Solution Provider Profile

WorkPlan Pty Ltd

June 2020

Company At-a-Glance	
Name of Product/Offered	MyWorkPlan
Headquarters	Brisbane, Queensland, Australia
1995	1995 as a web development company
Number of Employees	11 full-time employees in Brisbane head office.
Revenue	3 million-plus
Geographic Coverage	Global
Top Customers	BHP, CIMIC Group, Wesfarmers and 3M
Solution Name	MyWorkPlan
Current Version	8.9.6
Date Version Was Released	May 15, 2020
Year Product Was Originally Launched	2020
Website	www.workplan.com.au

Company and Product Overview

In 1995, Webraven Pty Ltd was born in Australia as a website and eCommerce software-development company. The small team had a big vision and by 1999 the company had developed a content-management system that included collaboration and communication features on an internet-based platform.

The following year, the first commercial version of the DOTS Learning Management System was released and the company began its journey as a major player in learning technology. The Australian team is known globally for its expertise in learning management system design and implementation.

In 2008, Webraven changed the company name to DOTS Talent Solutions to reflect its expansion to include performance consulting. In 2019, the company became WorkPlan to build on the success achieved by DOTS Talent Solutions. WorkPlan is focused on people engagement, productivity, retention and profitability.

The company's cloud- based learning engagement platform is called MyWorkPlan. In addition to the software, the company offers a suite of business training programs that are available in face-to-face, webinar-based and online via the MyWorkPlan platform.

The company has designed, developed and implemented enterprise learning-management systems, and continues to do so. It is regularly engaged to troubleshoot implementations conducted by other vendors and resellers of enterprise-level LMS platforms. In early 2020, WorkPlan invested financial and human resources to design a platform that meets the current and future needs of organizations adopting self-managing teams, agile work management, a growing contractor workforce and generational changes with differing attitudes to learning, engagement, collaboration and innovation.

The impetus to develop MyWorkPlan has been the volume of "I wish" conversations the company had with business owners, leaders and learning professionals feeling constrained by learning technologies focused more on "management" than leveraging the collective genius of their people.

The company identified some key target markets for MyWorkPlan for the early release phase and these include:

- Management and HR consulting
- Small to medium accounting firms
- Project teams and communities of practice within larger organizations

- Not-for-profit sector
- Financial services
- Small manufacturing
- Building and construction

Common use cases include:

- Simple learning platform within small- to medium businesses
- Commercializing training content
- Client engagement for consultants, accountants and other business professional services. Delivering IP and executing consulting assignments
- Healthcare providers — specialists and general practitioners as a knowledge management and onboarding tool
- General onboarding

The WorkPlan team adopted a completely new paradigm of peer-to-peer or democratized learning for this technology. MyWorkPlan permits any person to create and share content, with the key structure for content is called a "portfolio."

The technology used in development is modern, highly flexible and conducive to extensive integration with the broadest range of other software platforms. This includes:

- Angular 9
- .NET Core 2.2
- Front end is developed in HTML/TypeScript/SCSS on the Angular framework
- Back-end developed in C# on top of the .NET Core framework

WorkPlan developed an Android app now available via Google Play. iOS development is nearing completion and will be submitted for Apple clearance shortly.

The company has intentionally not included SCORM in MyWorkPlan. Its research indicates that client profiles are less likely to adopt SCORM by purchasing off the shelf instead, engaging a custom content developer or developing SCORM in-house. In addition, the shifting demographics of people in leadership and middle-management positions in WorkPlan's target markets are predominantly tech savvy.

The enterprise LMS is hosted on Microsoft Azure and the MyWorkPlan platform is hosted there as well. The user interface is designed for simple intuitive navigation. The software supports Simplified Chinese, English, French, German and Spanish. Bahasa Indonesia, Japanese and Swedish are being added to support new customers.

User management is simple. User details are standard with custom fields. Users may be added to teams. Defined roles include general user, portfolio administrator and full administrator. The "Infofeed" is the landing page that provides a view of portfolios, events and recently viewed posts. Posts are content objects within portfolios.

The menu bar is collapsible and involves all the functional areas of MyWorkPlan including analytics. Individuals who are not members of certain portfolios will not see them unless they are available for open membership. Closed portfolios are not visible to people outside the members. Analytics permit a user to run reports on their personal activities, portfolio managers can report on activities of people within their portfolios and full administrators have the full range of reporting scope.

Portfolios could be considered similar to catalogs but are designed differently. Portfolios include content development tools as well as social features such as events and forums. Administrators will see in the screenshot menu items such as submitted quizzes and checklists where these items can be viewed as they may be part of a workflow or compliance requirement for example. The view includes posts in a portfolio — there can be any number of posts in a portfolio and different types of content in each one as well as multiples.

A post is not limited in the number of "elements" or the types of elements; e.g., videos, presentations, text, images, quizzes and surveys, among others. For example, a person may view multiple pieces of feedback, complete multiple quizzes and provide feedback on the post.

