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The InspireOne Newsletter

April - June 2021

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Bouncing Forward

Resilience through Learned Hopefulness



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Performance, Inspired

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From the Editor's Desk

It will be naive and almost cruel to restate the impact of the pandemic on lives, livelihoods, and financial, emotional, and psychological well being. No person or organization has been spared the hit.

After the initial denial and disbelief, at the beginning of 2020, most organizations and people reacted with agility and hope to counter the impact of the virus. Results of most of these efforts were admirable and brought to the fore disruptive innovations, behaviors, processes.

What helped was the hope and light at the end of the tunnel. The expert virologists and corporate leaders stated with their confidence and positive intent that the first quarter of 2021, will bring an end to the woes of COVID.

Now it is the middle of 2021 and THE virus seems to have acquired exponential strength. The light seems somewhat dimmer.

So, does that mean, "there is no hope for reigniting hope"?

*The resounding response is that hope is **always** there. Experts say that along with optimism it is now, a non-negotiable mindset.*

But first, let us be clear on what hope is not. It is not the ubiquitous and overstated "positive mindset". It is not about "lump it and smile".

According to Dr. Dan Tomasulo, **Hope** is the ability *"to regulate our perception towards the belief in control of the future"*.

Research has also established that *hope is the only positive emotion that requires negativity or uncertainty to be activated. And therefore, it must be **learned for purposes of resilience and bouncing forward.***

It then is fair to also acknowledge the *things that were created because of the hope generated from the pandemic distress. For instance, there have been leaps of development in healthcare infrastructure, pharma research, e-commerce related retail, and food industries among many others.*

People development has bounced forward at least by a decade. For instance, young resident doctors getting the experience in a few months that may have taken them years to achieve, tech workers developing products and services in record times to meet the needs. One of the greatest shifts has been in human behavior - agility to change and adapt, a realization that real movement happens in collaborative efforts, emotional advancement in terms of managing complexity and adversity. Development of the kindred spirit, in dealing with collective loss.

At InspireOne, we have been working with organizations and leaders at making Hope Learnable and through that making Resilience Applicable.

In this edition of U&I, you will find the cover story that deep dives into how organizations and leaders can bounce forward through building Hope and Resilience in their teams.

Additionally, InspireOne Technology's article on Master-O® talks about assessing Your Sales Force Readiness In 2021 With Gamification And Microlearning. There is a section on InspireOne's latest offering launched early this year, HERO.. resilience reignited to build HERO leaders in organizations where HERO stands for H- Hope, E- Energy, R- Resilience, and O- Optimism.

As always, we would be happy to hear your views, comments, and suggestions regarding our stories.

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Dilbert by Scot Adams

How Leaders can *Bounce Forward* to Triumph

“If we lose our hope, that's our real disaster” - Dalai Lama

Never has the need and the desire to build hope been stronger, as it is now. Almost every story we hear or are a part of, captures how hope helped overcome a dire situation or a tragic situation of despair.

While in the past people and leaders alike were encouraged to look at managing challenging emotions like anger, fear, and sorrow - building positive emotions like joy and hope were assumed to be the “expected hygiene emotions”.

However, absence of sorrow does not result in joy and happiness and this must be learnt.

Hope gets triggered in uncertain, and adverse situations as the elixir to survive and thrive. But building hope must be and fortunately can be learnt. In fact, it is now a non-negotiable habit that must be cultivated and nurtured.

Attributable to the Pandemic is the knowledge that these are not “good to have” and cannot be “expected to be just there in everyone” or to assume that “these are inherent in some people and so there is little hope for the others.”

So, What is Hope?

As understood by positive psychology, “**hope** is a **positive** cognitive state based on the determination and planning to meet goals/ make possible a desired situation.” In other words, hope is a complete package comprising of a person's goal-directed thinking, motivated pursuit of goals and the belief that those goals can be achieved.

Inherent in hope is the belief that some things in the future are in our control and possible.

In a way, having hope links our past and present to the future. It is to want an outcome that makes our life better in some way. Not only can it help make a tough present situation more bearable but it can also eventually improve our lives because envisioning a better future motivates us to take steps to make that happen.

At the next level, having hope in one's own potential and that of others to operate from a higher self could lead to commitment to larger goals and dreams - such that transformation can take place. Take the examples of how countries and societies have been rebuilt post-war related devastation, natural calamities, genocides, and pandemics.

In all such situations despite intense human suffering and devastation of spirit, having the will to overcome and restore normalcy and possibilities, and an unshakeable belief in the capacity of people, allowed leaders of independence movements, leaders tasked with rebuilding and leaders who led social, anti-racism, poverty eradication movements etc, to ignite and unleash hope, thereby creating change.

What Leaders with High Hope, Demonstrate?

Dan Tomasulo (*Academic Director at Teachers College, Columbia University & Author of the book: **Learned Hopefulness***) mentions in his book that there are 7 decisions that people who demonstrate high hope take and he contrasts them with decisions that limit hope. Reflecting on this may help understand where we fare on the spectrum of hope.

High-hope people bring to the adversity at hand, a belief that it can be overcome and the thought that “There is another way of looking at this.”

Low-hope people accept the situation as hopeless. High-hope people challenge the limits of that perception.

