
 - ✓ Skills Interests Added
 - Reports skills by learners
 - ✓ Average Skill Rating
 - An average of skill ratings
 - ✓ Ratings by Skill
 - Reports how learners and supervisors rate their skills
 - ✓ Top Job Roles by Learners
 - Reports the number of learners linked to a job role
 - ✓ Most Popular Content
 - Lists the most popular content per month or quarter
 - ✓ Popular Skills by Content
 - Lists the most popular skills per month or quarter
-

3 *Level 3: Application and Implementation.*

- ✓ Measure the degree to which your training has influenced the behavior of the participants, and how they are applying their new knowledge amongst their teams.
 - One example would be to track employees who have received promotions or new positions within your organization who utilized this upskilling platform to fill skill gaps necessary for the new role!
 - ✓ Do not be afraid to engage with your learners' managers and teammates. A great way to do this is by sending a survey to the team before and after training, to measure and document noticeable changes in their communication and collaboration as a team.
-

4 *Level 4: Business Impact.*

- ✓ Measure the impact your training has had at the business level and get a clear sense of ROI for your training program. If you are looking for a deep dive into using the Kirkpatrick Model for evaluating training in your organization, download our [free ebook here.](#)
- ✓ Some potential impacts are,
 - Number of Internal Promotions
 - Decrease in Performance Plans
 - Lowered Turnover
 - More Engaged, Knowledgeable Workforce!
- ✓ At this level, you should start seeing measurable results that you can show to your C-Suite and VP-level stakeholders!

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Level 5: Return on Investment (ROI) Calculator.

We have found that ROI is the best way to highlight the success of your program to your stakeholders! Here is a simple formula to help you get started! You can learn more about measuring ROI in our [ebook here](#).


$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

*NOTE: Along with the Kirkpatrick model, you can rely on BizSkills' **extensive reporting and rating features** to show individual and team progress! Check out the rating section of this guide for an in-depth look at these features.

Your Skills Training Shopping Cart

Are you ready to implement skills-based training in your organization? With these three products in your toolbox, you'll knock out resistance and tackle your company's biggest training pain points with ease.

- ✓ An LMS (we recommend BizLMS)
- ✓ BizLibrary Unlimited Content Collection (BLC Unlimited)
- ✓ BizSkills

The BizSkills integration is housed within your chosen LMS and works by matching job roles with content from the full BLC catalog. To guarantee your learners are being matched with appropriate content, the platform pulls directly from our content library of over 5,000 carefully curated video lessons. Included in the BLC unlimited is our [Expert Insights Series](#), a collection of lessons taught by renowned industry leaders on today's most important L&D topics!

While BizSkills can integrate with many learning management systems, we recommend pairing it with [BizLMS](#). Both the [Bizlibrary Collection](#) and [BizLMS](#) are highly-rated products with in-depth functionality that is constantly maintained to meet the growing needs of our learners. With these products at your disposal, you'll eliminate 3rd party integration issues and middleman miscommunications, while also ensuring your learners get matched with the best, most relevant video courses for optimal ROI!

It's All About the Ratings

One of the most unique aspects of BizSkills is the skills rating feature.

When training is done online it can lack a human connection, and in many instances, managers can feel distant from their teams and disconnected from their learner's training progress. The skills rating feature aims to bridge the distance that can occur during training by connecting team leaders and managers directly with their learners' progress for both assigned skills training and personal skills development.

How it works is simple. When a learner is assigned a job role by their administrator, they will be rated on each skill attributed to their role. This is done by their manager with an additional self-rating option. Once the learner has completed a designated amount of training content, customizable based on your training needs or preferences, their skills can be rated again! This cycle can continue as many times as your training manager deems necessary and provides compelling data on your learners' progress over time. This is a great way to measure the effectiveness of your program and provides measurable progress that is easy to display to your stakeholders.

If you'd like a deeper breakdown of our skills rating feature, reach out to your BizLibrary representative, and ask for the complete set-up guide!



Getting Started

Who is Your A-Team?

BizSkills is a collaborative solution that requires support across departments for optimal success. Besides Executive support, you will need to decide who else in the organization you'll need to work with- this number is entirely dependent on the size and structure of your organization, and the unique training goals of your program.

Here is a list of possible key players and their prospective responsibilities.

- ✓ Executive, C-Suite, or Board members- These key players provide the budget and other resources needed to launch your program. They also set the tone for creating a company culture devoted to developing lifelong learners.
- ✓ HR or L&D Department- These key players are responsible for the overall success of the training program. They will dictate necessary training sessions and provide support and guidance to team leaders. They will also be responsible for measuring training impacts and relaying their findings to the Executive, C-Suite, or Board members.
- ✓ Team Leaders or Managers- Finally, individual team leaders, administrators, or managers will be responsible for assigning job roles and completing skill ratings. They can also assign content and are responsible for making sure their team members are completing assignments. They also can help their team members utilize the career mapping functions and personalized skills development features, both of which are powerful tools for professional development and make BizSkills a stand-out solution!