MyWorkPlan aligns Portfolios, teams and content to supporting goals and team objectives. WorkPlan has many clients seeking solutions to match learning, skills, knowledge and innovation to strategy, enabling better engagement driven by line of sight between work and outcomes. Progress against goals and objectives are measured in the analytics tool. WorkPlan also has customers using MyWorkPlan as a performance management/coaching tool as well as a learning tool. They can be conducted simultaneously in the platform.

The analytics tool measures across a range of data parameters. All reports are downloadable and include filters.

Future

WorkPlan's development roadmap includes several key integrations with other technologies. Its open API also permits its customers to develop integrations independently. The types of integrations on WorkPlan's target list include:

- CRM
- Productivity — Individual apps and larger platforms such as Microsoft 365
- Note taking apps – Evernote, Notion, among others

In addition to integrations, WorkPlan is working on AI capability, initially focusing on the user experience with content, goals and objectives.

WorkPlan's strategy is focused on adding modular add-ons for MyWorkPlan — as opposed to adding more complexity with more features and tools in the app. These add-ons will be offered as stand-alone apps as well as adding capabilities and features to MyWorkPlan. The company is also developing an app that will enhance the range and breadth of content options for portfolios.
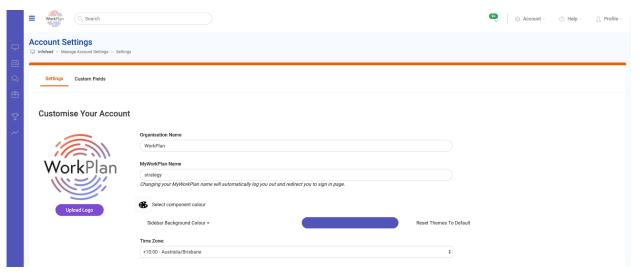
Screen Shots

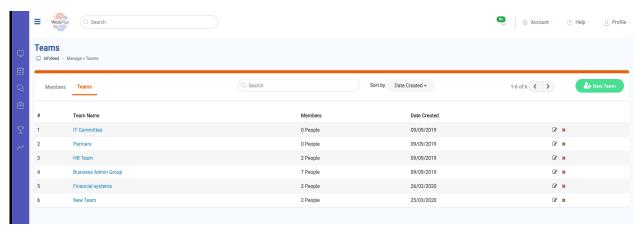**Figure 1: Intuitive Navigation**

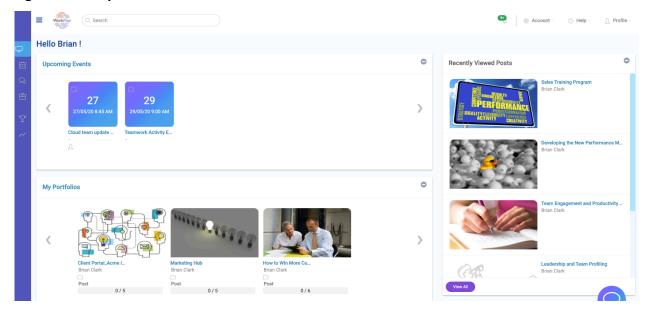**Figure 2: 'Infofeed' Landing Page**

Figure 3: Collapsible Menu Bar
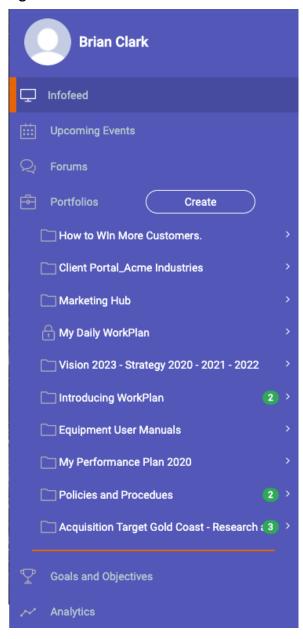
Figure 4: Portfolios