There is some compelling science

behind this work, but at the core of what high-hope people choose to do:

- 01 | Look For Possibilities
- 02 | Notice The Good
- 03 | Cultivate Positivity
- 04 | Use Strengths
- 05 | Adjust Goals
- 06 | Engage With Purpose
- 07 | Cherish Others

Quoting from Dan's blog,
"The Seven Decisions of High-Hope People"

These seven decisions, when adopted during adversity, make all the difference.

Leaders who demonstrate high hope demonstrate a high degree of resilience and are resourceful. Importantly, these are not limited to themselves foster a culture and ecosystem positivity and hope.

Building Hope.

An accomplished coach asked a question of his audience, in a hope seminar - "What do you base your hope on?" Thereby establishing that finding an answer to **what gives me hope**, is the first step for building hope.

The answer could be a personal vision or values, supportive relationships or even faith and beliefs or any other.

At the end of the day, it is only our cognitive distortions that prevent us from feeling hopeful.

At a time when 'negativity bias' takes over narratives, identifying 'hope heroes' in our lives, and listening to their stories has a contagious effect on us. Likewise helping others build hope has a significant positive impact on growing hope for ourselves.

Another aspect that has a profound influence on hope and positivity, is when we know and accept our strengths and work towards using them effectively and powerfully as this gets us into a state of passion, fulfilment, and joy.

In working with organizations, Prof Dan gives useful and applicable tips on how a climate of hope can be consciously cultivated.

He says that it is important in organizations to identify exemplars of hope and look out for positive deviants to create a "building hope plan." Starting with creating change at the top leadership by bringing in new research, he emphasises the importance of training exemplars and influencers & giving them a number of tools to apply. The aim is to help this group experience wholeness and balance.

Finally, it is about aligning process to the desired state. An example could be defining behaviours of hope and incorporating them in the recruitment process.

Some research that has established the "not questionable" status of hope:

1. A study by Shane Lopez (psychologist & senior scientist at Gallup), concluded that hope accounts for 14 percent of productivity in the workplace - more than intelligence, optimism or self-efficacy (*Journal of Positive Psychology*, 2013).
2. John Maltby, PhD, a psychologist at Leicester University, and colleagues tracked college students over three years and found the more hopeful students went on to greater academic success. Maltby discovered that hope was even better at predicting academic achievement than intelligence, personality or previous academic achievement (*Journal of Research in Personality*, 2010).
3. Stephen Stern, MD, of the University of Texas Health Science Centre at San Antonio, and colleagues studied hope and mortality in a sample of older Mexican- and European-Americans. Nearly 800 people aged 64 to 79 completed a depression survey between 1992 and 1996. As of 1999, 29 percent of people classified as hopeless had died, compared with just 11 percent of the hopeful (*Psychosomatic Medicine*, 2001).
4. Lopez and Matthew Gallagher, PhD, psychologists at Boston University, found that hope is a strong predictor of positive emotions (*Journal of Positive Psychology*, 2009). Their research shows that hope and optimism are distinct from one another, but both are important for happiness and well-being.

In difficult and adverse circumstances, our default response is to become passive, and be consumed with ruminating thoughts, anxieties, and fears. A possible response could be to want to overcome and thrive. This is the curious part of us that seeks new perspectives and wants to learn. At the end of the day, as individuals and leaders, we need to make this choice between which part we want to focus on.

Because Hope is a decision.

Adversity - The Fastest Route to Evolution and Innovation

The damage wrecked by the happenings of the last 18 months has been rampant and all-pervasive. **But they say adversity is the fastest route to evolution and innovation.**

In fact, even the research in the areas of adversity and response to adversity - hope and optimism - has taken supersonic speeds, due to the universal and overwhelming impact of the Pandemic.

The other thing that has grown by leaps is the **practical applications of hopefulness, and resilience becoming business imperatives for organizations and life imperatives for individuals.**

No longer are they considered aliens to the “tough, no nonsense world of business”. Even the fiercest opponents of “all things soft like hope and resilience” are desirous of applying the lessons coming from this research.

To facilitate leaders for the application of these findings, InspireOne organized an exclusive virtual session with the **renowned psychologist and international bestseller author Dr. Dan Tomasulo** titled - **"Bouncing Forward: Resilience through Learned Hopefulness."**

The other 2 panellists in the session were Mr. Sumit Sahni, CEO and Partner, InspireOne and Mrs. Neeta

Mohla, Director & Principal Consultant, InspireOne.

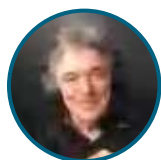
This webinar was attended by corporate India's business and HR leaders. Dr. Dan took their questions on hope and practices around building hope.

One of the most relevant areas of the discussion was on the best practices and expert advice on building hope to propel energy and effort back into the culture and towards growth.

Dr. Dan's advice to this was based on the work he has done with several organizations, globally. He has built and enabled a 21-day hope challenge, where people work with accountability mates. It is not just about waking up in the morning have a nice thought, it is about changing the culture little by little, so that people start to become aware that these tools are real and that they feel differently.

There were some quick win tips shared by Dr. Dan to leverage low hanging fruit and build the momentum needed imminently, for people and organisations to bounce forward.

For a complete recording of the webinar, please write to us at info@inspireone.in.



