

## Solution Provider Profile

### NovoEd

November 2021



Company At-a-Glance	
<b>Name of Product/Modules Offered</b>	NovoEd
<b>Headquarters</b>	San Francisco, CA
<b>Year Founded</b>	2012
<b>Number of Employees</b>	40
<b>Market Focus</b>	Enterprise L&D, Executive Education, Training Providers and Social Impact
<b>Key Industry Verticals</b>	Broadly applicable, including Financial Services, Telecommunications, Media, Consumer Goods and Construction
<b>Geographic Coverage</b>	Global
<b>Top Customers</b>	<p><b>Enterprise L&amp;D:</b> CEMEX, Clorox, Comcast, Fidelity Investments, GE, Kraft Heinz, Nestle, PerkinElmer and S&amp;P Global Ratings</p> <p><b>Executive Education:</b> ESADE, Georgia Tech, IESE, MIT, Stanford, UC-Berkeley and UVA-Darden</p> <p><b>Training:</b> Entelechy, Future Workplace, IDEO U, The Presentation Company and Synet</p> <p><b>Social Impact:</b> Acumen, Ashoka, Bridgespan Group, Carnegie Foundation, Kauffman Fellows, Mistletoe Foundation and National Geographic</p>
<b>Solution Name</b>	NovoEd
<b>Year Product was Originally Launched</b>	2013
<b>Website</b>	<a href="http://www.novoed.com">www.novoed.com</a>

## Business and Product Overview

---

NovoEd is the provider of the award-winning SaaS platform that powers real learning for the skills that matter most for modern learners. The platform enables the creation, curation and delivery of engaging learning experiences that build high-value skills, enable business transformation and improve organizational performance. More than a million adult learners have developed their skills using the experiential learning enabled by NovoEd's support for practice and feedback, coaching and mentorship and team-based projects. Fortune 1000 companies, training providers, social impact organizations and executive education providers rely on NovoEd's intuitive interface and powerful analytics to drive and sustain learning engagement and outcomes.

Originally conceived at Stanford's Social Algorithms lab in 2012, the NovoEd platform was created on the principles of collaborative peer and team learning. In October 2018, NovoEd was acquired by Devonshire Investors, the private investment arm of Fidelity Investments.

The NovoEd platform enables the creation, curation and delivery of engaging learning experiences that build high-value skills, enable business transformation and improve organizational performance. NovoEd provides a digital delivery channel that allows L&D to create value by scaling collaborative, shared learning experiences that are aligned with business objectives and contribute to sustained impact.

The capabilities of the NovoEd platform are organized into three categories:

1. **High-Impact Learning Experiences** — The tools and capabilities of the platform that allow customers to design and deliver relevant learning experiences.
2. **Meaningful Connections** — The unique social and collaborative capabilities of the platform that enable learners to develop meaningful connections and relationships with each other, as well as with coaches and mentors.
3. **Delivery at Scale** — The enterprise-class management and analytics tools that allow L&D to facilitate learning experiences at scale and integrate with organizational learning ecosystems.

The platform is delivered to customers on the basis of Authentic Partnerships where NovoEd's Customer Success and Professional Services teams collaborate with customers

to envision and realize the customer's learning vision with the latest techniques and best practices in the industry.

## High-Impact Learning Experiences

The NovoEd platform allows organizations to envision, design, curate and deliver high-impact learning experiences that engage learners and drive development of critical skills. The experiences are made relevant to the learner and business objectives by tying practical conversations, collaborative practice and application and constructive feedback to instructional content.

- **Relevant, Contextualized Content** — With NovoEd, organizations can feature their own articles, presentations, videos and other learning assets, or they can connect to third-party material including external content libraries such as LinkedIn Learning, Harvard Management Mentors or TED Talks through content integrations.
- **Reflection and Conversation** — Designers can add context to content with embedded opportunities for reflection and peer discussion.
- **Practice and Application** — Organizations can deepen learning with individual and group projects designed to demonstrate and apply learning. Projects are flexible and can incorporate various media types, including text, images, videos, documents, etc.
- **Gamification** — Organizations can add focus and motivation by assigning points to learning activities.

## Meaningful Connections

High-value skills develop more quickly by connecting learners to each other and to experts. Providing access to perspective and expertise accelerates the sharing of knowledge and creates value for the learner and the organization. By learning together, participants develop relationships to each other and to the organization that endure beyond the experience itself.

