



Empowerment to the People: How Win-Win Strategies Accelerate Learning



Uber Freight

Southwest♥



Outreach

databricks

Lucidchart

- Head of Enablement Services
- Learning Design Guru
- Momma of two and outdoor sports fanatic



Over the last few years, everything about **how we work** has changed

2018

Average # of SaaS Apps: 18

In-Office Work

Average job tenure: 5 years

Software Updates Once a Year

Business is done in-person, through emails or calls

2022

Average # of SaaS Apps: 137

Hybrid

Average job tenure: 2 years

Software Updates Daily

Business is done virtually through 20+ channels

Except for how we train and enable our employees

2018

2022

Powerpoints

Powerpoints











LMS

LMS

Lengthy Training Sessions

Lengthy Training Sessions

There's a gap between how people learn and how we train

ANIMAL FORAGING		INFORMATION FORAGING	
 Food	Goal	Information	
 A site containing one or more potential sources of food	Patch	A website (or other source of information)	
 Search for food	Forage	Search for information	
 The animal's assessment of how likely it is that a given patch will provide food	Scent	How promising a potential source of information appears to the user	
 The totality of food types that an animal may consider in order to satisfy hunger	Diet	The totality of the information sources that a user may consider in order to satisfy an information need	

State of Training Research Report

June 2022

3-11 hours

Majority of reps spend 3-11 hours (or more) each week searching for answers.

75% want to learn by doing

Only 31% of sales reps like to learn by taking online courses compared to 75% of reps who want to learn by “doing.”

47%

47% of account executives have left a sales job due to a lack of training or a poor onboarding experience.

3X more likely to have great onboarding

Top sales performers are nearly 3X more likely than poor performers to report their onboarding experience was good or excellent.

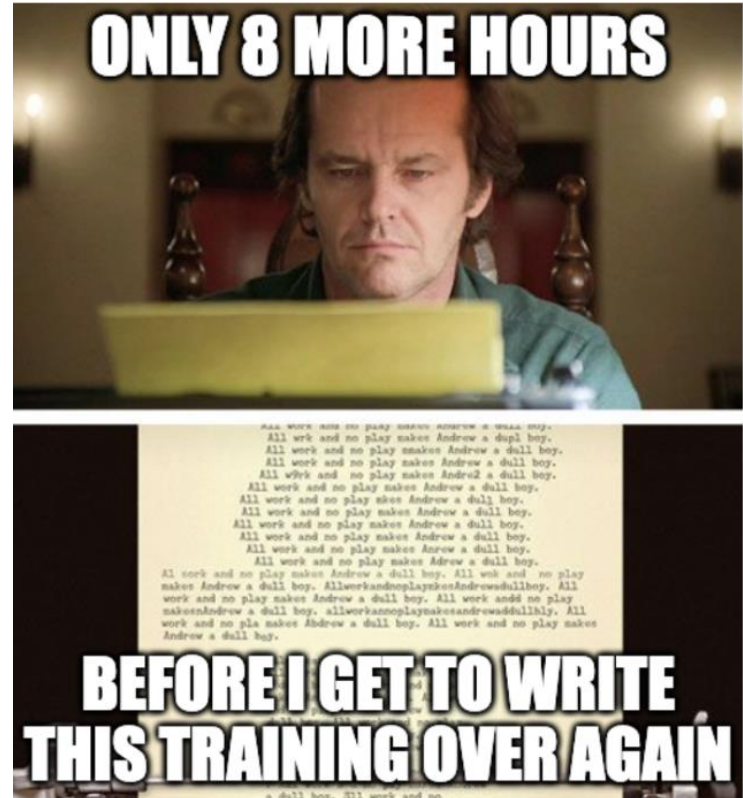
What's in it for me?

Motivation and learning must go **hand-in-hand**



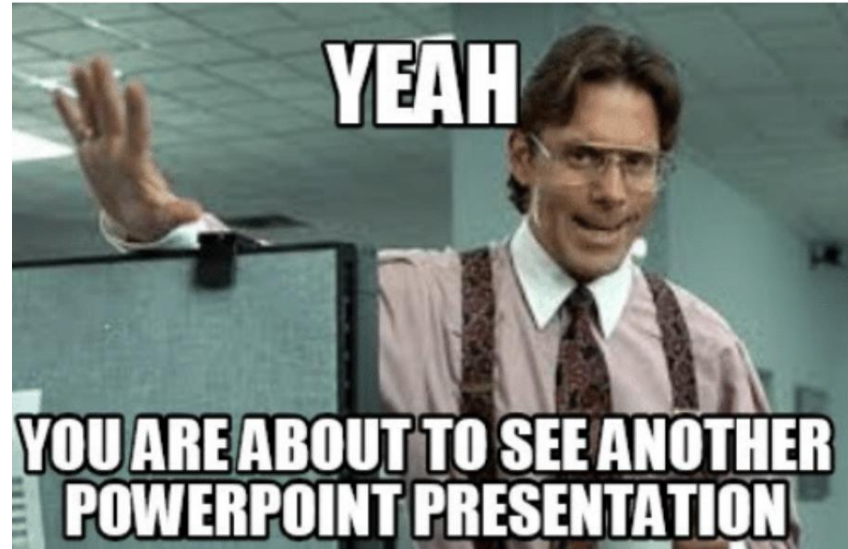
What **you** care about...

