

# Value-Based L&D Solutions

Working towards a value-creating enterprise

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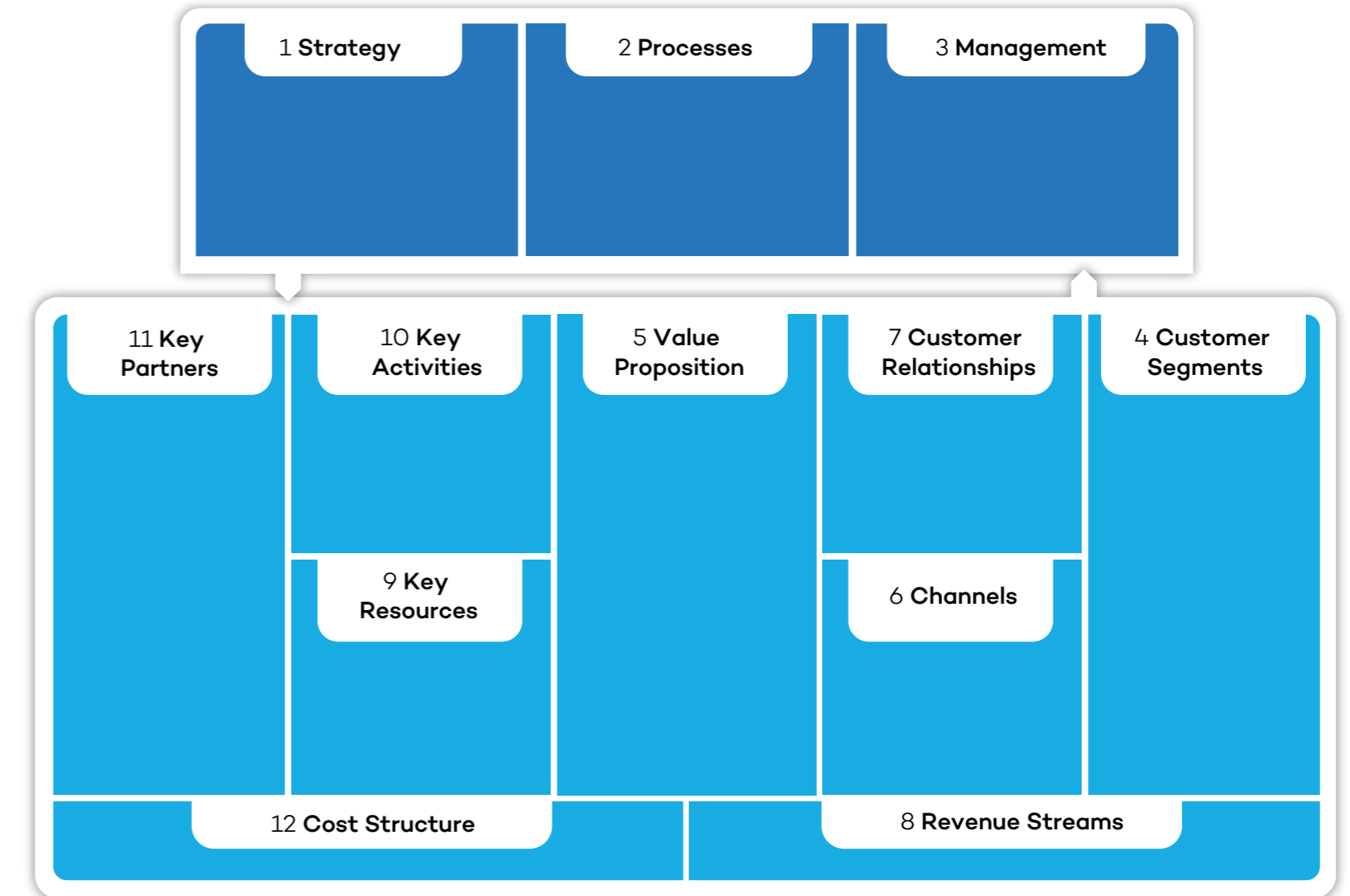
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# Introduction to the Value-Based L&D Solutions

The 70:20:10 Institute offers a wide range of solutions to help you build value for your organization. If you are a larger organization (more than 10,000 employees) we work with you to create a suite of customized solutions to deliver value. If you are a smaller organization (up to 10,000 employees) we work with you to construct Value-Based L&D bundles to deliver value over a 2 to 3-year period. Each bundled solution has a voucher value, so you can see exactly what you are getting for your investment. Both these approaches allow you complete flexibility to select the solutions that suit your own needs in a sequence that works best for you.

