

Development vs. Distraction

This time it's personal

FOCUS

Development. Individualized by **EZRA**

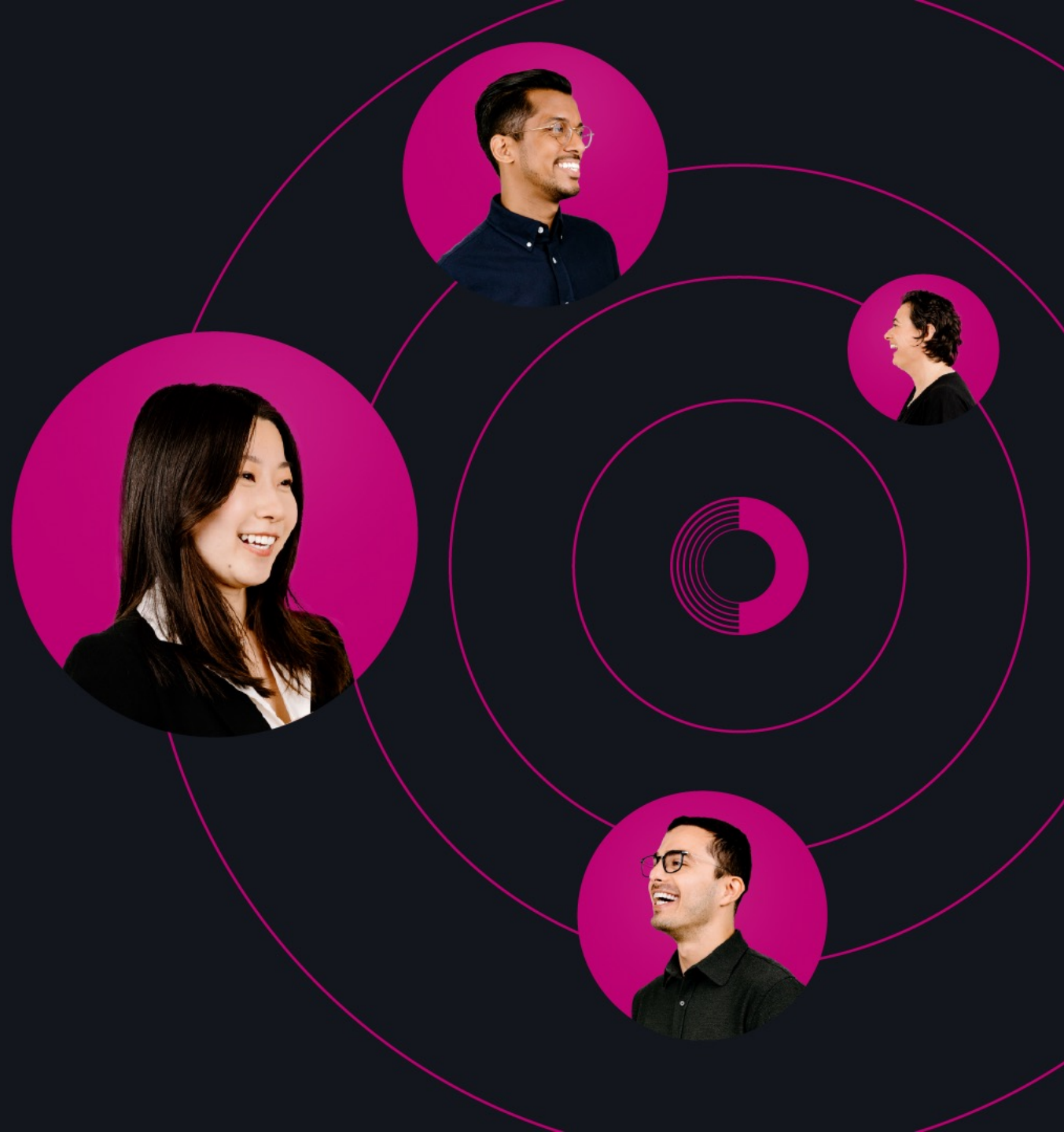


Cynthia Stuckey

Senior Vice President
EZRA

Discuss:

What skill are you trying to develop, and what's holding you back?



