

# Solution Provider Profile

## Unboxed Training & Technology

October 2024



Company At-a-Glance	
<b>Name of Product/Offered</b>	Spoke® Learning & Coaching Platform Unboxed Custom Training Services Unboxed Consulting
<b>Headquarters</b>	Richmond, VA
<b>Year Founded</b>	2009
<b>Geographic Coverage</b>	Worldwide
<b>Top Customers</b>	Comcast, Delta, GSK, Hilton, Hyatt, Honeywell, Pfizer
<b>Solution Name</b>	Spoke® Learning & Coaching Platform Unboxed Custom Training Services Unboxed Consulting
<b>Year Product Was Originally Launched</b>	2009
<b>Website</b>	<a href="https://unboxedtechnology.com">Unboxedtechnology.com</a>

## Unboxed Solution Overview and Value Proposition

Unboxed Training & Technology partners with its clients to provide learning experiences, technology and expertise to fuel continuous learning and cultivate Skill Agility™, enabling the workforce of the future.

Organizations are challenged by the changing pace of business and need new skills to effectively adapt and meet business goals. Unboxed helps create safe-to-fail practice environments with refresher training and ongoing coaching and feedback frameworks to develop consistent behaviors and build skills. Unboxed develops dynamic learning experiences, content and technology to help leaders and employees shift their mindsets, embrace continuous learning and make skill-building a constant. These evolved learning experiences arise from Unboxed’s client-focused approach and expertise in identifying

critical skills, curating content and data and developing engaging, learner-focused curriculum strategies and technology.

Unboxed believes effective workplace learning requires an integrated approach combining compelling, engaging experiences that put learners first, fit easily into a day's workflow and scale across a distributed workforce. That's why Unboxed provides end-to-end training and development solutions that are relevant, actionable and built for modern learners.

## Unboxed Learning Solutions

### Spoke® Learning & Coaching Platform

More than just an LMS, Spoke is a modern platform that makes relevant, bite-sized training easy to access, integrates both an organization's existing training and Unboxed's custom content, and makes continuous practice and adding new skills easy.

Organizations are challenged by the changing pace of business and need new skills to effectively adapt and meet business goals. The Spoke Learning & Coaching Platform intuitively connects learning and coaching so teams can develop consistent behaviors and build skills easily.

In Spoke, learners access relevant information and practice scenarios, get AI-driven and coaching feedback, share best practices and measure growth — earning badges and leveling up each step of the way.

It's all configured and managed through Spoke's user-friendly admin portal and seamless integration with other tools. Spoke's powerful reporting and assessment tools identify skill gaps. And everything is scalable: from a few hundred learners to a few hundred thousand.

The benefits of Spoke for learners include:

- **Self-directed Personalized Learning and Practice** — Spoke connects learners across a distributed workforce and provides them with accessible, relevant learning experiences organized in one place. Teams can organize their training content and skill-building practice flows in one place and leverage the community space of the platform to drive collaboration and knowledge sharing.
- **Continuous Coaching** — Coaching through Spoke makes it easier for managers to give feedback, encourage practice and follow progress, making managers better and driving better coaching experiences. With fewer in-person interactions, coaching has become more difficult. Coaching within the LMS lets mentors virtually provide upskilling feedback to their mentees. That helps learners feel connected and supported by their managers. It's important for Spoke admins to connect with and coach their remote teams and quickly assess

and gain data-driven insights about their teams' engagement, learning gaps and opportunities for skill growth. Spoke now has an advanced reporting portal that includes embedded Microsoft PowerBI data analysis and visualization.

- **Social and Collaborative Learning** — Spoke Community and News allows learners to share their experiences and highlight upcoming events. And if a learner has a question, they can easily search to find other employees who have already completed the course and ask for help.
- **Advanced Gamification** — With each interaction in the platform, from taking courses and accessing resources to completing practice scenarios and sharing in the community, Spoke learners earn points, unlock badges, gain insights and climb the leaderboard.

The benefits of Spoke for administrators include:

- **Intuitive Configuration and Customization** — Unboxed's simple admin portal makes it easy to configure, launch and track all learning content — in virtually any format — in one place. Spoke easily integrates content libraries such as Go1 and enables in-app content authoring as well. Unboxed's intuitive data reporting makes it easy for admins to easily track course progress and completion.
- **Security and Scalability** — With enterprise-level security, daily database backups, 24-hour monitoring and the power of the Microsoft and Amazon clouds, Unboxed has an organization's security locked down.
- **Simplicity Means Speed** — Spoke gets up and running in weeks, not months. And if needed, Spoke easily integrates into existing learning and HR platforms.