# L&D Business Model Canvas™ Solution Fields





# 1. Strategy (1.1 - 1.3)

## Value-Based L&D Solutions

| 1. Strategy  | Description   | What You Get   |
|--|---|--|
| <b>1.1</b><br><b>Stakeholder Engagement Event</b><br><br>(Senior Management) | Stakeholder 'inspire' session – a facilitated meeting, seminar, workshop or suite of activities to build engagement with senior management. This session provides case examples and demonstrates the benefits of 70:20:10, explanation of the various steps and the roles the stakeholders need to play as a part of the change process.  | A service to support senior management and provide a common understanding of current and future strategies, including the rationale behind the changes required in your business model and the implications of improved value to be delivered by your L&D department.  |
| <b>1.2</b><br><b>Stakeholder Engagement Event</b><br><br>(L&D team)          | Stakeholder 'inspire' session – a facilitated meeting, seminar, workshop or suite of activities to build engagement with L&D managers and teams, HR, and other key stakeholders as selected by you. This session provides case examples and demonstrates the benefits of 70:20:10, explanation of the various steps and the roles the stakeholders need to play as a part of the process.<br><br><i>(alternatively, 2 x online sessions plus recorded materials/videos)</i> | A service for your L&D professionals, HR, and other key stakeholders. This session provides a common understanding of current and future strategies, including the rationale behind the changes required in your business model and the implications of improved value to be delivered by your L&D department. The result is a common understanding of selected strategies for your L&D team and the consequences for roles, tasks and requirements to deliver the new Value-Based L&D strategies. |
| <b>1.3</b><br><b>L&amp;D Business Model Audit</b>                            | The L&D Business Model Audit provides the baseline for further development of Learning services within your organization. The BMA allows us to work with you to create a shared vision of the current value of your existing learning solutions, and helps you co-create a roadmap to your desired model.   | A full audit and analysis of your current situation as a baseline, and a mapping to your desired business models. The BMA is based on the 12 boxes of the L&D Business Model Canvas. A report that defines your customized roadmap to deliver your desired business model.   |

# 1. Strategy (1.4 - 1.7)

## Value-Based L&D Solutions

| 1. Strategy  | Description  | What You Get  |
|--|--|---|
| <b>1.4</b><br>New Strategy Development, including Strategic Plan | Strategic consulting to support your L&D management along your value based learning journey. We will help guide you with the development of your strategy, your stakeholder sessions, your strategic challenges and the implementation of your Value-Based Roadmap™.<br><br>(The 'lite' version is suitable for smaller organizations with less organizational complexity. Most of these organizations will be on the 30 voucher plan) | A detailed and customized Value-Based L&D strategy developed specifically for your organization, together with an easily accessible template based on our Value-Based Roadmap™.<br><br>A detailed strategic plan mapping your processes on a two to three-year timeframe. |
| <b>1.5</b><br>Customized Roadmap Development                     | Co-creation of the implementation plan/ Value-Based Roadmap™ for two to three years based on the new strategy and the data output from the Business Model Audit.   | A robust customized implementation plan based on your new strategy (the implementation plan is represented by the Value-Based Roadmap™ developed in 1.4).   |
| <b>1.6</b><br>Value-Based Communications Plan                    | Co-creation of a communication plan for all key stakeholders to ensure the new strategy is embedded in the culture of your organisation.   | A practical communications plan and Value-Based Roadmap™ for two to three years based on the new strategy.  |
| <b>1.7</b><br>Annual Strategy Review Report                      | Review of strategy and report using our templates and standard processes.  | A detailed report and updated/adjusted Value-Based Roadmap™ based on findings of the annual strategy review.  |