Painting the Picture of Your Ideal Training Program

Before you jump into any new program or product purchase, it's important to outline your expectations.

Your integration with BizSkills is no exception! Each organization's path to success looks different and is based on your goals and resources.

Let's lay out some of the possible paths for beginning to implement BizSkills in your organization!

Route A: Skill searches to investigate other areas of interest

Route B: Proficient in skills needed to do your job today

Route C: Proficient in skills needed to grow

Each unique path demonstrates how BizSkills is flexible and functional for many different organizations and needs! If you want help deciding on an implementation path for your organization, our Client Experience Team is available to provide guidance, insights, and resources. [Request a demo](#) to meet with a #BizRep today!

Let's Talk about Implementation & Strategy

Having an effective program requires efficient implementation. Part of our pledge as your training partner is to provide you with all the resources and support needed for a stellar program setup and launch!

There are three approaches that we recommend to clients when implementing BizSkills at their organization. Each route is represented as an option and the selection of a route depends entirely on each organization's unique needs.

Route A allows learners to get up and running quickly with the ability to browse skills and job titles they're interested in. This route is designed to work for clients that need to get their learners into and using the program quickly with minimal lift from administrators. Due to the fast-paced nature of this route, this implementation strategy doesn't include customized job roles and skills for their learners. However, these features can always be accomplished later with help from our implementation team! This route is popular for HR teams of 1 or organizations that are struggling with higher turnover rates.

Route B aspires to quickly get learners into and using the platform but allots time to add off-the-shelf job roles and/or skills from the job role library. This route is helpful for administrators who are looking to elevate their current training program but don't need to customize job roles or skills. While administrator lift is still minimal thanks to our job role library, this route requires more collaboration between our implementation team and your company's HR or training team than route A. Administrators should be prepared to allot time to assigning job roles to their learners with the option to participate in skill ratings if desired.

Route C is for administrators who are ready to jump with both feet into the BizSkills platform. This route is designed for organizations that want/need to add and customize off-the-shelf job roles and skills! Some examples of this would be companies that have unique job roles or are in unique industries that require out-of-the-box skills (for example- in-depth cybersecurity or manufacturing safety skills.) With this route, companies will work closely with our implementation team and may require more preparation before launch but will have the added benefit of a well-tailored skills development program.

No matter which route you choose, your learners will be able to explore skills and take charge of their own development, whether they're linked to a particular job role or not.

To start, when BizSkills is enabled, you will have a team titled "Client Name BizSkills Team". This team will need to remain intact and any administrators or learners using BizSkills should be added to the "Client Name BizSkills Team".

Note: Learners do not have to have a linked job role to live within this team. Placement in this team will ensure learners can select and have content curated for their personal Skill Interests, even if they don't have a linked job role. The full BizSkills interface will be available once the learner is linked to a job role.

Route A- To get started, you'll need to add learners to your BizSkills team, Client Name BizSkills Team, even if they do not have a job role. Adding learners to this team will allow them to browse job titles and skills that may be of interest to them.

Route B- After adding learners to your BizSkills team, you can link them to off-the-shelf job roles from the Job Role Library, as well as off-the-shelf skills from the skills library.

Route C- After adding learners to your BizSkills team, you can assign them job roles that you have customized from the Job Role Library.

Let's look at a few examples:

Route A - Maggie is a Marketing Specialist at Woodrow Industries. She currently does not have a job role assigned to her, but she wants to feel more confident when presenting her monthly metrics report to her manager. Her program administrator adds her to the Woodrow Industries BizSkills Team, and Maggie begins browsing the skills library. She adds Communications, Data Analysis, and Presentations to her Skills Interests. Throughout the next several weeks, she takes lessons mapped to those skills.

Route B - Bridget is a Web Developer at Woodrow Industries. Her administrator adds her to the Woodrow Industries BizSkills Team and adds the off-the-shelf Web Developer job role and off-the-shelf skills associated with that role. She begins taking lessons to help her become more proficient in her current role.

Route C - Jim is starting a new role as a Marketing Manager at Woodrow Industries. Woodrow Industries requires all managers to be trained on safety protocols as they make on-site visits to the manufacturing plant. His administrator adds him to the Woodrow Industries BizSkills Team. He customizes the Marketing Manager job role from the Job Role Library by adding Safety Standards to the list of skills. He then links Jim to the job role, and Jim begins taking training for his new role.