Dr. Dan Tomasulo is the Academic Director and core faculty at the Spirituality Mind Body Institute (SMBI), Teachers College, Columbia University. He holds a Ph.D. in psychology, MFA in writing, and a Master of Applied Positive Psychology from the University of Pennsylvania. He is internationally recognized as a leader in his field of positive psychology and hope, and a Review Editor for *Frontiers in Psychology* special section *Positive Psychology*.

InspireOne had collaborated with the Dr. Dan Tomasulo, this for a webinar on Bouncing Forward.

Putting The **SPRING** Back

through

Hope, Energy, Resilience and Optimism

InspireOne Consultants conducted a Leadership Roundtable on 11th February 2021 on Putting the SPRING back through Hope, Energy, Resilience, Optimism. This webinar hosted a few of our nation's top leaders from various industries who talked about why building psychological capital is the need of the hour.

On the panel were leaders like Rajesh Ramakrishnan (Managing Director, Perfetti Van Melle, India), Shenu Agarwal (CEO, Escorts Agri Machinery), Randeep Sekhon (Chief Technology Officer, Airtel), and Carmistha Mitra (Senior VP, Chief Learning Officer, Axis Bank). The moderator of the discussion was Sumit Sahni (CEO & Partner, InspireOne Consultants).

As highlighted by the World Economic Forum, 1 in 3 adults suffers from depression/ anxiety due to covid. But covid or not, situations of uncertainty and pressure have become a part of our routine. Therefore, in the present context of sustained pressure, the need for building optimism and resilience in our workforce is heightened.

Bytes from the Webinar

Building psychological capital (Hope, Energy, Resilience & Optimism) is an important factor in workplace performance often positively associated with favorable attitudes and behaviors, like higher satisfaction and commitment and enhanced performance. Psychological Capital is also negatively associated with unfavorable employee attitudes such as cynicism, turnover intentions, job stress, anxiety, and undesirable employee behaviors, such as defiance.

This focused light on **how various successful leaders built Psychological Capital within their organization** as a source of competitive advantage.



Shenu Agarwal
Chief Executive Officer,
Escorts Agri Machinery

In tough situations, it is not just one big move but a series of actions that build hope and positive energy.

Mr. Shenu Agarwal from Escorts highlighted “building this capital isn't one big move but a **series of consistent**

efforts”. He further added that “Even people with average capabilities, when aligned to a common goal - can do wonders!”.

Mr. Rajesh Ramakrishnan from Perfetti emphasized “proactive communication” as a first step toward meeting the basic, hygiene factors of economic & physical safety which then promote hope & optimism within employees. For Mr. Randeep Sekhon from Airtel, “building a strong sense of purpose” in one's job is a key contributor to building H.E.R.O.

Ms. Carmistha Mitra from Axis Bank emphasized upon a “we care” mentality that their organization leveraged to build these H.E.R.O attributes through various initiatives like their “staying positive program”, creating “Gig-A” opportunities and others.

How to Build High and Positive Energy in an Organization?

Communicating a valuable purpose inspires energy among employees to make them believe that they can create a real difference. Mr. Sekhon recounted how Airtel established a strong sense of purpose in their team of network providers who had to risk their lives and go out during the lockdown:

“We started communicating to our team in the townhalls and we gave them a sense of purpose that they are no less than a medical worker, as they are helping people connect, for instance, if a person wants to consult with his doctor virtually, they served as the **bloodline of this communication**”.

He believes that this instilled a belief within them that they are doing a 'national job'; of keeping the nation connected.



Rajesh Ramakrishnan
Managing Director,
Perfetti Van Melle India

Positive energy can be infectious. As a leader, it's important to have high levels of positive energy and that can then cascade across the organization, and build optimism and positivity.



Carmistha Mitra
Senior VP HR, CLO,
Axis Bank

To effectively drive innovation and high positive energy, leaders have to balance two roles. One is leading from the front and the other one is shepherding energy of people. Balancing both these roles has become increasingly critical.

Mr. Ramakrishnan pointed out that building high positive energy in an organization is a result of “work-life integration”. There are 4 parts to it; work, well-being (physical, mental, emotional well-being), giving back and home & family. “The way I try to put positive energy in the organization is that when it comes to work, we need to question if we have a growth mindset? Are we willing to punch beyond our way to reach slightly higher order stuff and in that process, focus on are we building the right talent, the right capability and all that stuff, are we driving that energy in the workspace? When it comes to well-being; are we able to provide the right kind of engagement in the organization? Thirdly, giving back is encouraged in the organization through means such as CSR initiatives as some form of giving back is a source of great energy and gratification. Finally, we need to ensure that an employee's home and families are involved. For instance, in today's virtual times we invite an employee's son or the daughter or the spouse to get on the camera to maybe sing a song or something to break the ice and this builds on the energy. This is especially valuable to us since we as Indians, are we are very close to our families”.

Role of Leaders in Building H.E.R.O

The entire panel agreed to the crucial role that a leader must play in cultivating these attributes within their teams. Mr. Ramakrishnan commented that the responsibility of making the psychological capital more sustainable & viable is primarily within the leaders.

Ms. Carmistha commented that Building H.E.R.O is a shared responsibility. As leaders, she feels, it is pertinent to be conscious about one's team's energy. She also mentioned that the role of a good leader requires a calculated transfer of accountability. “If you are doing something new then you have to go ahead and lead as a teacher, and when employees pick up the pace, leaders need to transfer the accountability and turn into shepherds”.