- **Social Discovery** — Organizations can connect learners to each other and to experts through strong participant profiles.



- **Peer Review and Feedback** — Organizations can provide learners with opportunities to engage with and learn from each other through discussion, informal feedback and formal peer review.
- **Teams and Groups** — Organizations can form smaller groups to collaborate and apply learning to specific projects and functional interests. Participants can create their own teams, or they can be pre-assigned. Each team has a private team space to communicate and share resources. Teams can schedule live event meetings and link to web conferencing tools.
- **Mentors and Managers** — Organizations can connect learners with their managers and mentors who can monitor progress and provide public and private feedback. Leaders and coaches can provide one-on-one as well as group guidance to learners. NovoEd's dashboards provide easy access to learner activity, allowing for easy communication and feedback on projects.

### Delivery at Scale

The NovoEd platform is designed to enable collaborative learning experiences at scale. Learning is easily accessible to learners, managers and coaches at any time and from any location, and can contribute to a culture of continuous learning and growth.

- **Experience Design** — NovoEd's built-in authoring system allows learning designers to envision and create learning experiences with intuitive tools that include customized branding and templates that look great on any device.
- **Mobile App and Cloud Learning** — The NovoEd platform is accessible from any connected device and has always been designed to be mobile-friendly. In June 2019, NovoEd released an app for iOS, with an Android version slated for release in the second half of the year.
- **Learner Communications** — Platform communication tools provide targeted nudges and motivation to learners.
- **Analytics and Reporting** — Organizations can provide facilitators and other stakeholders with insight into learning progress and success. NovoEd's drill-down dashboards and downloadable analytics provide insight into participant activity, mastery and engagement. Administrators can analyze not only how learners interact with content, but also how they interact with each other.



- **Secure and Scalable** — The NovoEd platform provides corporate-grade security and availability and can connect to LMS, HRIS and identity management systems in the enterprise. Hosted on Amazon Web Services (AWS) with auto-scalable architecture and multi-zone redundancy with secure, encrypted traffic, the platform meets international security standards.

### **Authentic Partnerships**

Customers can realize their learning vision by leveraging the experience and expertise of NovoEd’s professional services and customer success teams. Using the latest techniques and best practices in the industry, NovoEd’s services teams collaborate with customers to achieve both learning and business outcomes.

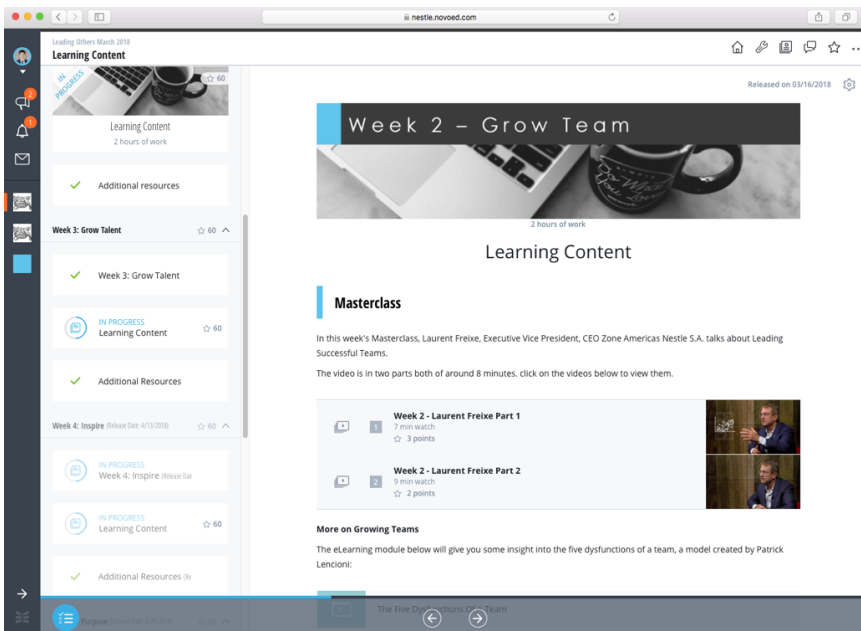
- **Design** — NovoEd can develop full program curricula, learning architectures and learning plans to support the accomplishment of a company’s business goals.
- **Facilitate** — Organizations can create course facilitation plans that clarify objectives and determines roles and responsibilities. They can receive active, ongoing facilitation services, including communications and project feedback.
- **Build** — NovoEd can design and build its experiences to meet an organization’s learning outcome requirements.

