



Product Marketing

# Persona & Messaging Strategy

Customer Personas, Positioning, Value Props, Content Direction

Q3 2022



### Account Tier A: CSR Learning Budget of \$5M+ / YR

Prospects Identified: 28

**Examples:** Deloitte, Barclays, Microsoft, Goldman Sachs, JP Morgan, Salesforce, Atlassian, Amazon, Cisco, HP, EY, Oracle, SAP, Apple, IBM, Intel, Alphabet / Google, Qualcomm, Coca-Cola

### Account Tier B: CSR Learning Budget of \$2M - \$5M / YR

Prospects Identified: 60

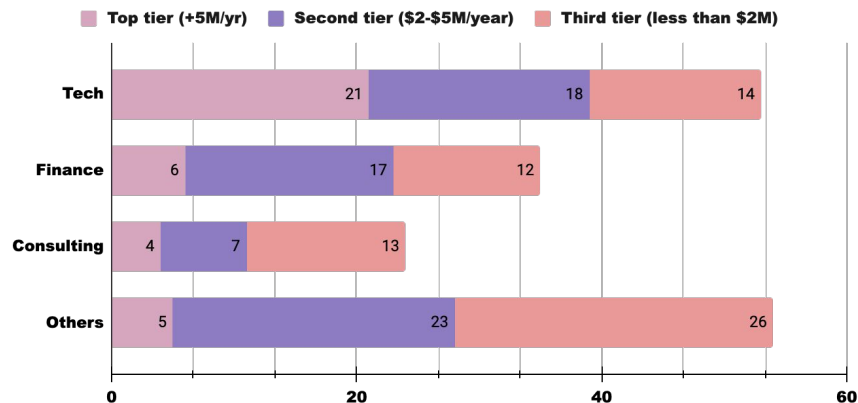
**Examples:** Accenture, KPMG, McKinsey & Co., Bain & Co., Bank of America, Western Union, Deutsche Bank, PayPal, MetLife, Ally Financial, Mastercard, General Mills, WalMart, Best Buy, Boeing, 3M, Gap, AT&T, Comcast, eBay, Samsung, Adobe

### Account Tier C: CSR Learning Budget >\$2M / YR

Prospects Identified: 52

**Examples:** Boston Consulting Group, Booz Allen, Progressive, AllState, US Bank, Charles Schwab, Dow Jones, Illumina, Liberty Mutual, Wells Fargo, PepsiCo, Kroger, NBC Universal, Netflix, Twitter, Nintendo, Snowflake, LG, Uber, CitiGroup, Delta, Walt Disney, Sony, Sprint Nextel, HoneyWell, Target

### Number of opportunities by potential size and industry



### Further Research Topics:

- **Industry <-> Learning Focus Connections**  
i.e. SAAS Tech = Women in STEM, Finance = Financial Literacy
- **Industry <-> Community Impact Trends**  
i.e. Women, Black, LatinX
- **Milestone Trends**  
i.e. Educate 10,000 Women in STEM within next 5 Years
- **Value Drivers Per Prospect**  
i.e. social impact, brand elevation (employer / customer / shareholder), innovation, skill development, market research, DEI-aligned recruiting
- **Addl. Industries**  
i.e. consumer goods, fashion / apparel
- **Volume of Programs Under CSR Learning Initiative**  
i.e. There are 4 CSR Learning Programs / Workflows Being Deployed in 2022 to address 10,000 Women in STEM goal

# PERSONAS

## “First Product Market Fit Customer” Persona Nominations

- **Primary Persona:**  
CSR Learning Program Managers
- **Secondary Persona:**  
CSR Leaders (Initiative Creators)



**\* To be further researched and “tested” for product market fit alignment...**

### **Connected Personas of Focus:**

- C-Suite Fortune 1000 (with social impact value focus)
- DEI & Recruiting Leaders
- Learning & Development Leaders
- Corporate Communications



# PERSONAS

## “First Product Market Fit Customer” Persona Nominations

- **Primary Persona:**

### Selena - CSR Learning Program Managers

**Titles To Target:**

- Approach 1 (put managerial title in front of initiative): VP at {name of initiative} (i.e. <https://www.linkedin.com/in/adele-langton-9a064984/>) This will only be possible for certain accounts.
- Approach: Program Manager within Corporate Social Responsibility
- Approach 2: Identify direct reports or tier of personnel under Head of CSR / Director of CSR and add them to the Selena lead list to gauge hit rate / feedback / triage process of finding the right Selena.