Employees need development more than ever

25%



of 'in-demand' skills have changed since 2014

87%



of executives report that their organizations have skill gaps now or will have within a few years

Only 26%



of employees have been challenged to learn new skills in the last 6 months

Five factors to move from Distraction to Development



The modern employee

Only 1% time per week to dedicate to development

Exposed to between 6,000 & 10,000 ads per day

Spends 25% of time answering or reading email



Unlocks their Smartphone 150 times per day

Spends 5-10 seconds on online learning before continuing or moving on

40% find time to learn and develop at weekends

Adapted from 'The Modern Learner', Bersin by Deloitte (2016).

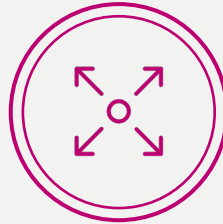
The behavioral science of Focus

Having a specific plan of what we're going to focus on, where and when...



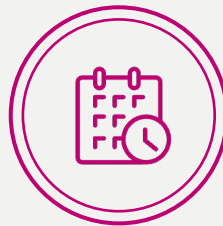
...means we're **2x or 3x more likely** to follow through with it.

Research shows this effect completely disappears when...



...we try to work on multiple behaviors/skills at once.

With single focus, any new habit, routine or practice takes on average...



...at least **two months** of focus to become an 'automatic' behavior.

Five factors to move from Distraction to Development

1

Single
Focus

2

One
to one

3

Behavioral
Nudges

4

Critical
Mass

5

Speed and
Impact

So far, have you...

Messaged a friend or colleague

Read a work email

Checked social media

Daydreamed about AI

Thought about the next agenda
item

Looked up restaurants for dinner

Development challenges...



Group development

- We get distracted
- It's hard to 'open up'
- The struggle for relevance



Self-directed

- We're even more distracted
- Holding ourselves to account
- The struggle to prioritize

With Focus one to one development...

- Personalized: it's all about YOU.
- Supported: by an ICF-certified coach.
- Accountable: a partner and guide.



Five factors to move from Distraction to Development



Choice paralysis in action

“

With more than 5,000 courses and personalized recommendations, you can discover, complete and track courses related to your field and interests.