How can Leaders keep Themselves Motivated in these Tough Times?



Randeep Sekhon
Chief Technology Officer,
Airtel

There is always a silver lining in turbulent market environment, the amount of innovation and digitization that has happened in these last 9 months wasn't witnessed before in any organization in any part of the world.

Mr. Sekhon highlighted that it's pertinent for leaders to keep themselves motivated especially in times of disappointment. He suggested that a **change in perspective** can change the outcomes of an event “what no one else could do, covid did! It has done the most digitization in the world” and helped us learn new ways of working which were known to organizations for a long time but putting them into practice invited apprehensions.





Need

Relentless pressure is a way of life today. It was true pre-pandemic and has exponentially increased Post-Pandemic.

While organizations are dealing with the ongoing crisis by putting together processes and SOPs, what is being MISSED OUT is nurturing its very roots, its Individuals, Leaders and Teams.

Discussion with senior leaders from various industries revealed that organisations are concerned about the mental and emotional well-being of employees. They advocated the importance of Hope, Energy, Resilience and Optimism to positively impact employee well-being.

“Positive energy can be infectious. As a leader, it’s important to have high levels of positive energy and that can then cascade across the organization, and build optimism and positivity.”

*Managing Director,
Leading Confectionery Manufacturing Firm*

“To effectively drive innovation and high positive energy, leaders have to balance two roles. One is leading from the front and the other one is shepherding energy of people. Balancing both these roles has become increasing critical.”

*Senior VP HR, CLO,
Leading Private Sector Bank*

Solution Developed by Us

So how can we elevate the spirit of the organizations?

To help organizations develop emotional maturity and strength to deal with constant pressure, we have designed a **comprehensive H.E.R.O. learning journey**, for:

- Mid-Senior leaders, FTMs and Ics

This is based on two decades of experience in working with multiple clients across industries and the current context.

Core Principles

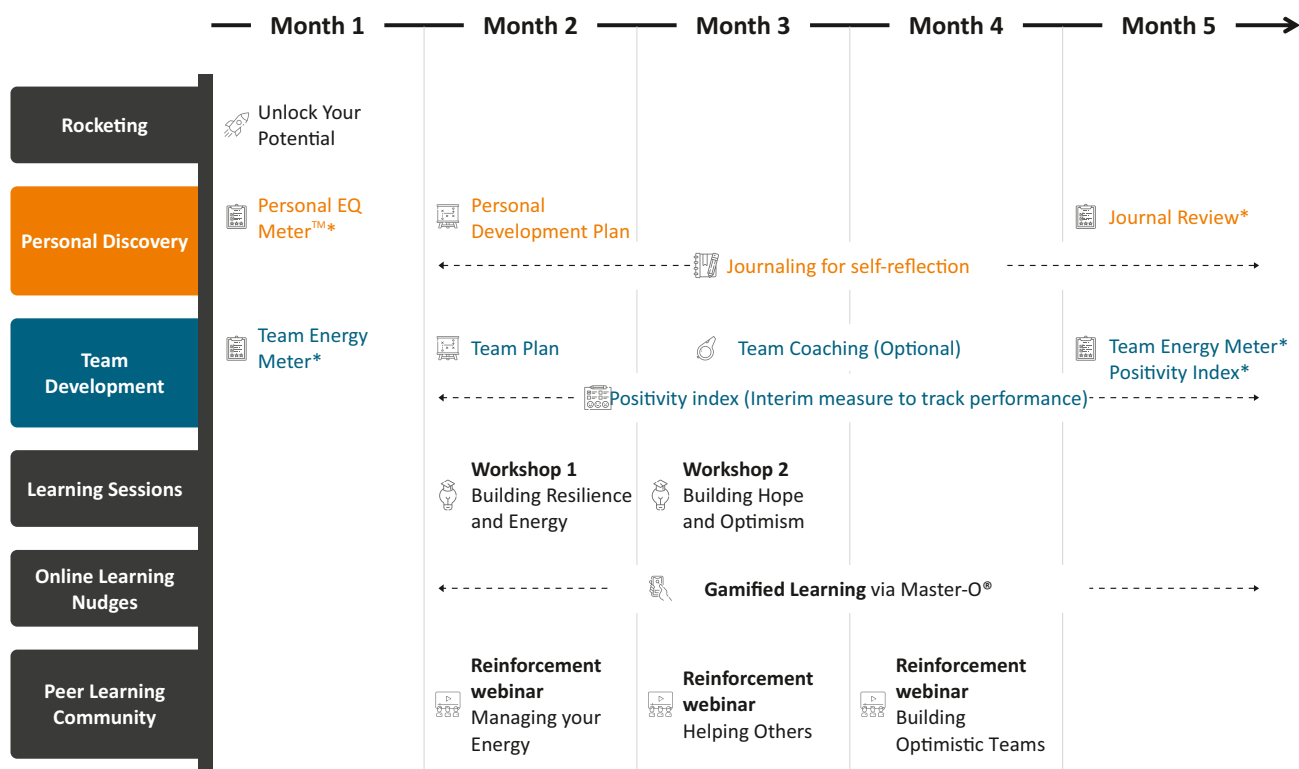
- Positive Psychological Capital (Hope, Self-Efficacy, Resilience and Optimism) gets manifested in energy.
- The leader's mood is contagious and therefore 'changing the mood of the leader will lead to a change in the team's mood'.
- Team's energy is a lead indicator of performance. Providing feedback on the team energy levels can be an effective means of guiding behavioural change.
- Journaling can help in the management of leader's personal adversity and behavioral change.