# 2. Processes (2.1 - 2.2)

## Value-Based L&D Solutions

| 2. Processes   | Description  | What You Get   |
|--|--|--|
| <b>2.1</b><br>Process Guidance   | Guidance sessions by senior consultants to clarify and document your processes connected to your new strategy. This solution includes input from two of our senior consultants plus 3 online working sessions with one of our experts (and tools for you to use to document work processes). | L&D work processes documented, connected to your new strategy described and visualized (including internal client processes and vendor processes). |
| <b>2.2</b><br>Detailed L&D Work Instructions<br><br>(Derived from processes and key tasks) | 25 work instructions (customized for you).<br><br>We work with you to define key work instructions required for successful implementation of your new business model.  | A set of L&D standards described in work instructions per process step (critical tasks).   |

## 3. Management (3.1 - 3.3)

### Value-Based L&D Solutions

| 3. Management   | Description  | What You Get   |
|---|--|--|
| <b>3.1</b><br><b>Implementation Consulting and Support for Learning Leaders</b><br><br>(Support for managing the Roadmap, providing feedback to teams etc.) | Online guidance sessions that advise and support Learning Leaders with managing your roadmap, providing feedback to teams, and other areas of focus.<br><br>6 online guidance sessions of 1.5 hours plus tools.  | Support for an effective implementation of your new L&D Value-Based Roadmap, through input from experts who have deep experience with successful consulting on L&D Change projects.                      |
| <b>3.2</b><br><b>Value-Based Governance Model / Standards</b>   | Guidance to develop a robust L&D governance model that aligns with your new business model and meets your specific requirements.   | A detailed new governance model that aligns with your business model. Structure and processes defined, terms of reference for Governance Body set out, and plan established. Templates for establishing. |
| <b>3.3</b><br><b>Audits</b><br><br>(E.g. of services)   | Based on our templates and checklists, we provide a detailed audit including interviews with key business and L&D stakeholders, analysis of your products and services, and a set of recommendations for improvement.<br><br>1. Small scale (one country. Impact < 10,000 employees)<br>2. Medium scale (one region, Impact 10-20,000 employees)<br>3. Large scale (global. Impact > 20,000 employees) | A detailed Audit Report of services. A detailed set of recommendations for improvement.  |

## 4. Customer Segments (4.1)

### Value-Based L&D Solutions

| 4. Customer Segments   | Description   | What You Get  |
|--|---|---|
| <b>4.1</b><br><b>Determine Key Clients and Sponsors and Their Characteristics.</b><br><br>(Online session) | Two online sessions to help you identify, qualify, and prioritize your key clients. | Validated review of key clients, including qualification and prioritization. Influence map. |



## 5. Value Proposition (5.1 - 5.3)

### Value-Based L&D Solutions

| 5. Value Proposition   | Description  | What You Get   |
|--|--|--|
| <b>5.1</b><br>Design/Define Measurement System/ Evaluation Blueprint | Using our tools and templates we will co-create a measurement system with you.   | A clearly defined evaluation blueprint and model including core processes that match your desired L&D business model.      |
| <b>5.2</b><br>Value-Based L&D Dashboard                              | Online support sessions to create a tailored Value-Based Dashboard to capture and report progress.                         | A fully customized Value-Based L&D dashboard tailored to your own organisation.  |
| <b>5.3</b><br>Stakeholder Value Proposition Event                    | Co-delivery of your new value proposition to your key stakeholders. Including business case and other evidence-based data. | Commitment from your key stakeholders for the new value proposition. Detailed business case and other evidence-based data. |

## 6. Channels (6.1)

### Value-Based L&D Solutions

| 6. Channels  | Description   | What You Get  |
|--|---|---|
| <b>6.1</b><br>Technology Assessment<br><br>(Including review of capability to support evaluation etc.) | Review of your technology's capability to support your new business model – including ability to collect and process data for appropriate metrics, ability to support delivery of performance support content and other dimensions. | A report of your existing technology capabilities to support your new business model, including the ability to collect and process data for appropriate metrics, ability to support delivery of performance support content and other dimensions and a set of L&D technology recommendations. |