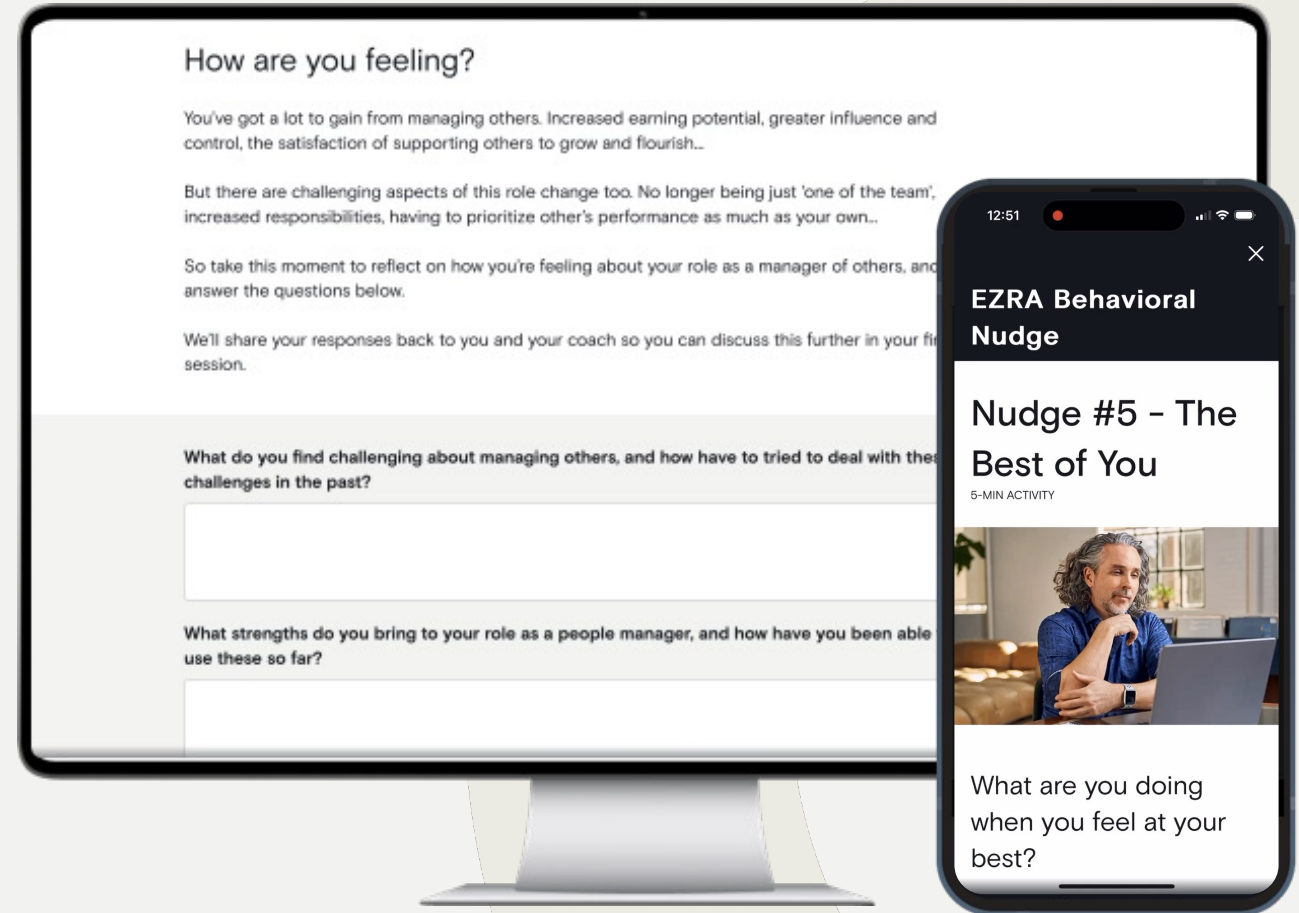
“

Choose from over 210,000 online video courses with new additions published every month.

Behavioral nudges

Short, sharp, focused.

- Motivation boosters: Encouragement to think differently
- Capability builders: Best-practice things to do and try
- Prompts to act: Helping identify opportunities