- Data Quality
- Consistency
- Getting reps to quota
- Getting employees through onboarding
- Not having to answer a million “where is that?” and “how do I do this?” questions
- Standardization
- More time to focus on employee development and coaching vs. writing training content



What **your** employees care about...

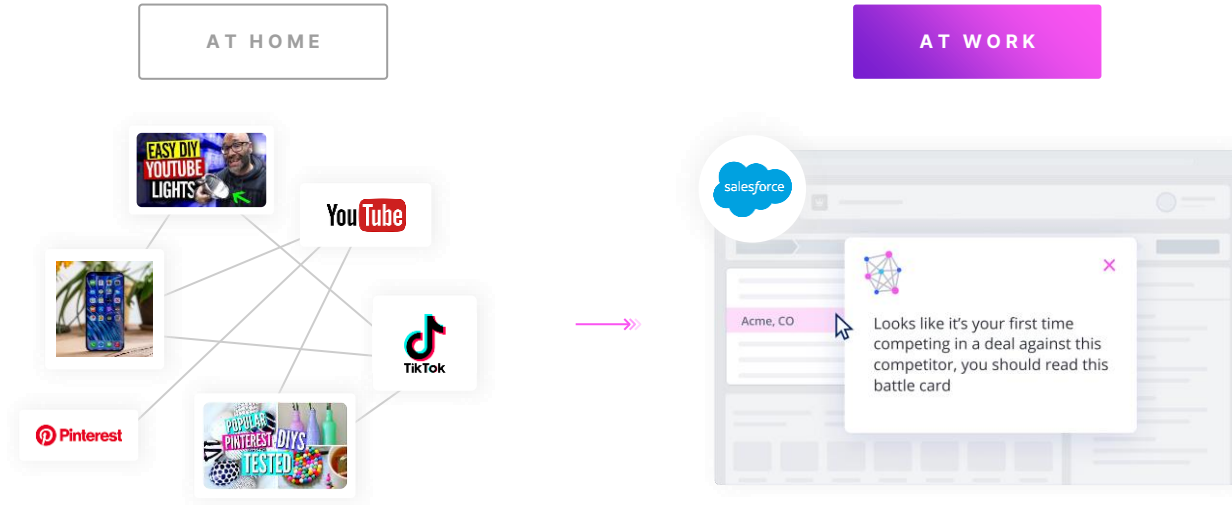
- How can I close more deals, faster?
- How can I get through this process as fast as possible so I can get back to work?
- What do I need to know right now in order to be successful in my role?
- How can I get more time to focus on my work?



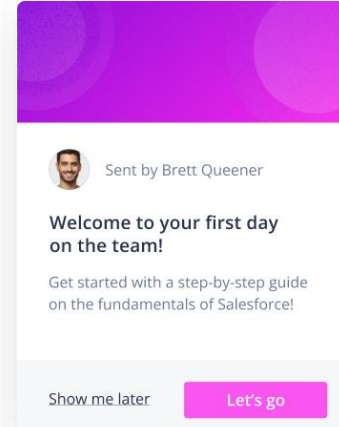
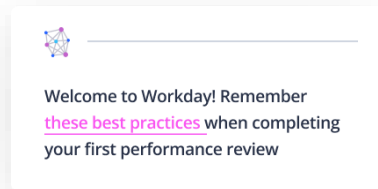
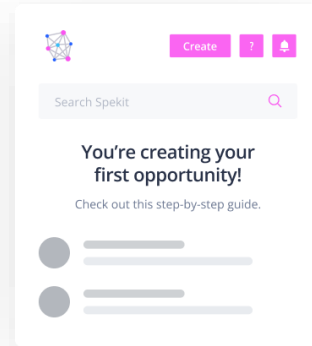
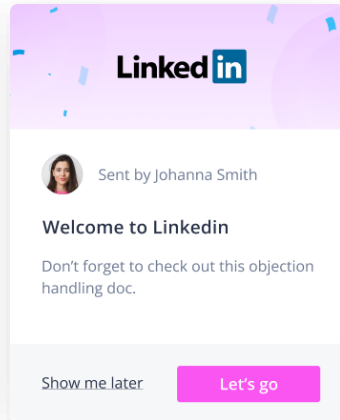
The solution is right in front of us:

**Enter the future of learning at
work**

Learning is personalized and just in time



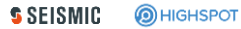
You're not digging for answers, answers find you



Introducing: Spekit

Content sources

Enablement Content



LMS Content



Content Stores



Where employees spend time

Core GTM tools



CHORUS

Communication tools



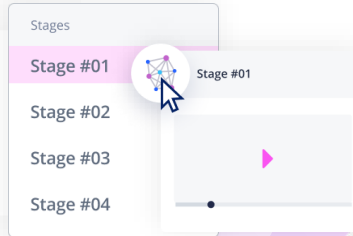
zoom



Spekit, the all-in-one Digital Enablement companion

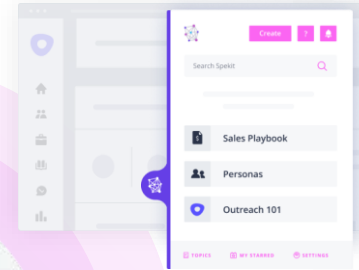
1

Accelerate onboarding and tool proficiency with self-guided learning



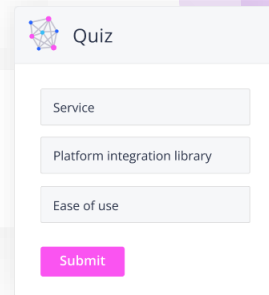
2

Drive productivity with knowledge at your fingertips



4

Learn as you work with learning in your workflows
*Roadmap



3







Enable change
Reduce support + training time with in-app alerts



Get started in minutes

Tool Training Content Library Best Practices

Spekit Library

 Outreach 101	 SEISMIC Onboarding	 Lightning 101
Follow this step by step tutorial on how to get started in Outreach.	Get the most from your content in Seismic with this topic!	How to set up an account name for your environment.
 SALES NAVIGATOR Best Practices	 CPQ Create a quote	 MEDDIC Playbook
Link your workflows by providing the context your team needs.	Import the key metadata for your project.	Everything you need to know about the MEDDIC sales methodology!



Uber Freight



Own{backup}



LEVEL ACCESS



Chargebee



PagerDuty



H2O.ai



KnowBe4



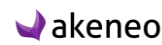
saltmine



Digital River



MUX



Demo

JLL rolls out Salesforce to **thousands of employees** with Spekit

“

Spekit is a best-in-class, efficiency, productivity and adoption driving tool that promotes and enhances the user and admin experience.”

Ann-Renee Thrash

HR KNOWLEDGE LEAD



Dramatically reduced onboarding time and increased adoption



Boosted productivity with in-app learning



Reduction in Salesforce support tickets

Uber Freight cultivates an **always-on learning culture** with Spekit

“

We designed our enablement strategy with Spekit to reclaim wasted time. If reps aren't having to hunt for information, they can focus on what they're good at – building relationships with carriers.”

Amy Contreras

HEAD OF LEARNING, ENGAGEMENT
& DEVELOPMENT

Uber Freight

OwnBackup rolls out **new sales methodology** during hyper-growth with Spekit

Own{backup}



 Spekit

 TechCrunch

OwnBackup reels in \$240M Series E on \$3.35B valuation, up from \$1.4B in January

 **Winning**
by Design

OwnBackup Ranks No. 38 on the 2021 Financial Times The Americas' Fastest Growing Companies

Archive

With job tenure on the decline, setting up employees up for success as quickly as possible has **never been more crucial.**