Objectives

This learning journey would help the leaders:

- 01** Understand and develop the H.E.R.O. attributes (Hope, Energy, Resilience, Optimism).
- 02** Enable them to create a climate of hope, energy, resilience, and optimism within their teams.
- 03** Inculcate change readiness within team members.
- 04** Enhance productivity within the organization through greater engagement, initiative, and energy.

The Journey Itself



* Pre and Post Assessments
This can be customised based on the need of the organization and the target audience.

Delivery Methodology

Comprises of:

- 01 Self and team assessments
- 02 Workshops
- 03 Reinforcement webinars
- 04 Gamified learning via Master-O®
- 05 Team coaching
- 06 Journaling which would enable sustainable change. Journaling is an exceptional tool which will help leaders reflect and grow personally.

Assessments/ Measurement for Traction

| | |
|--|--|
| <p>PEQM™</p> <p>Personal assessment to measure EI and H.E.R.O attributes.</p> | <p>Energy Meter</p> <p>Tool to assess team energy levels. To be used as a pre assessment & post assessment tool as indication of the needle movement.</p> |
| <p>H.E.R.O Index</p> <p>A customizable tool for the client organization which can be contextualized as per their organizational climate. This will also to be used as a guide to help in identifying trends of progress throughout the journey.</p> | <p>Journal</p> <p>Interactive tool that will help participants form habits through a 90 day plan. Tool will include specific exercises that will help in the development of H.E.R.O skills.</p> |

InspireOne's Value Proposition

InspireOne | TMI is a leading player in the field of Emotional Intelligence (EI) and a pioneer in the field of Team EI, Organizational EI and EI leadership. These workshops and assessments have proven valuable especially for leaders in people manager roles and responsible for leading and managing change, developing highly engaged workforce and creating collaborative and synergistic teams.

Given below is how we leverage our global knowledge; our research and experience in the space of emotional intelligence to build superior leaders of tomorrow.




Global Expertise

- InspireOne | TMI is a Pioneer and key player in the **corporate application** of Emotional Intelligence, including Team EI, Organizational EI, and EI Leadership
- Global leader in Organization Development and Performance Enhancement with over **40 years of experience**
- With access to **50+** global EI Experts



Thought Leadership

- Global **research collaborations** with leading E.I. thought leaders such as Claus Moller and Reuven Bar-On
- Published **book** on Emotional Intelligence: Human Drama Inc. 
- Proprietary **Tool** on Emotional Intelligence - Personal EQ Meter™ (PEQM)*
- Signature EI based workshop designed for the Indian Context - **The Heartwork of Leadership**



Experience

With experience across organizations from various industries, we have trained **10,000+** professionals in India. We have **partnered** with leading organizations including:



Among others...

Learn more about our H.E.R.O. program and other solutions.

Log on to <https://inspireone.in/leadership-development-programs/hero-program/> or simply scan the QR code



Assess your Sales Force Readiness in 2021 with Gamification and Microlearning

Stepping into 2021, all organizations are aware of how sales cycles are becoming increasingly complex. Meeting the challenge of building a robust pipeline is gaining paramount importance. Consumers are more informed with evolving expectations. In light of these changes, customer engagement, including face-to-face and virtual interactions, has become the need of the hour to drive sales.

An effective field force in 2021 needs to do more than just deliver the right information to the right prospects at the right time. Customers require a trusted, well-informed, and assisted approach to select the solution best suited to their requirements. Hence, developing a deep level of empathy along with an ability to predict customer requirements will go a long way for better customer engagement and more sales.

To be successful in enabling the field force, especially millennials and Gen Z, the secret sauce for sales managers is to equip their sales force with more precise training and coaching that builds confidence and accelerates revenue. The recipe for perfecting this secret sauce lies in developing a sound sales readiness strategy that provides sales representatives the right tools for accessing content, understanding ways of using the knowledge, and applying the acquired skills via consistent sales messaging, product collaterals, and sales playbooks.

What Do We Mean By Getting Your Frontline “Sales-Ready”?

Sales readiness involves assessing whether the sales force possesses the skills and knowledge they need to have effective conversations throughout the customer’s journey. The primary goal of any sales readiness program is to prepare the field force to close more deals and acquire better quality customers. It means to empower your customer-facing force to bring the right information to engage prospects and customers at every step of the sales journey. Every sales interaction with the buyer should leave them feeling satisfied. Engaging sales teams through assessments, training, and coaching helps develop more productive, ready, and agile sellers.