Spoke provides a seamless experience between formal and informal learning and increases training completion rates by 5X. But no matter how engaging, an LMS won't solve an organization's training problems on its own. So, to keep learners coming back for more, Unboxed creates custom training content that's compelling and simplifies even the most complex topics. While both solutions are powerful alone, they're better together. When combined, Unboxed's global clients such as GlaxoSmithKline, Comcast and Shaw Flooring have achieved a 15%-60% increase in YOY sales and up to a 40% increase in employee productivity.

### **Unboxed Custom Training and Learning Experience Design**

Unboxed is a full-service training company. In addition to helping clients with their learning technology, Unboxed helps them with learning strategy, curriculum design and custom content creation, as well as provide insights into the effectiveness of their training programs.

## Custom Training

Unboxed's learning experience team includes dedicated learning consultants, creative content writers, designers, animators, video producers and eLearning developers. Unboxed partners with clients to provide end-to-end services including discovery and research, strategy development, content and training creation (writing, graphic design and development) and learning technology solutions.

Areas of specialization include onboarding, sales enablement, product training, coaching effectiveness, customer service and leadership training.

From videos to games to eLearning, Unboxed creates immersive, engaging content using methods that can be easily integrated into their LMS or Spoke. Unboxed's full suite of content modalities includes microlearning videos (live action, animated or screencast), eLearning courses, games, job aids, nudge campaigns, huddles, competency and skill frameworks, behaviorally anchored rating scales, and ILT and VILT.

## ReadySet Training Turn-Key Content

Unboxed's collection of scalable and turn-key training programs, ReadySet Training™ is based on proven industry best practices. It provides a solid foundation that all organizations need to be successful. And because it easily integrates into an existing LMS or Spoke, organizations can launch learning in a matter of days, not months or years.

ReadySet Training covers business skills that are essential across every industry:

- **Sell B2B** — In eight courses, learners will get foundational B2B sales skills and techniques that will set them up to close more deals, including effective prospecting, positioning against a competitor, how to ask for the sale, etc.
- **Sell B2C** — In this seven-course series, learners will uncover effective techniques for uncovering needs, addressing customer concerns and working with teams in a B2C sales environment.
- **Lead** — Foundational leadership skills are needed across every level of a workforce. Over 10 courses, managers will gain insight into how to motivate their teams, resolve conflict and motivate co-workers one on one.
- **Secure** — These seven courses will teach organizations how to deal with threats, inside and out — including cyber and physical security best practices to thwart scams, protect data and prevent workplace violence.
- **Respect** — Organizations can create a workplace environment that respects everyone now benefits everyone later. They can drive awareness and behavioral change by challenging unconscious bias and inspiring personal reflection, action and accountability in a series of five courses.

- **Negotiate** — Created in partnership with the University of Richmond’s Robins School of Business, these four courses are designed to help organizations scale executive education across their workforce so they can win more deals, form valuable partnerships and maximize influence.
- **Virtual Selling** — In these courses, learners will explore best practices for connecting over video, maximizing virtual pitches and shifting mindsets.

## Unboxed Consulting

Unboxed has a team of dedicated learning consultants, implementation engineers, UX designers and solution architects that partner with clients to assess needs, identify outcomes, and design and develop a strategy and implementation plan. Unboxed uses proven methods such as user-focused needs assessments and Design Thinking principles to understand what’s working for their organizations and reimagine what isn’t. Unboxed’s custom solution consulting and design services include:

- Learning content and technology audits, gap analyses and needs assessments
- Design Thinking and creative ideation workshops
- Measurement strategy for training effectiveness, technology engagement and business results
- Holistic learning strategy that focuses on content and technology to deliver a solution
- Change management/enablement efforts supporting large- or small-scale initiatives

## Analysis by Brandon Hall Group™

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### Situational Analysis

The business landscape is in a state of perpetual evolution, fueled by rapid technological advancements, shifting market dynamics, and evolving workforce demographics. In this context, organizations are grappling with the imperative to cultivate a learning culture that not only keeps pace with change but also propels innovation and growth. However, traditional learning models often fall short of meeting the demands of the modern learner and the strategic objectives of the business.