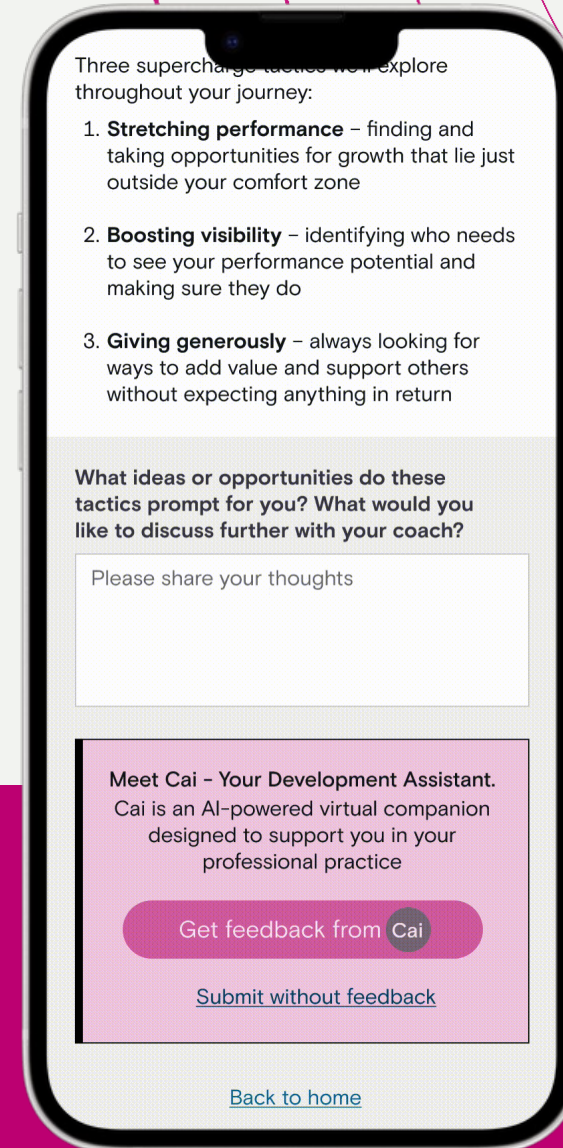
Adapted from: Fogg, B. J. (2019) ; Michie, S., Van Stralen, M. M., & West, R. (2011).

Built by humans. Supported by Cai.

Meet Cai – Focus by EZRA’s AI-powered development assistant.

50% response rate without Cai

75% response rate with Cai



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Focused on the majority



Typical organization's workforce led by frontline managers.



Global number of these employees who report feeling engaged.



Employees report leaving a role primarily because of a bad manager.



Employees who are likely to leave their role in the next year due to lack of development opportunities

The tipping point – reaching critical mass



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Measuring impact

\$164.2 Billion

\$164.2 billion spent on training and education per year

24%

24% of organizations do not systematically evaluate their L&D initiatives

13%

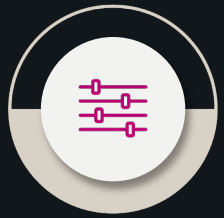
Just 13% assess the behavior change of participants

4X

Top organizations are 4x more likely to use learning analytics to shape their strategy and services

The Focus Journey

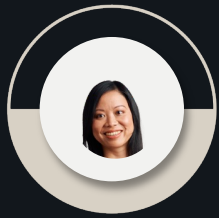
Participant Journey 8-10 weeks



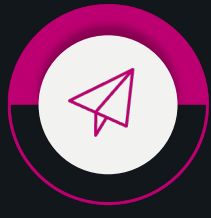
Onboarding +
Base Measure



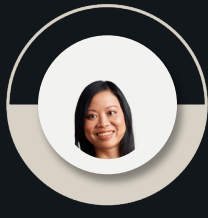
Nudges
1 & 2



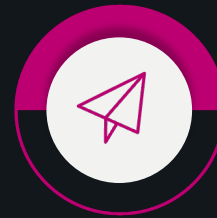
One to one
development
session



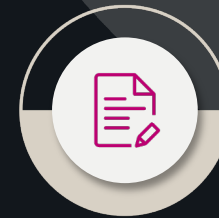
Nudges
3 & 4



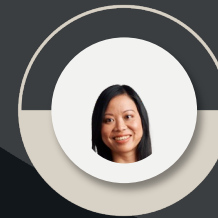
One to one
development
session



Nudges
5 & 6



Repeat
measure



One to one
development
session



Nudges
7 & 8

Manager Journey *(Optional)*

Webinar

Email 1
Invitation to
support

Email 2
Start of program

Email 3
Mid-Program

Email 4
End of Program

Building career clarity & confidence at a global tech company.



6,367

Total participants launched post pilot since Oct 2023-April 2024.

~937

Average participants launched per month. Range of 357-1,599.

54+

Countries launched in.

11,823

Total number of coaching sessions

28%

Average self-reported performance improvement

96%

Participants that are likely or very likely to recommend EZRA.

