AN INDIVIDUALIZED LEADERSHIP DEVELOPMENT EXPERIENCE FOR THE WAY WE WORK NOW
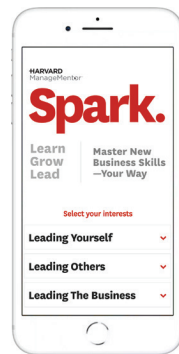

ORGANIZATIONAL BENEFITS:

➔ Meets diverse individual learning preferences and point-in-time needs

➔ Empowers employees to be continuous learners

➔ Ensures impactful outcomes by offering the latest and best management content

➔ Drives engagement and retention by enabling employees to own their development

➔ Leverages Harvard Business Publishing's trusted and proven approaches to leadership development, and connects to deeper learning

LEARNER BENEFITS:

➔ Puts the individual in control by basing the type and length of content on their specific needs, interests, and usage

➔ Provides access to a wide range of interest areas that meet diverse individual needs

➔ Keeps development top of mind with personalized goals and reminders

➔ Serves as a catalyst for personal and career growth via access to trusted and high-quality content

A Highly Personalized Learner Experience for Both Short-Burst Learning and Skill Mastery

An employee's career progression requires continuous learning that extends beyond formal leadership development programs. Each day on the job, employees are faced with challenges for which they need immediate answers and expertise. The responsibility falls to learning and development teams to help employees develop a habit of learning by making relevant, credible content readily available to learners at their time of need.

With *Harvard ManageMentor Spark,* learners are in control. The type and length of content they access is based on specific needs, interests, and time commitment. Learners choose when they want to learn, and a mobile-first design makes it simple and fast to find and save what's important to them.

Harvard ManageMentor Spark leverages Harvard Business Publishing's trusted and proven approaches to leadership development. It is designed for impact, with a unique combination of a personalized experience and access to the latest and best content curated by our world-class experts. Employees are empowered to develop critical business skills when and how it works best for their busy schedules.

Harvard ManageMentor Spark is available to *Harvard ManageMentor* clients. It extends *Harvard ManageMentor*'s unique value as a flexible resource that meets multiple needs.

MANAGING CONFLICT
1:31 MIN

Insight: Build Common
Ground Through
Shared Language

Each content asset found within
Harvard ManageMentor Spark is
clearly labeled with the estimated
time commitment.

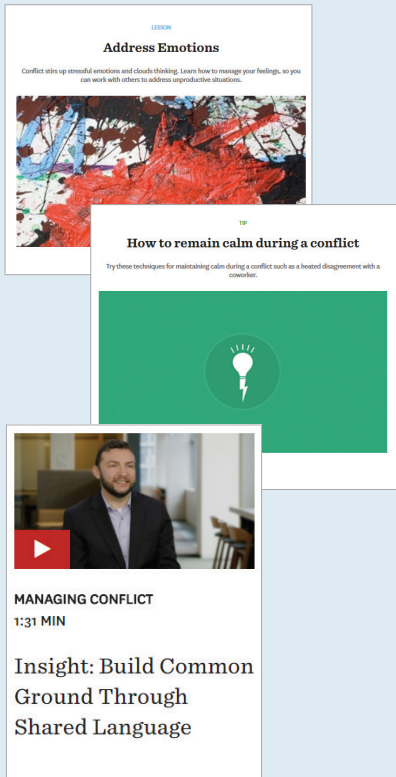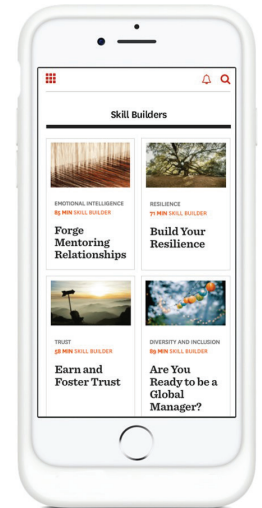# A PERSONALIZED AND RELEVANT EXPERIENCE

Latest and Best Management Content: Curated and Embedded Where It's Most Relevant

The content in *Harvard ManageMentor Spark* is curated and continuously updated by leadership development experts. Included are lessons, videos, and practice exercises from *Harvard ManageMentor,* as well as videos, case studies, and articles from *Harvard Business Review*.
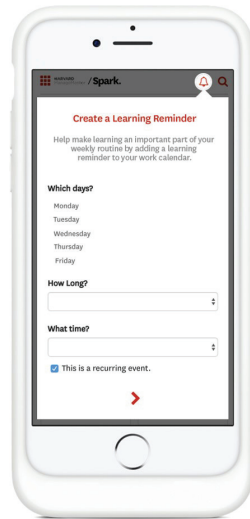
HARVARD MANAGEMENTOR SPARK OFFERS TWO ADDITIONAL CONTENT FEATURES: TIPS AND SKILL BUILDERS

Tips are short bursts of learning content meant to help a learner complete a task or address a common leadership problem. Examples of Tips include "How to Get the Most Out of Your Brainstorming Session" and "How to Remain Calm During a Conflict."

Skill Builders are curated lists of content resources focused on helping learners master a skill. There are over 30 Skill Builders that target common, difficult tasks like managing complexity and forging mentoring relationships.

WIDE RANGE OF INTEREST AREAS

Harvard ManageMentor Spark provides access to a wide range of interest areas beyond those available in *Harvard ManageMentor.* Learners can build on what they've learned in *Harvard ManageMentor,* or engage in entirely new interests such as authenticity, big data and analytics, design thinking, and emotional intelligence.

AN EXPERIENCE TAILORED TO EACH UNIQUE INDIVIDUAL

Recommendations are provided based on a combination of learner interests and activity, along with what is most popular. Learners can also easily save content for later.

To encourage habits of continuous learning, learners can set personalized goals and reminders within *Harvard ManageMentor Spark.*