## 7. Customer Relationships (7.1)

### Value-Based L&D Solutions

| 7. Customer Relationships  | Description  | What You Get  |
|--|--|---|
| <b>7.1</b><br>How to Build an Effective Relationship with your Internal Client | We work with you in online sessions to apply standards, tools and methodologies to build effective working relationships with your internal clients.<br><br><i>(This solution is delivered through a series of three 1-hour online sessions plus follow-up support sessions using specialist tool)</i> | Detailed plan and steps required to build effective relationships with your key internal clients. Recommendations on how to change relationship in the migration from Order Taker to Performance Enabler and Value Creator. |



## 8. Revenue Streams (8.1)

### Value-Based L&D Solutions

| 8. Revenue Streams  | Description   | What You Get  |
|---|---|---|
| <b>8.1 Business Consultancy</b><br><br>(We collaborate with specialist accountants and finance experts to deliver this service) | Our finance experts work with you to ensure you have processes in place for all your reporting needs. | A robust set of processes in areas such as finance, business processes, and financial reporting to meet all your needs. |



## 9. Key Resources (9.1 - 9.2)

### Value-Based L&D Solutions

| 9. Key Resources   | Description   | What You Get  |
|--|---|---|
| <b>9.1</b><br><b>Expert Program</b><br>(Online/face-to-face) | <p>The Performance Detective/Performance Architect Program sets up your L&amp;D professionals and HR Business Partners to apply the 70:20:10 Methodology in their daily practice. The program is project-based. As part of this program, and in collaboration with our partners The Platinum Performance Group, we provide you with a set of tools from the Performance DNA™ Light toolkit to support you in your Performance Detective work.</p> <p><i>One-hour online preparation session</i><br/> <i>Two days face-to-face</i><br/> <i>One-hour online check-in</i><br/> <i>Final presentation and certification session (face-to-face/online)</i></p> | <p>Each project will deliver a set of solutions and strong business cases for you. Outcomes of each role within our 70:20:10 Methodology are presented to your key clients. Results of each project are measured and presented to clients (or expected results) Expected results (for example):</p> <ul style="list-style-type: none"> <li>• Sales increase</li> <li>• Time to performance decrease</li> <li>• Productivity increase</li> </ul> |
| <b>9.2</b><br><b>Detective Clinic</b><br>(Online)            | <p>The Detective Clinic is designed to build your team's capability to implement the Performance Detective role in your organisation. This clinic consists of four online sessions, work on a 'live' project in your organization, and individual support check-ins.</p> <p><b>The Performance Detective is a key role in our 70:20:10 Methodology™.</b></p> <p><i>Up to 15 participants and 5 projects</i><br/> <i>Four 90-minute online live clinics and individual check-ins on an as needed based.</i></p>  | <p>Outcomes per project/case:</p> <ul style="list-style-type: none"> <li>• A clear description of the business issue and the impact on the results</li> <li>• Deep insight in the current and desired performance</li> <li>• Overview of the root causes/ influences of the performance gap</li> <li>• Recommendations for the design of the solutions</li> </ul>   |