An effective sales readiness program in 2021 would have the following key benefits:

- Reduce Ramp-Up Time**
 Having a sales readiness plan which lays out a clear sales strategy, effective lead generation, and a well-documented sales process can help your new rep be on par with the rest of your high performers in no time.
- Improve Field Force Productivity**
 Sales readiness brings in much-required clarity for your field force about the current scenario and what is expected out of them.
- Increase Win Rates**
 By enabling your sales rep to have the right information for the right client or customer, you can increase the number of deals won and conversion rates per salesperson.
- Enable Representatives To Upsell And Cross-Sell**
 Staying customer focused and thinking through their use of your products is the key to upselling and cross-selling effectively. By having a sales readiness program in place, your sales reps not only have enhanced product knowledge but can better identify customer segments or buyer personas to know what additional solutions they’re likely to need and use more often.
- Streamline Communication And Enhance Customer Relationships**
 A well-thought-through sales readiness program is also about ensuring customer success. Assessing and developing your customer success team to engage in building sustainable customer relations is equally critical. By improving how customers are onboarded and engaged with your products, your team can amplify the customer’s chance to achieve their stated goal. In the process, a sound readiness program can

set up a successful path through which your sales teams can renew customers, land larger deals, as well as cross-sell.

How Do We Assess Sales Readiness?

As sales readiness grows in importance, sales leaders are increasingly focused on assessing the readiness of their field force. A major change in 2020 had been the transition to an effective remote selling model. Sales leaders are constantly reviewing how they can ensure their sales force has equally engaging and effective client interactions.

A digital sales readiness initiative could be key to assessing the readiness cost-effectively and efficiently.

Using Gamification And Microlearning For Sales Readiness Assessment

With many organizations opting for microlearning, coupling it with gamified micro-assessments can create an effective approach to assess and promote the readiness of your sales force.

Following are 5 ways in which game-based assessments and microlearning can help you achieve your sales readiness goals:

- **Achieve Better Retention Capacities Via A Proactive Learning Approach**
Providing your sales force access to bite-sized learning modules at regular intervals can help in mastering the core competencies required for effective sales. Furthermore, easy-to-absorb information through repetition ensures better retention rates and effective use of product knowledge and situation-based training.
- **Make Your Sales Content Engaging And Easily Available**
To enhance seller productivity, it is important that sales representatives have quick access to the right content at the right time and in the form of engaging and fun content. This helps in enhancing customer interactions. For instance, imagine your sales executive is waiting at a client's office. During this waiting period or downtime, wouldn't it be great if they could quickly brush up on a few objections they could get from the client? Microlearning modules and game-based learning on the sales executive's mobile phone can make this happen.
- **Step Up Your Onboarding Process**
With the onboarding of sales reps moving to the virtual world, engaging your new hires using microlearning can reduce their ramp-up time through **engaging learning content and gamified assessments**. Interactive learning modules interspersed with game-based assessments quickly identify and address the skills and knowledge gaps of the new hire. Furthermore, learning via bite-sized modules during downtime helps them become high-performing and engaged employees in no time.
- **The Power Of Insights And Analytics**
Employing knowledge checks with carefully designed games can provide sales leaders and managers insights into how new hire sellers are developing their skills to do course correction when necessary. For instance, your sales leader or manager can tap into data points like completion time and attempts post-completion to check whether the employee completed the assessment in one go and whether they have shown more willingness to learn by returning to that same module from time to time. Similarly, the rate of accuracy in the assessment can indicate how well the employee has been able to comprehend the skill and whether they will be able to apply the same in the field. This gives a comprehensive **view of the sales readiness** shown by the frontline team.
- **Broadening The Sales Portfolio Of Your Team**
Microlearning and game-based modules are designed to make product knowledge and selling capacities easily accessible so much so that it helps your team sell new products and bring more value to existing customers and clients. Think of your sales reps going through a set of small digital flashcards on their mobile phone during a free hour and learning about a new product that has been launched. Such interactive and engaging learning will surely help them retain relevant knowledge better.

Keeping these benefits in mind, you need to identify the expectations of your learning program along with the knowledge and needs of your sales team to come up with the right gamification strategy. This will ensure the effective implementation of your sales readiness strategy.

Most organizations fail to leverage gamification and engaging learning content as they still believe in the myth that gamification cannot drive serious learning and enable better performance. Hence, it is important to realize that sales training, whether delivered using classroom training or microlearning is not the end. The end is sales readiness, knowing the sales force has the requisite skills to engage buyers and bring value to every sales interaction.
This article was originally published on [eLearning Industry](#).

Log on to <https://www.masteroapp.com/> to know more about Master-O®.

Blended Learning Solutions - Curated to Developing a Resilient Mindset & Relevant Skills

This is not about making platitudinal statements on how the Pandemic has impacted the crucial development of human and leadership resources.

The initial belief after the onset of COVID 19, was that people development will take a huge hit since mere survival and maintaining growth became top of the mind for all leaders and organizations.

However, the wise realized soon enough that people development and leadership behavior needed impetus to leapfrog if the impact of the pandemic was to be countered.

The spectrum for development at one end required keeping people engaged, motivated, build mindsets to counter adversity and at the other end impart skills needed to meet the changing environment - functional and as well as behavioral.

Fortunately, many organizations and learning consulting partners were able to transition and create the leapfrog development.

So, what was needed?

1. A quick development agenda and strategy on building a resilient, agile, and problem-solving mindset. Removing the "catastrophic- mindset" by making intent and action clear on how companies wanted to engage and keep people relevant.
2. Products and services needed to undergo modifications or new development to meet the customer needs in the changed life scenario. Therefore, identifying skills that people would need to address the product/ service modifications, new product development, sales, and customer service.
3. Addressing the challenge of delivery of this development - coaching, training, sustenance mechanisms, monitoring application on the "field" - which was virtual now. The hitherto methods of face-to-face delivery were no longer an option.