- **Secondary Persona:**

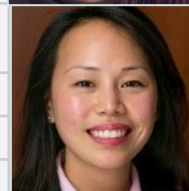
### Marie - CSR Leader

**Titles To Target:** “Head of CSR”, “Director of CSR”, “CSR Portfolio Manager”, “Head of ESG”, “Head of Social Impact”, “Director of CSR / ESG Planning”, “Global Director CSR & ESG Planning”, “Director of Sustainability & CSR”, “Corporate Communications Lead - CSR & EVP”, “CSR Strategy & Design”, “Sr. Manager Corporate Social Responsibility”, “Director Communications & CSR”, “Director Brand Management”



## PRIMARY “First Product Market Fit Customer” PERSONA

Persona	<b>Selena - Program Manager for CSR Learning Experience Initiative</b>
Key Notes	<ol style="list-style-type: none"> <li><b>Market Segment Focus</b> - Selena is leading a learning initiatives to accomplish an existing CSR Learning priority with clearly defined goals. Selena's CSR Learning priority / goals are publicly known.</li> <li><b>Persona Role / Title</b> - This persona is currently defined as a Program Manager rather than a Portfolio Manager but at the BD level, we are resonating with PM, Head of CSR, and executive leadership</li> </ol>
Bio	<b>Manages and executes core CSR learning initiative program</b> - empowering the underserved to live choice-filled lives
Role in buying process	<b>Ensures buy-in across leadership:</b> Head of CSR and relevant Senior Executive stakeholders by communicating how Paragon One empowers (scales value and reaches initiative milestones) of company's current CSR educational priority.
Team	<b>Job:</b> CSR Program Manager - <b>Reports to:</b> Director of CSR / Portfolio Manager
Demographics	<b>Age:</b> 32-45-years-old - <b>Gender:</b> Female - <b>Location:</b> US / Global
Company info	<b>Industry:</b> Tech, Finance, Consulting <b>Size:</b> Fortune 1000 <b>CSR Learning Budget:</b> Tier A \$5M+, Tier B \$2M - \$5M, Tier C >\$2M
Challenges	<ul style="list-style-type: none"> <li>Maximize impact of learning program while ensuring minimal cost / utmost efficiency in resource allocation</li> <li>Needs insights to show traction in achieving numeric goal associated with initiative (i.e. 250K of 500K women in STEM impacted)</li> <li>Ensure successful execution of program &amp; ongoing alignment with core learning initiatives / alignment with CSR policy</li> <li>The communication point / reporting source for company leadership - meet leadership's expectation of program impact</li> <li>Align social impact outcomes with business value outcomes</li> <li>Does Selena have a stake in team-based volunteering? Does she resonate with our Skill-Based Volunteering value prop? She likely is close to the person that does.</li> </ul>
Validators	<ul style="list-style-type: none"> <li>Backing from head of CSR, backing from Senior leadership / board-level champion</li> <li>Demo-ification of externship experience - P1 “shows” value rather than “tells” value</li> <li>Undeniable case study (i.e. Meta, PwC, HSBC) success metrics deliver clear validation - concise yet undeniable</li> <li>We prove our ability to be scalable and customizable in aiding their current or future CSR education initiatives</li> </ul>
Why won't they buy?	<ul style="list-style-type: none"> <li>We fail to align with current upskill / educational initiative mission, milestones, metric-goal volume, cost-per-student, or can't create inspiration for a new initiative (this is backup agenda)</li> <li>We don't validate Program scalability and customizability (<i>cohort volume, curriculum customizability, externship length</i>)</li> </ul>