## 9. Key Resources (9.3 - 9.4)

### Value-Based L&D Solutions

| 9. Key Resources   | Description   | What You Get  |
|--|---|---|
| <b>9.3</b><br><b>Detective Program for L&amp;D and HRBPs</b><br>(Face-to-face) | <p>The Performance Detective/Performance Architect Program sets up your L&amp;D professionals and HR Business Partners to apply the 70:20:10 Methodology in their daily practice. The program is project-based. As part of this program, and in collaboration with our partners The Platinum Performance Group, we provide you with a set of tools from the Performance DNA™ Light toolkit to support you in your Performance Detective work.</p> <p><i>One-hour online preparation session</i><br/> <i>Two days face-to-face</i><br/> <i>One-hour online check-in</i><br/> <i>Final presentation and certification session (face-to-face/online)</i></p> | <p>Each project will deliver a set of solutions and strong business cases for you. Outcomes of the Performance Detective role within our 70:20:10 Methodology are presented to your key clients. Outcomes per project/case include:</p> <ul style="list-style-type: none"> <li>• A clear description of the business issue and the impact on the results</li> <li>• Deep insight in the current and desired performance</li> <li>• Overview of the root causes/ influences of the performance gap</li> <li>• Recommendations for the design of your solutions based on 70:20:10 principles</li> </ul> |
| <b>9.4</b><br><b>Game Changer Clinic</b><br>(Online)                           | <p>The Game Changer Clinic is designed to build your team's capability to implement the Game Changer role in your organisation.</p> <p><b>The Game Changer is a key role in our 70:20:10 Methodology™.</b></p> <p><i>Up to 15 participants and 5 projects two 90-minutes online live clinics, online coaching, maximum of four hours.</i></p>   | <p>Change Management plan for your new 70:20:10 business model in your own organization.</p> <p>Detailed advice to help apply change.</p>   |



## 9. Key Resources (9.5 - 9.7)

### Value-Based L&D Solutions

| 9. Key Resources   | Description  | What You Get   |
|--|--|--|
| <b>9.5</b><br><b>Business Impact Clinic</b><br><br>(Online)      | The Business Impact Clinic is designed to build your team's capability to implement the Performance Tracker role in your organisation. <b>The Performance Tracker is a key role in our 70:20:10 Methodology™.</b><br><br><i>Up to 15 participants and 5 projects, 2 online live clinics (90 minutes each), online coaching, maximum of 4 hours</i>   | A measurement plan tool applied for your own organization.<br><br>Detailed advice to help apply the role of the performance tracker in practice.   |
| <b>9.6</b><br><b>Project Management Clinic</b><br><br>(Online)   | This service provides expert consulting via online clinics to support you with the project management aspects of your new 70:20:10 business model implementation and activities.<br><br><i>Up to 15 participants and 5 projects, 2 online live clinics (90 minutes each), online coaching, maximum of 4 hours.</i>   | A detailed project management plan, including results, team roles, activity plan, milestones, deliverables, risks, communication, celebration.   |
| <b>9.7</b><br><b>Performance Support Program</b><br><br>(Online) | This program supports you to use a robust performance support methodology and content development approach. We work with you to develop effective performance support for one critical task you have identified (one task per 'project'). Up to 15 participants and five projects.<br><br><i>Online live sessions, online coaching and feedback on your own products. Within a period of six weeks, two two-hour online live clinics and four 30-60-minutes feedback sessions depending on the number of participants.</i> | A suite of performance support content/solutions created for one critical task.<br><br>If this is an in-company group, we also deliver a standardised way of producing performance support that meets your organization's needs. |

## 9. Key Resources (9.8 - 9.9)

### Value-Based L&D Solutions

| 9. Key Resources                                   | Description  | What You Get   |
|--|--|--|
| <b>9.8</b><br><b>Summit</b>                        | Every year we organize a summit where international companies present results in the field of Value-Based Learning and 70:20:10 and we share the latest developments within the field. | As part of your annual subscription, you are invited as our guest to the annual Summit.  |
| <b>9.9</b><br><b>Consultancy</b><br><br>(Day rate) | As part of your annual subscription we also provide you with one-off expert consultancy services.  | We provide consultancy services specific to your needs. If none of our standard services fit your needs we work with you to define customized solutions. |