InspireOne was one of the learning consulting firms fastest off the block because we could leverage our existing key technologically enabled resources that we were already using to complement face-to-face

approaches. While we were investing in this development for the last 4 years, many of us and our clients felt that these approaches were ahead of their time and may not find traction.

However, the development of and delivery through technologically sound and virtually delivered modules helped our clients to transition quickly and smoothly to meet their development strategies.

We consciously invested in the development of some of the following key levers to implement development solutions without compromising on quality and efficiency:

Key Levers for Virtual Consulting:

- **Pre-Work and Impact Assessment:** Highly technologically enabled tools and assessments are leveraged to carry out organizational insighting and needle movement on critical competencies.



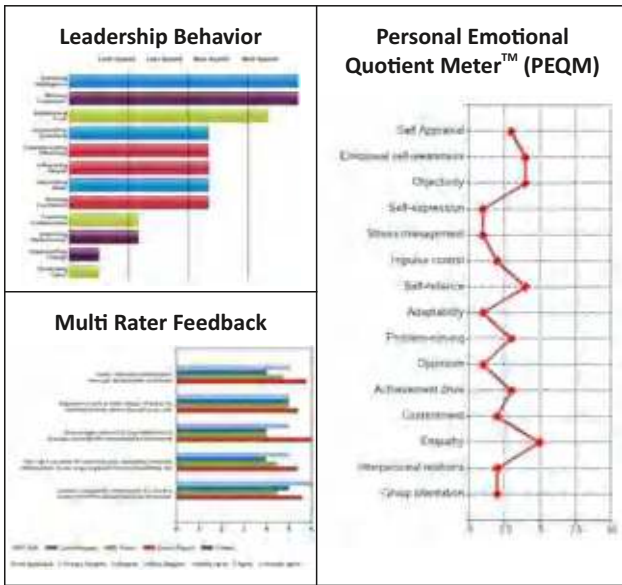
is powered by IBM Watson. It is a cognitive technology platform that uses natural language processing and machine learning to reveal insights from large amounts of unstructured data.

An evidence-based, on the job feedback application that provides insights on 12 Leadership Competencies that you apply at work.

Assess & prepare your talent by providing them with real life situations they are likely to manage in their current and future roles.

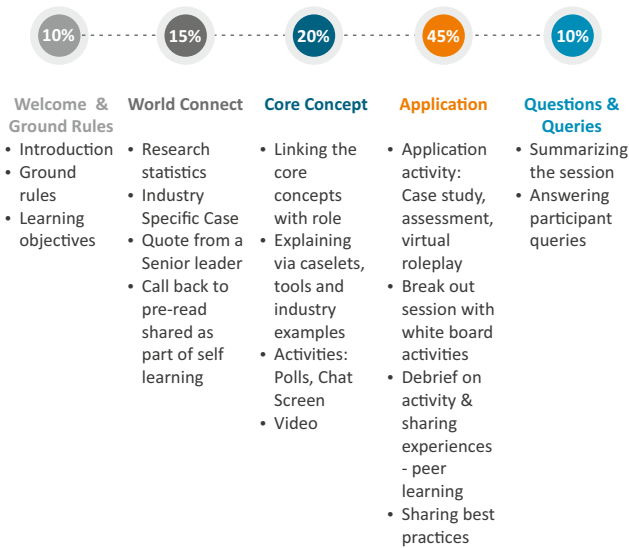
Empower your talent to assess and respond to situations in natural language.

Wide Range of virtual assessment tools:



- **Carefully Curated Virtual Instructor Led Sessions:** Each VILT includes the following elements:

Engaging Live Sessions



- **Digital Learning via Master-O®:** Master-O® is a gamified mobile learning

experience that is designed to enable employees to retain and apply their skills (and training) on the job.

Case Examples

COLT: Management Fundamentals

A leading technology company wanted to align all its Leaders with a common management framework - “Management Fundamentals”. The organization had defined 4 key management attributes and it wanted to align 800 leaders spread globally to create a common approach to people management within the organization.

Approach



- InspireOne worked with the client to create a 20 weeks long virtual learning journey
- 4 virtual modules were developed.
- Each virtual module consisted of virtual learning labs, digital learning, application exercises and internal leader sessions
- Content was contextualized for 4 levels of leadership: Top Layer, Manager of Managers, Manager of People and New Managers
- Global deployment done with multi-language delivery: English, Spanish, Japanese, Italian, German and French



Outcomes

- Created a common language on leadership within the company.
- 800 personal action plans developed and implemented on employee development.
- Higher levels of employee engagement.
- Created a sense of alignment and enthusiasm across the company.

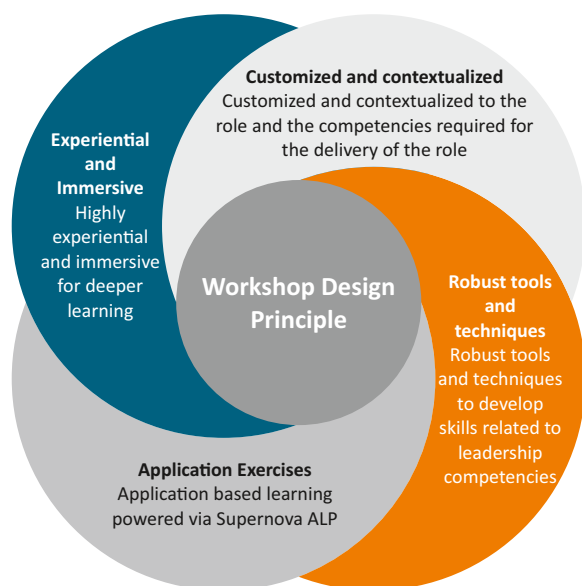
YOKOHAMA

Our client specializes in the development, manufacturing, and marketing of tires for Agriculture, Forestry, Construction, Industrial, Earth Moving, and OEM applications under Alliance, Galaxy, and Primex Brands. They wanted to carry out a People Manager Development program - for its India and overseas people managers.