## Screen Shots

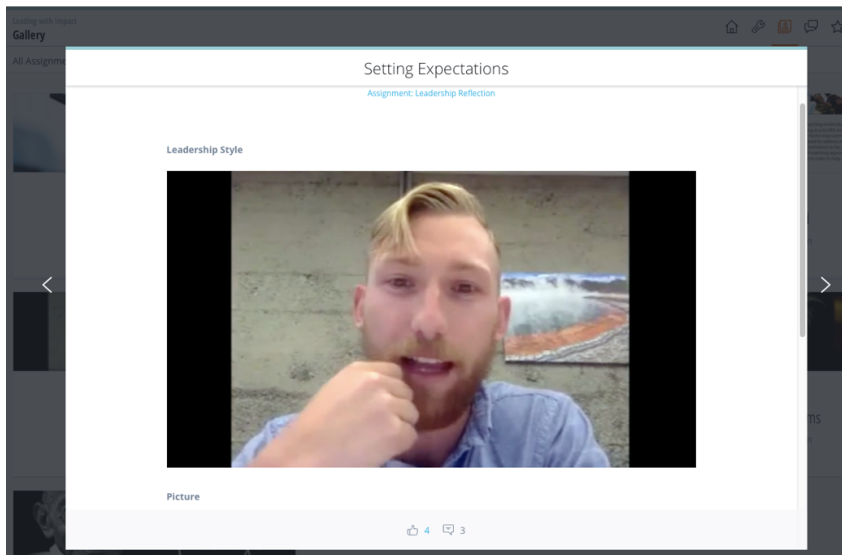
Figure 1: NovoEd's Authentic Partnerships