1.8 years

Average employees job tenure

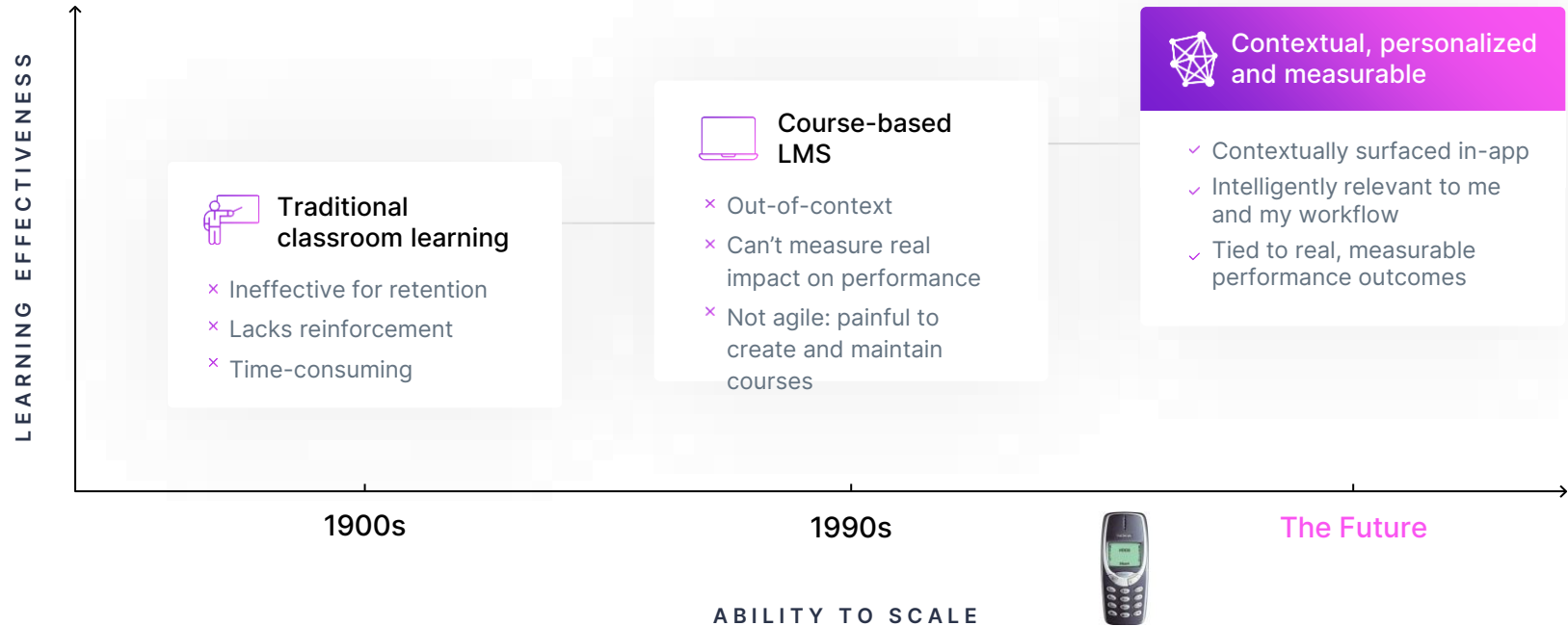
65 years

Of Gen Zers plan to join the great resignation this year

41 years

Higher gap in knowledge retention since moving to remote


The (r)evolution of learning



ABILITY TO SCALE

*Original Chart from Gartner

Our consolidated platform unlocks massive impact with less effort on your part!

		
Tool training & change mgmt	Other DAP	✓
Walkthroughs + In-App Alerts	✓	✓
In-app training	✓	✓
Analytics	✓	✓
Salesforce integration	Limited	No code!
Auto-Embed Training + Track Changes	✓	✓
Search	✓	✓
Slack, Outlook, Mobile (SFDC)	✓	✓
Centralize & Manage Training	✓	✓
Out-Of-The-Box Training Content	✓	✓



PLUS save huge amounts of time with our free content!



Or give us yours to convert!



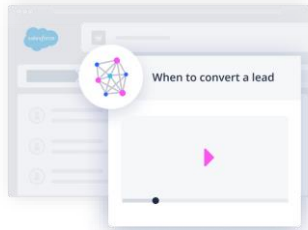
My challenge



Source: Salesforce

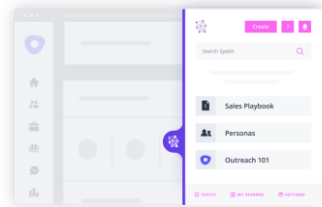


Do more, with less effort



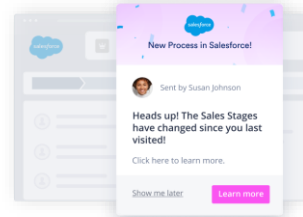
Adoption

Learn tools and navigate UI/UX processes



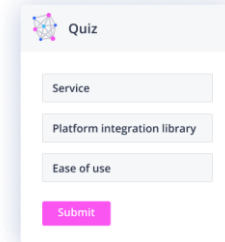
Enablement

Reinforce enablement in any workflow



Communication

Send in-app alerts on process changes



Learning

Onboard and learn as you work with intelligent, contextual learning streams

Employees are frustrated



Lengthy



Out of date



Hard to find



Not relevant

“

Right now reps have too much on their already busy plates, having to go take a course just feels like homework, another thing they need to go check off the box that they have no time for.”

Leigh Tschirgi

ACCOUNT EXECUTIVE

“

When a new course is assigned to me, I watch it at 2x speed and walk away, clicking next when I need to. I know I'll need it eventually, but not right then”

Freddy Daues

ACCOUNT EXECUTIVE