### Challenges to the Business

- **Learner Engagement and Experience:** Capturing and sustaining learner engagement remains a formidable challenge. The modern learner, accustomed to the personalized and interactive experiences of the digital age, often finds traditional learning modalities to be uninspiring and irrelevant. The proliferation of distractions and the shrinking attention spans further exacerbate this challenge.
- **Alignment of Learning and Business Objectives:** Bridging the gap between learning initiatives and strategic business goals continues to be a struggle for many organizations. Learning programs that are not explicitly linked to measurable performance outcomes risk being perceived as peripheral to core business activities, leading to a lack of investment and participation.
- **Measurement and Evaluation:** Demonstrating the impact of learning on individual and organizational performance is essential for securing continued investment and support. However, traditional metrics often focus on completion rates and satisfaction scores, failing to capture the true impact of learning on behavior change, skill acquisition, and business results. The advent of advanced analytics and learning measurement technologies offers new possibilities for data-driven insights, but organizations often lack the expertise and infrastructure to leverage these tools effectively.
- **Technology Infrastructure and Integration:** The rapid pace of technological innovation presents both opportunities and challenges for learning and development. While emerging technologies such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) hold the potential to revolutionize the learning experience, organizations often struggle with legacy systems, fragmented technology ecosystems, and the complexities of integrating new tools into existing workflows.
- **Content Development and Curation:** Developing and curating high-quality, relevant, and engaging learning content that caters to diverse learning styles and

preferences is a complex and resource-intensive endeavor. The proliferation of information and the need for continuous upskilling and reskilling necessitate agile content development strategies that can adapt to the evolving needs of the workforce.

## Implications for the Business

The failure to address these challenges can have significant implications for businesses, including:

- **Skills Gaps and Talent Shortages:** The inability to upskill and reskill the workforce at the pace of change can lead to critical skills gaps and talent shortages, hindering innovation and competitiveness.
- **Decreased Productivity and Performance:** Ineffective learning programs can result in decreased productivity, performance, and employee engagement, impacting the bottom line.
- **Loss of Competitive Advantage:** Organizations that fail to adapt their learning strategies to the digital age risk falling behind their competitors in attracting and retaining top talent, fostering innovation, and achieving sustainable growth.

## Questions to be Answered by the Business

- How can we create personalized and engaging learning experiences that cater to the diverse needs and preferences of the modern learner?
- How can we leverage emerging technologies to enhance the learning experience and drive business outcomes?
- How can we establish a robust measurement and evaluation framework that captures the true impact of learning on individual and organizational performance?
- How can we align learning initiatives with strategic business objectives to ensure that learning investments deliver tangible value?
- How can we foster a culture of continuous learning and development that empowers employees to acquire the skills and knowledge needed to thrive in the digital age?

## Unboxed as the Answer

Unboxed has developed a distinctive approach to learning management with their Spoke platform, which integrates LMS functionality with coaching capabilities. This streamlined system offers personalized learning experiences while maintaining simplicity, making it particularly well-suited for microlearning and in-the-flow training.

The platform's AI-powered feedback system analyzes learners' progress and suggests coaching opportunities, facilitating a smooth feedback loop that enhances rather than impedes the learning process. Managers and coaches benefit from robust data and analytics tools, allowing them to quickly assess the learning and skills status of individuals, teams, or the entire organization.

In addition to the Spoke platform, Unboxed provides a range of off-the-shelf content compatible with Spoke or other learning environments. This content, which focuses on universally applicable business topics with a particular emphasis on sales, is designed with the same modern, feedback-driven approach as the Spoke LMS. Unboxed also offers custom content development services, working closely with clients to create, deliver, and evaluate tailored solutions. For organizations requiring more comprehensive support, Unboxed leverages its extensive experience to offer consulting services, assisting companies in developing learning strategies and solutions that address their specific needs.

Unboxed differentiates itself through several key features and approaches. These include self-directed personalized learning and practice, continuous employee coaching powered by AI, creative content development, a learner-centric approach, emphasis on measurement and evaluation, agile development methodology, and a mix of turnkey and custom training options.

The company also prioritizes security and compliance, ensuring a secure learning environment that protects sensitive data and adheres to industry regulations. This comprehensive suite of offerings and methodologies positions Unboxed as a versatile and innovative player in the learning and development space, capable of addressing a wide range of organizational learning needs.

### **Contribution Team:**

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# About Brandon Hall Group™

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