Figure 2: Integrated Content and Application on Clean, Focused Learning Pages



**Figure 3: Assignments Can Incorporate Various Formats, Including Text and Video**



**Figure 4: Gamification Points Can Be Assigned to a Variety of Activities**

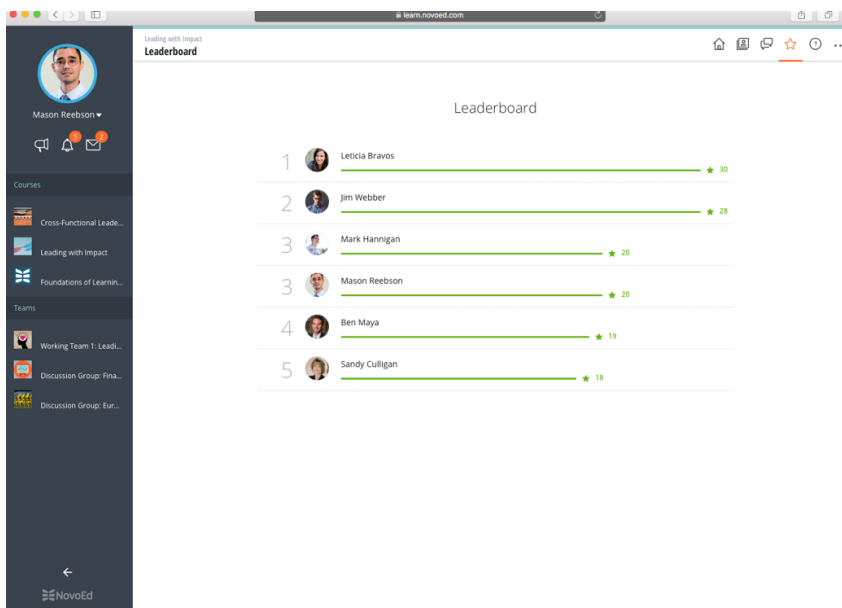


Figure 5: Users Have Profiles that Show Activity and Contributions

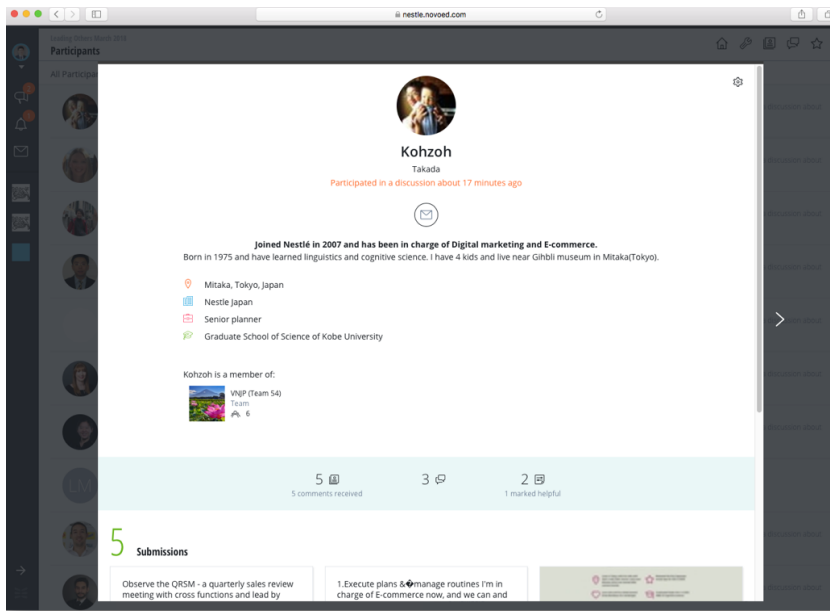