## SECONDARY “First Product Market Fit Customer” PERSONA

<b>Persona</b>	<b>Marie - Head of CSR / Multi-Initiative Portfolio MGR</b>
<b>Bio</b>	<b>Responsible for the vision and strategy of a portfolio of social impact programs</b> that leverage the company's assets for good
<b>Role in the buying process</b>	<ul style="list-style-type: none"> <li>Gauges how Paragon One impacts the vision / goals for the CSR Learning component of her portfolio</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, Relevant Functional Departments)</li> </ul>
<b>Position Context</b>	<p><b>Job:</b> Head of CSR, Director of ESG &amp; CSR Planning, Head of CSR &amp; Sustainability</p> <p><b>Reports to:</b> Varies (independently to C-Suite, MKTG or HR)</p> <p><b>No. of employees:</b> ____ (CSR Learning Program Manager Relevant)</p>
<b>Demographics</b>	<b>Age:</b> 42-55-years-old <b>Gender:</b> Female <b>Location:</b> US / Global
<b>Company info</b>	<b>Industry:</b> Professional Services, Tech, Finance, Consumer Goods ( <b>Discuss</b> ) <b>Size:</b> Fortune 1000 <b>Revenue:</b> \$2B - \$500B+ Annual
<b>Goals</b>	<ul style="list-style-type: none"> <li>Develops vision, strategy, and goals for multiple CSR impact priority</li> <li>Owns executive-level reporting of CSR initiative impact via narrative development, metrics identification and success tracking.</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, &amp; Other Relevant Departments)</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>I need to be ahead of the curve on fresh approaches to achieve positive impact on our team, community, globe.</li> <li>Fortune 1000 social impact demands scalability (i.e. high volume student reach, high volume up-skill development, robust curriculum within aggressive timelines - i.e. 25,000+ Black and LatinX students in _ years)</li> <li>Current CSR priorities aren't “multi-threaded impact” across team / company initiatives (education, new underserved talent, innovative business strategy)</li> <li>I need to deliver effective executive-level reporting via narrative development, metrics and success tracking.</li> <li>I need to ensure seamless alignment across impacted business functions (i.e. Comm., Investor Rel., HR, DEI, MKTG)</li> </ul>



# CSR Learning Positioning Statements



## Primary Positioning:

*Paragone One unites underrepresented students and Fortune 1000 teams through an authentic work-based learning experience. The result: the world's leading companies strengthen their brand while elevating the employability of underserved communities.*

## Alternative Word-Choice to be Tested (via Sales Collateral, Email Reach Outs, Press)

1. Paragon One accelerates the learning & up-skill initiatives of Fortune 1000 social impact leaders. The result: the world's leading companies elevate their employer brand through meaningful skill-based volunteering at scale to create systemic change throughout the globe.
2. (Shortened / Elevator)  
Paragon One creates an online classroom experience where Fortune 1000's teams impact underserved students through next-gen skill-based-volunteering..
3. (Shortened / Elevator)  
Paragon One creates live virtual classroom experiences that allow Fortune 1000 teams to engage and up-skill ambitious underserved students at scale.
4. Paragon One is empowering students from across the globe to live choice-filled lives. It's made possible via a scalable real-work-experience platform. The result: Fortune 1000 companies elevate their employee and customer-facing brand while driving systemic change.
5. Paragon One is educating and up-skilling underserved students across 200+ countries. The result: the world's leading brands accelerate their learning and skill development goals while furthering economic opportunity and positive impact across their team, community and the globe.