Development in action

Our trusted partners that have innovated and paved the way with us



Powerful
Conversations



Make it
Happen



Supercharge
Growth

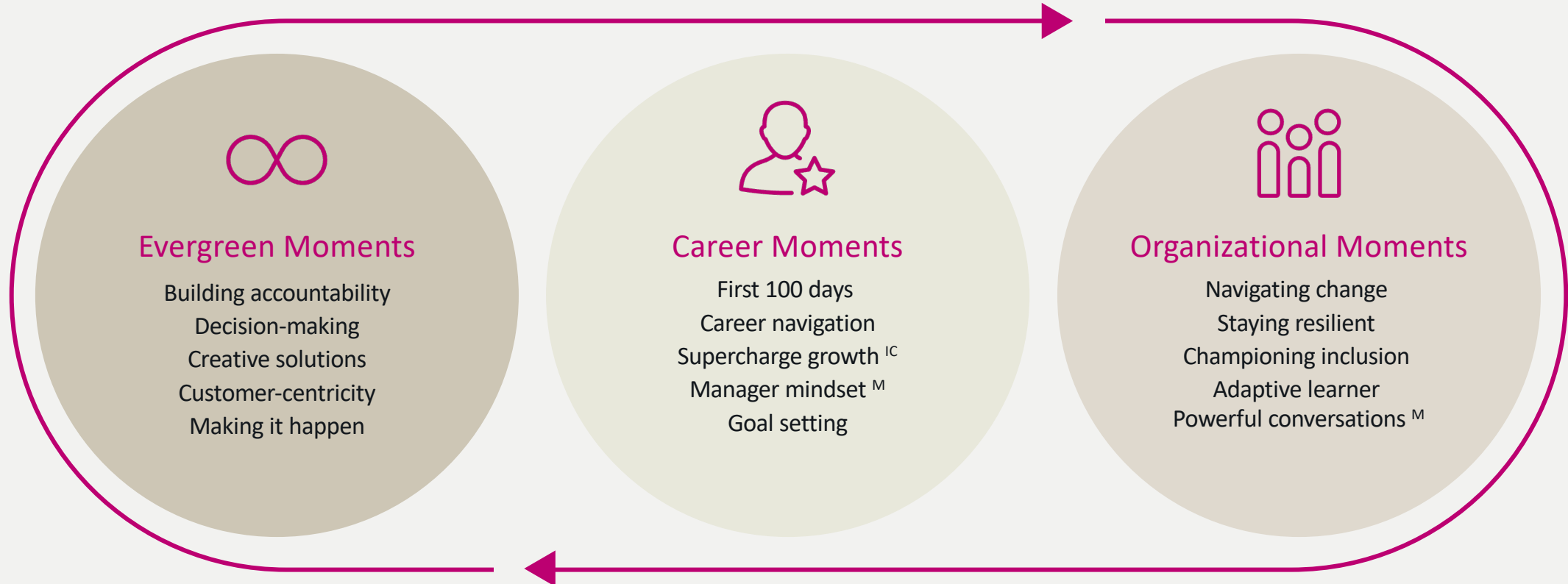


Manager
Mindset



Unlock Your
Career

Moments that create movement



Programs are applicable to both managers and individual contributors, unless otherwise indicated