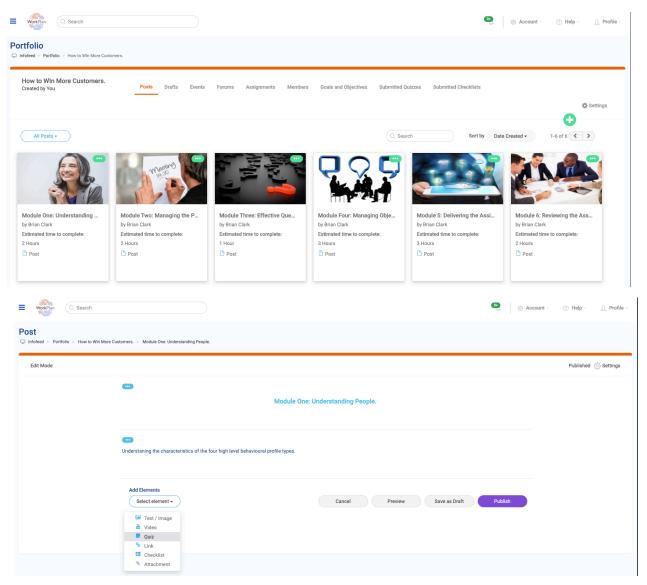**Figure 5: Creating Content in Portfolio**
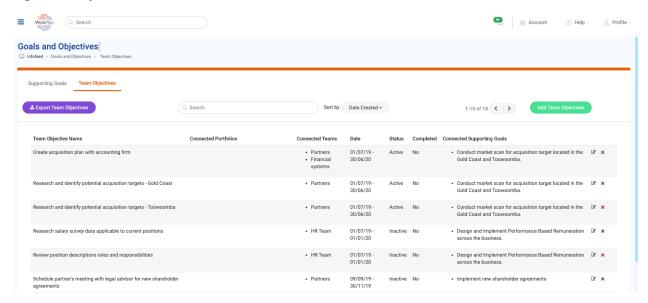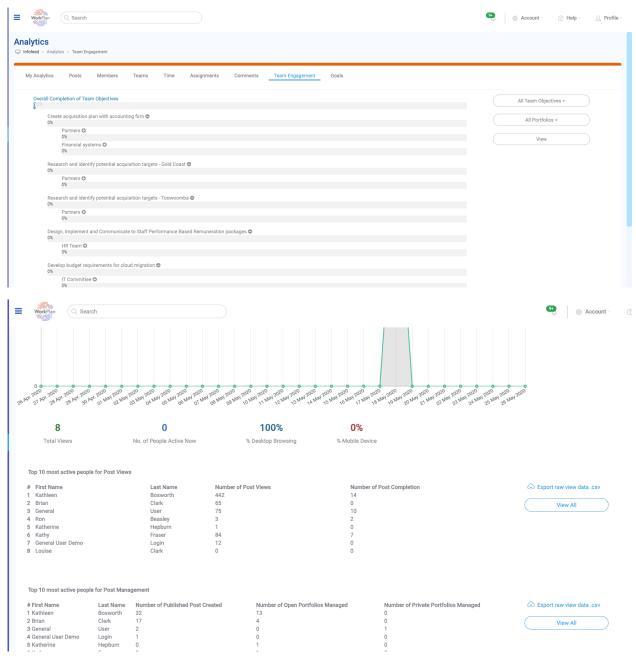
Figure 6: MyWorkPlan

Figure 7: Analytics Tool

All illustrations provided by WorkPlan Pty Ltd

Analysis by Brandon Hall Group

Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that can only be measured through completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual, team and business performance? Personalization, reinforcement, democratization, collaboration and adaptability. Together, these characteristics take learning to the next level in a work environment that is increasingly dispersed and team-centered.

Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. There are several factors that are driving corporations to improve their learning experience strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner and is relevant to the current roles and career aspirations.
- **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.
- **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 catching up to the new standard of learning required. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still very event-based without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today, but to ensure their workforce has the skills and knowledge required for the future.

Implications for the Business

For the learner, the learning experience is waning, and learner engagement continues to steadily decline. For the organization, employees are not learning what they need to know to maintain compliance, develop new competencies and skills and advance their capabilities, leading to negative implications including a lack of innovation and creativity that makes the organization uncompetitive.

Learning is also not aimed at various types of work teams, which are increasingly responsible for critical business objectives.

Questions to be Answered by the Business

Organizations need to rethink their approach to the learner experience to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create personalized learning at scale?
- How does an organization balance learning that meets the needs of individuals and teams?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

WorkPlan as the Answer

MyWorkPlan is learning technology designed for the future of work.

Brandon Hall Group research shows that more than half of work is accomplished through teams in about 80% of large employers and about 60% of smaller organizations. Most employers of all sizes expect a significant increase in team-driven work in the next two years.

MyWorkPlan is a great fit because it is open and unstructured, and where anyone can create and share content based on their own ideas of how to develop and share learning.

Naturally, organizations can develop protocols for how learning is created and by whom. But the platform is designed for organizations committed to self-managing teams and agile work management and an emerging workforce with a heavier contractor population and new approaches to learning, engagement, collaboration and innovation.

The platform includes a performance management module that tracks goals of teams, and individuals within the team, links them to learning offerings and measures the team's progress

toward meeting goals. The company plans to expand the solution to individuals and capture performance feedback. The only needed addition is a recommendation engine that could suggest next steps or related content for both teams and individuals within each team.

My WorkPlan developers operate in an agile manner, much like their target customers, working on short-term priorities and adjusting plans as the learning landscape evolves. They are, however, committed to broadscale integration with CRM systems, Microsoft products and productivity platforms such as Asana, Monday.com and Evernote. Again, this reflects a profound understanding of emerging work trends and a dedication to integrating learning wherever and however work is accomplished.

The bad news for prospective buyers outside the Asia-Pacific region is that WorkPlan remains Australia-centric, partnering with a wide range of industries, ranging from Australian state and national government to mining and construction and even the elderly care sector. There are no imminent plans to extend their reach beyond the APAC region.

The small, Brisbane-based company has remained true to its progressive roots through several stages of evolution and represents the future of learning technology, which should be agile, future-focused and tightly aligned to the needs and preferences of the emerging, team-driven workforce.

-Claude Werder, Senior Vice President and Principal HCM Analyst, Brandon Hall Group
-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

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