Approach



The completely virtual development journey named LEAD was based on the Making Learning stick framework.



Each competency was covered with the help of a four-week architecture. Pre and post assessment via supernova Watson was done to capture movement on key leadership competencies. **“LEAD”** (Leading Teams Effectively) intervention was a twelve-week journey, and it entailed Competency-based pre-assessment, 3 Learning Modules delivered in 6 two-hours Virtual Instructor Led Training (VILT) sessions, Mobile based gamified Learning on Master-O®, Closure Sessions, and Post assessment.

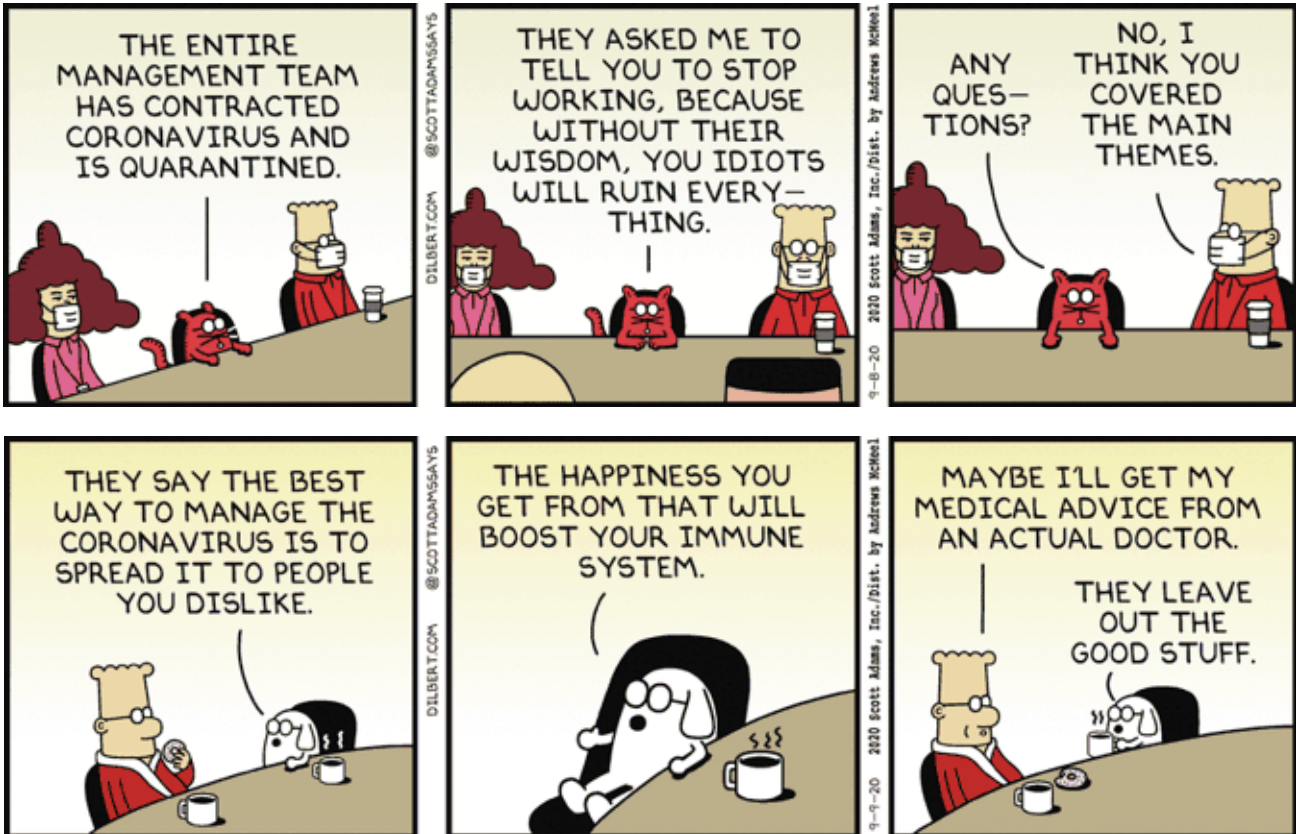
We collaborated with the client to also socialize the initiative done by the organization and it featured in various press release and in HR katha.

Outcomes

- 21 people managers are undergoing this journey. Each workshop and application assignment has been tailored to reflect competencies in the role and level of the participants.
- Detailed learning analytics generated from Master-O® micro learning modules gave insights that have been leveraged to uncover real needs of the participants and build relevant learning components.

The bouncing forward on learning agendas has probably been the fastest and largest in magnitude and impact.

Dilbert by Scot Adams



References: Dilbert by Scot Adams. Retrieved from <https://dilbert.com/stip/2020-09-08>



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