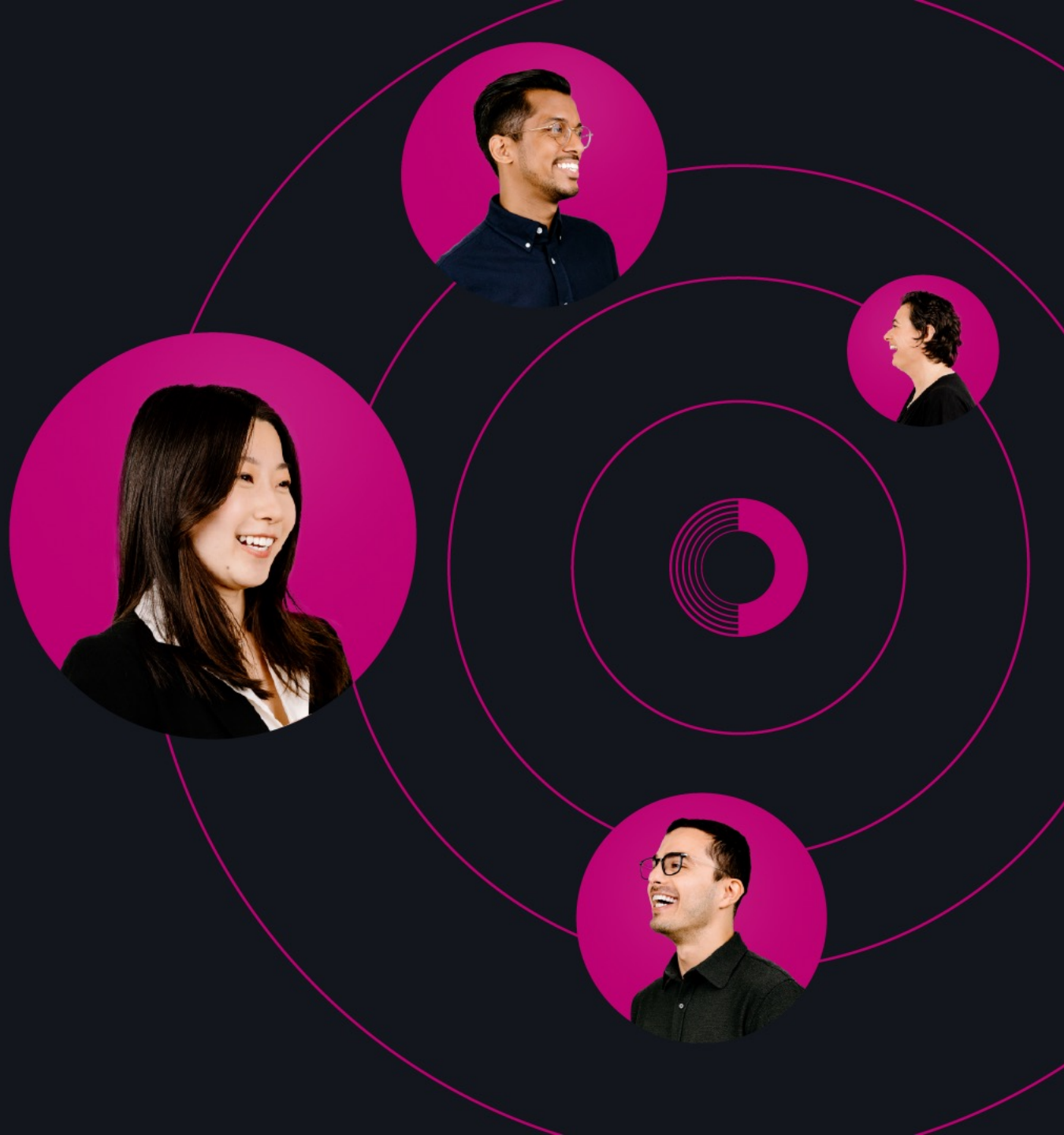


For individual contributors



For managers

What's your organization's development Focus?



Five Factors to move from Distraction to Development

1

Single Focus: With limited time and attention, focusing on one specific topic increases the likelihood of positive change

2

One to one: Provides individuals with a safe space to open up, build awareness and stay accountable

3

Behavioral Nudges: A small dose of learning delivered around development sessions facilitates ongoing learning and application

4

Critical Mass: Create widespread change by serving the critical manager and IC population and develop enough individuals to reach a tipping point

5

Speed and Impact: Combine all of the above factors to design powerful interventions that create measurable impact in a matter of weeks



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