Figure 6: Collaboration is Enabled through Teams and Small Groups

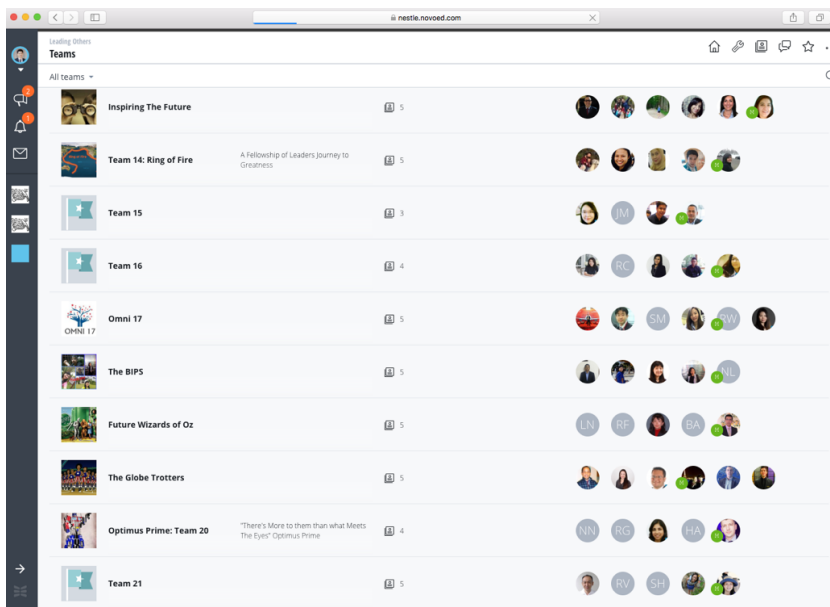




Figure 7: Mentors, Coaches Have Dedicated Dashboards that Show Learner Progress

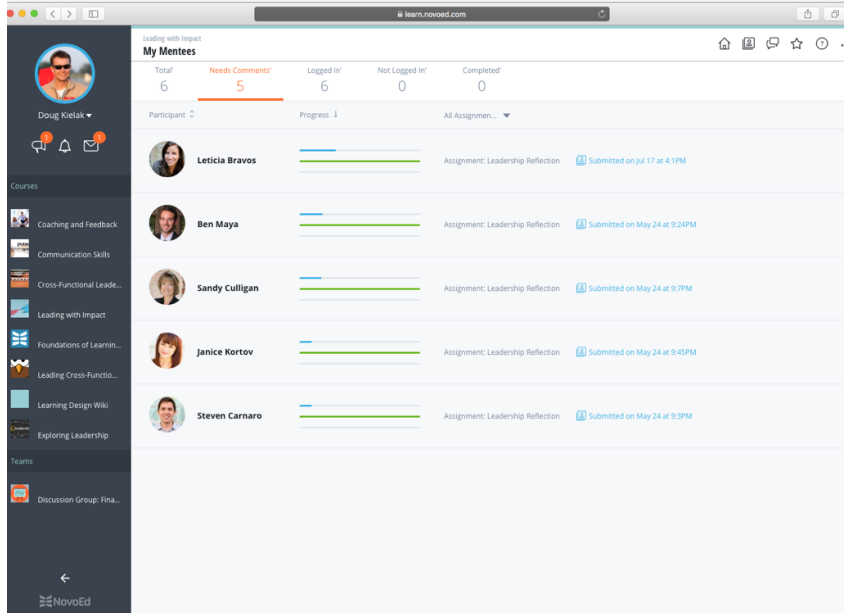
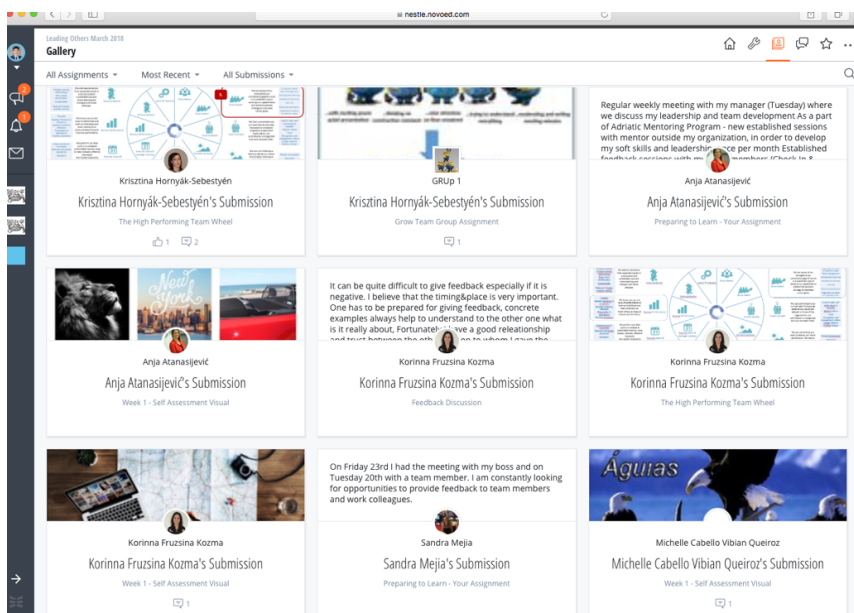
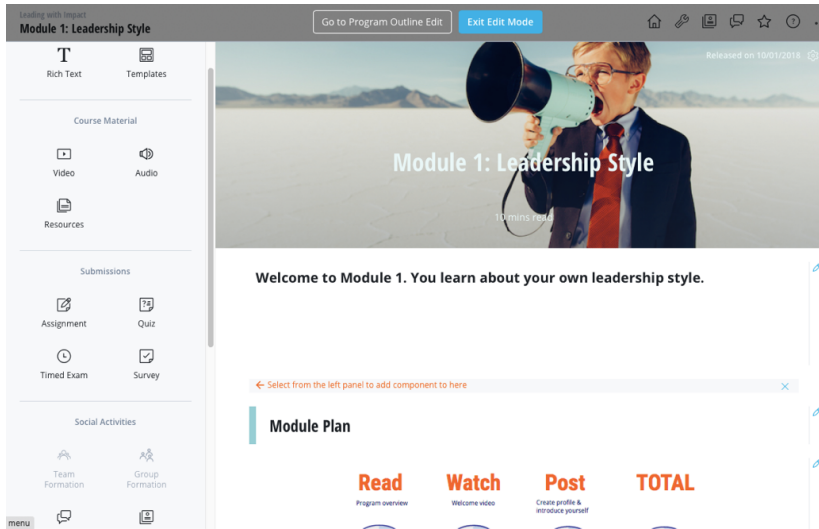


Figure 8: Project Galleries Showcase User-Generated Content to Enable Peer Learning