## 10. Key Activities (10.1 - 10.3)

### Value-Based L&D Solutions

| 10. Key Activities   | Description   | What You Get  |
|--|---|---|
| <b>10.1</b><br>Value-Based Proof of Impact Project   | Demonstration of the practical application of the 70:20:10 methodology using one of your projects to demonstrate business impact. This proof of impact project will help you convince stakeholders (management, HR, and L&D) of the power and business impact of the 70:20:10 methodology. Our value-based proof of concept impact project will guide you through the entire process of implementing the Value-Based methodology for a specific case. | A solid business case you can use with your key clients to engage them in with your new business model.<br><br>Recommendations to guide you on your Value-Based roadmap, including deeper insight into conditional factors in the organization to be able to implement your desired business model. |
| <b>10.2</b><br>Value-Based Leadership Development Design<br><br>(Linked with implementation) | Demonstration of the practical use of the methodology and Value-Based L&D principles to produce a 70:20:10 design leadership programs. This is a unique approach with measurable business impact to prove the business value.   | A detailed 70:20:10 proof Leadership Program design with measurable business impact.  |
| <b>10.3</b><br>Value-Based Customer Service Design   | Demonstration of the practical use of the methodology and value-based L&D principles to produce a 70:20:10-proof design for Customer Service programs. This is a unique approach with measurable business impact to prove the business value of L&D for customer service support and development.   | A detailed 70:20:10 proof Customer Service Program design with measurable business impact.  |

## 10. Key Activities (10.4 - 10.6)

### Value-Based L&D Solutions

| 10. Key Activities                                | Description   | What You Get  |
|---|---|---|
| <b>10.4</b><br>Value-Based Onboarding Design      | Demonstration of the practical application of the methodology with a 702010-proof design for onboarding programs. This is a unique approach with measurable business impact to prove the business value of L&D around onboarding or improving productivity with regard to the onboarding process. | A detailed 70:20:10 proof Onboarding Program design with measurable business impact.  |
| <b>10.5</b><br>Value-Based Sales Design           | Demonstration of the practical application of the methodology with a 702010-proof design for Sales Development programs. This is a unique approach with measurable business impact to prove the business value of L&D around Sales Development or improving sales.                                | A detailed 70:20:10 proof Sales/Selling Program design with measurable business impact.   |
| <b>10.6</b><br>Value-Based Special Request Design | Demonstration of the practical application of the methodology with a 702010-proof design for other programs you run. This is an unique approach with measurable business impact to prove the business value of L&D and measurable business impact.  | A detailed 70:20:10 proof Program design (not one described in 10.1-10.5 or 10.7) for a program specified by you with measurable business impact. |

## 10. Key Activities (10.7 - 10.8)

### Value-Based L&D Solutions

| 10. Key Activities  | Description   | What You Get   |
|---|---|--|
| <b>10.7</b><br>Performance Support Design<br><br>(Customized) | Performance support offers a powerful option for L&D to create value within the daily workflow. However, solid design principles are required to create effective performance support solutions.<br><br>(Dependent on scope. Prices per critical task.) | Our Performance Support Design service provides you with a structured approach to design your Performance Support solutions to meet required learning and performance. |
| <b>10.8</b><br>New L&D Business Development                   | We work with you using our defined/ special approach to generate new ideas for business development for L&D.<br><br>(Dependent on scope. Prices per day)  | New solutions developed for your L&D services.   |

# 11. Key Partnerships (11.1 - 11.2)

## Value-Based L&D Solutions

| 11. Key Partnerships   | Description   | What You Get  |
|--|---|---|
| <b>11.1</b><br>Decision Tree for Vendor Management<br><br>(Online service) | A suite of tools and templates to help you select the right vendors for your new L&D business model.<br><br><i>Tools/templates / online services (delivered online: 3 x 2 hour online sessions)</i> | Set of formats defining how to choose to support services according to your specific architecture.<br><br>A shortlist of suitable vendors to deliver your L&D Business Model/ Value-Based services. |
| <b>11.2</b><br>Pre-Test for Potential Vendors<br><br>(Online)              | Using our maturity model tools and in collaboration with your procurement team we will define detailed terms and conditions for pre- testing vendors to deliver your value-based L&D services.      | Detailed terms and conditions for pre-testing vendors to deliver your value-based L&D services.<br><br>Tools for pre-testing the business impact of potential vendors.                              |

# 12. Cost Structure (12.1)

## Value-Based L&D Solutions

| 12. Cost Structure                               | Description  | What You Get   |
|--|--|--|
| <b>12.1</b><br>Coststreams: Business Consultancy | Bespoke service to meet any additional business needs you have. We will provide specialist business consultants/ accountants/ finance specialists as needed. | A robust set of processes in areas such as finance, business processes, and financial reporting. |



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If you are ready to get started on your journey, let's have a conversation.

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