Here is how BizLibrary continues to help you pursue and achieve your training goals!



Hit the Ground Running

- Implementation takes less than 6 weeks
- We'll talk both technical and strategic implementation to set you on the path to success
- Very low lift from your IT team so you can jump right in



Dedication from Day One

- As partners in training, we'll identify your goals and how to achieve them from the first call
- Dedicated team focused on your program goals
- Together, we'll determine metrics for success



Quick Wins

- Start seeing results with our best practice programs
- Business reviews to tie results to organizational objectives
- No set it and forget happening here - we're always helping you evaluate and adjust

Get the Ball Rolling!

Presenting BizSkills to Your Organization

When implementing a new product, it's important to decide how best to roll out the program to your organization. Below we've outlined our best practices for a successful BizSkills Launch!

1. Gather your key supporters! This includes but is not limited to, Executive, C Suite, and HR or L&D personnel, along with team leaders or managers.
2. Discuss the benefits to each group, and any responsibilities they may have.
 - a. For example, team leaders and administrators will be responsible for tracking their team member's participation. Be clear and concise when explaining these new responsibilities. Also, be sure to emphasize how this new platform will benefit your stakeholders!
3. Assigned roles in BizSkills
 - a. A BizLibrary Implementation Specialist will work with you to navigate the platform, add roles, assign content, and more. You will always have support from BizLibrary- your partner- as you launch BizSkills and as you continue to develop your training programs!
4. Begin marketing BizSkills to your learners!
 - a. Start by sending your first BizSkills "teaser" email to alert learners of the upcoming new product and begin generating excitement in your organization!
 - b. We've included several marketing resources in this guide that you can use to market BizSkills to your learners. Simply download, add your desired recipients, and send!

Along with these best practices, we encourage you to utilize our other training resources, including this [BizSkills Setup Guide](#) which offers a technical look at implementing BizSkills.

Marketing BizSkills to Your Organization

1. Pre-launch Email

Email- [BizSkills-Teaser-Email.msg](#)

2. Launch Email and Activity

Email- [BizSkills-Email-Template-Invite.msg](#)

Checklist Activity [bizskills-internal-email-templates-.pptx](#)

3. Ongoing Success!

Email- [BizSkills-Email-Template-Reminder.msg](#)

Skills Training- It's the Gift that Keeps on Giving!

One of the most revolutionary aspects of skills training is that development doesn't stop once the training is over. Once the burden of teaching new skills or providing insights to your learners is completed- by way of your skills training program- your learners continue to practice and hone (dare we say develop?) what they've learned in their day-to-day responsibilities.

What makes BizSkills a stand-out solution, is its personalized skills development and skill mapping functions. It's that beyond just practicing newly learned skills in their day-to-day activities, they can seek out additional training resources outside of the assigned content! Instead of gaining the communication skills required for their current job role, they can choose to level up those abilities even further to pursue expert or even mastery-level skills. And then skill mapping capabilities embedded into BizSkills provides an easy path for continuing education beyond assigned content.

BizSkills encourages learners to explore the possibilities of their own development and pursue personal growth. The easy navigation and seamless way content is mapped invites your learners to take charge of their professional development. Do you remember the list of training pain points: High turnover, Low engagement, Time restraints, Limited Resources, Succession Planning, and Overwhelm?

By utilizing BizSkills your company will gain employees who are:

- ✓ Happy in their roles
- ✓ Invested in their job and organization
- ✓ Driven to learn more on their own time
- ✓ Curious about development
- ✓ Able to learn anywhere there is access to the web
- ✓ Able to find relevant training resources
- ✓ Confident in their abilities to perform their current job responsibilities and beyond
- ✓ Skilled at their job roles and know how and where to go for help

Administrators also gain a lot through the continued use of BizSkills. Namely:

- ✓ An engaged and skilled workforce
- ✓ Employees who are invested in their current roles and therefore don't feel the need to look for other job opportunities
- ✓ Easy to measure training metrics
- ✓ Added time in their day

As we said- BizSkills does the heavy lifting for your training programs so you can work smarter, not harder, and create the training program of your dreams.

Have you heard the *buzz* about BizAcademy?

This cohort-based learning experience delivers training through live skill discussions and group coaching sessions, as well as on-demand lessons and practice materials.

With expert instructors including executive coaches, TedX speakers, authors, business strategists, and CEOs, your leaders and managers will work directly with high-level, experienced teachers to gain tangible tools for maximum impact!

Reach out to your BizRep today to learn how you can take full advantage of this product, and be sure to **click here** for a further breakdown of all BizAcademy has to offer!