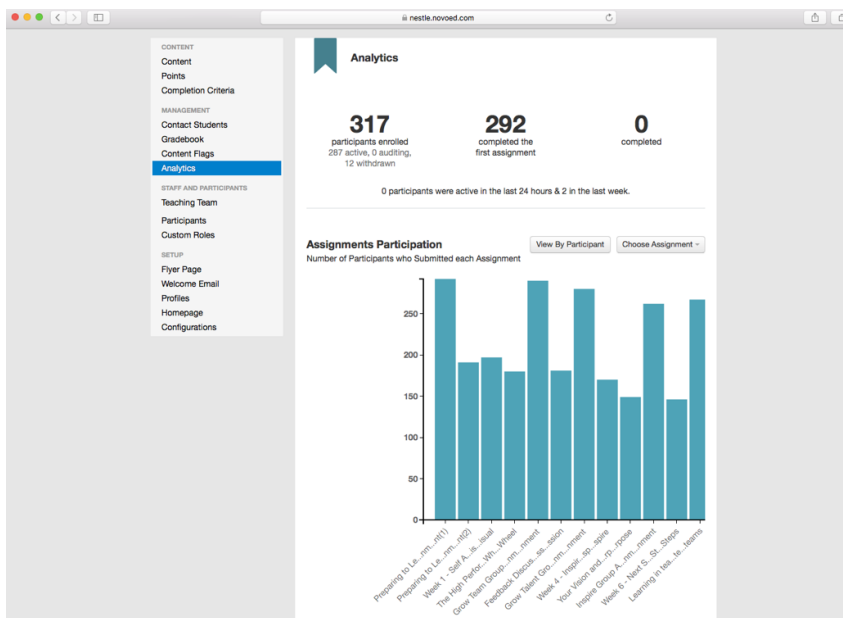


## Page 9: Intuitive Tools Combine Content with Reflection, Practice and Application



The screenshot shows the NovoEd course editor interface for 'Module 1: Leadership Style'. The interface includes a left-hand navigation panel with various tool categories: Rich Text, Templates, Course Material (Video, Audio, Resources), Submissions (Assignment, Quiz, Timed Exam, Survey), and Social Activities (Team Formation, Group Formation). The main content area displays a course banner with a man speaking into a megaphone, the title 'Module 1: Leadership Style', and a release date of 10/01/2018. Below the banner is a welcome message: 'Welcome to Module 1. You learn about your own leadership style.' A 'Module Plan' section is visible, featuring four colored buttons: 'Read' (Program overview), 'Watch' (Welcome video), 'Post' (Create profile & introduce yourself), and 'TOTAL'.

## Page 10: Analytics Provide Insight into Activity, Competence and Engagement



## Analysts' Perspective by Brandon Hall Group

---

### Situational Analysis

Corporations are trying to find better ways to deliver best-in-class content to learners in an engaging and modern technological interface. There are several factors that are driving corporations to improve their content sourcing and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Content Sourcing** — With the speed, depth and breadth of content needs required, organizations are significantly challenged to build content that meets these requirements.
- **Technology** — Learning technology is quickly evolving, and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

### Challenges to the Business

Organizations have had difficulty in keeping up with all the technological advances for delivering learning. The LMS environment is extremely crowded and organizations struggle with making the right LMS selection.

Learner requirements have also evolved quickly and their need for just-in-time, just-for-me learning that is highly accessible is very important. Most LMS platforms are not in a position to offer an easy-to-use interface to the learner.



## Implications for the Business

The implications are two-fold. For the learner, the learning experience is compromised because the learner cannot access content when they need it the most. For the organization, employees are not learning what they need to know. These result in an inferior knowledge transfer that does not advance an employee's competency and skill development.

## Questions to be Answered by the Business

Organizations need to rethink their LMS platform strategy and decide on a system that can support the complex needs of the modern learner.

The key questions for the business are:

- How can an organization properly choose an LMS in such a crowded market?
- Can one LMS provider offer everything an organization needs?

## NovoEd as the Answer

NovoEd is a learning solution designed to bring contextualized, continuous learning to organizations of any scale via a consumer-grade technology platform. By focusing heavily on delivering experiential learning and collaborative learning, NovoEd presents a modern learning interface built for continuous learning.

Not just a delivery platform, NovoEd helps companies actually create the types of learning required for the modern learner, making it easy to pull together learning programs that not only present information in an engaging way but allow for opportunities to put it into practice and boost retention.

And because NovoEd is delivering more than courses or classes, it provides the tools to track, measure and analyze these different types of interactions. This gives organizations more insight than just tracking completion rates into how the learning is being used and its impact.

The security and integration features mean NovoEd can serve as the sole learning platform in a small organization or integrate easily into a complex ecosystem in a large, global enterprise. And for security-conscious organizations wary about modern, cloud-



# Solution Provider Profile NovoEd



based platforms, NovoEd complies with multiple security standards — particularly for the finance industry.

*-David Wentworth, Principal Learning Analyst, Brandon Hall Group*

*- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*



## About Brandon Hall Group

---

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations and provides strategic insights for executives and practitioners responsible for growth and business results.

### Inspiring a Better Workplace Experience

**Our mission:** Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

### Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

### RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

### ADVISORY SUPPORT



- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

## CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

## Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

## BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

## STRATEGY

- Business Case
- Planning
- Organization & Governance

## TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

## DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).