## CSR Learning Value Prop Prioritization Rankings

### Debate / Discussion

- 1. Externships are a seamless work-based learning experience where Fortune 1000 teams engage, mentor and assess underserved students.** (*that we can clearly demo, proprietary / custom curriculum, we align with your CSR Learning and Skill-Development goals, low-lift (1-HR / WK), high-service / seamless experience, fully remote / globally accessible, scalable model, F1K becomes classroom*).
- 2. P1 Connects The World's Most Ambitious Underserved Communities to Fortune 1K brands** (student audience tailored to your impact initiatives / values: women STEM, Black, LatinX)
- 3. Paragon One Strengthens a Fortune 1000's Employer-Brand** (align with your employee's values, gain an edge over competition in retaining talent & attracting new talent, **utilize your team's talents via skill-based volunteering and expand skill based volunteering goals**, elevate your relevance to Gen Y, Z workforce)
- 4. Paragon One Strengthens Your Customer-Facing Brand And Investor-Facing Brand** (PR / MKTG opportunity, foster further customer brand loyalty by aligning with their values, positively impact community, globe, make them feel good when they buy from you)
- 5. Externships = Real-Work Experience** (versus non-work-based online learning or soft impractical internship experience)
- 6. Externships Cultivate Gen-Z Innovative Strategy That Leads To Real Business Impact** (Web3 Strategies, Product Innovation, Market Research, Student Output = "legitimate-value" that impacts exec-level strategy)
- 7. P1 Guides All Aspects Of The Student and Company Externship Journey** (you invest just 1 hour per week, P1 offers strong program management: clear communication orchestrating entire process from beginning to end)
- 8. Robust and Predictive Soft & Hard Skill Assessment**
- 9. Powerful Talent Sourcing / Underserved Talent Recruiting Pipeline**
- 10. Future: The Externship Generates Powerful Insights On Talent-Success Predictions, Social Impact Reach, & Redefines Skill-Based Volunteering** (employer)

## CSR Learning Value Prop Prioritization Ranking Validation

### Debate / Discussion

- 1. Externships are a Seamless, Custom & Scalable Educational Platform Experience** (*that we can clearly demo, proprietary / custom curriculum, we align with your CSR Learning and Skill-Development goals, low-lift (1-HR / WK), high-service / seamless experience, fully remote / globally accessible, scalable model, F1K becomes classroom*). Seamless Proved via PM satisfaction at end / 1 HR / WK, Scalable = Students Served Volume Previous (4.5K/Year) & Forecasted, HIGH-TOUCH & ENGAGED CLASSROOM SKILL DEVELOPMENT (P1 = 79% completion rate versus 15% Coursera)
- 2. P1 Connects The World's Most Ambitious Underserved Communities to Fortune 1K brands** (student audience custom-tailored to your impact initiatives / values: women STEM, Black, LatinX) - Students apply from 80% of countries in world, *54% Of Externs are Women, Programs up to 95% DEI-Aligned Participation, 77% Of Externs from Underserved Minority Backgrounds, 15% Of Externs Identify as LGBTQ*
- 3. Paragon One Strengthens a Fortune 1000's Employer-Brand** (align with your employee's values, gain an edge over competition in retaining talent & attracting new talent, **utilize your team's talents via skill-based volunteering and expand skill based volunteering goals**, elevate your relevance to Gen Y, Z workforce) - *45% Of Externs Hired By Fortune 1000's In 6 Months*
- 4. Paragon One Strengthens Your Customer-Facing Brand And Investor-Facing Brand** (PR / MKTG opportunity, foster further customer brand loyalty by aligning with their values, positively impact community, globe, make them feel good when they buy from you)
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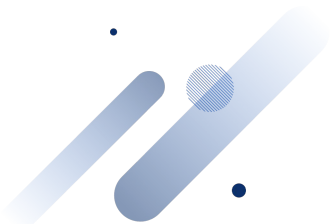
## Value Prop Ranking Validation Process:

We've Validated These Value Claims Via a Roster of Satisfied Fortune 1000 Enterprise Customers and Thousands of Satisfied, Upskilled Fortune 1000 Hired Students, A Strong Demo Experience

- Shown Via Demo-ification / Clear Example of Externship Journey
- Video & Still Case Studies
- Qual & Quant Data / Proof-Point Validators of Program Impact.
- Discuss / Nominate *Top 10 Metrics (various by prospect)*
  - *45% Of Externs Hired By Fortune 1000's In 6 Months*
  - *150+ Countries Represented*
  - *54%Of Externs are Women*
  - *77% Of Externs from Underserved Minority Backgrounds*
  - *15% Of Externs Identify as LGBTQ*
  - *1 HR Per week of HR leader's time*
  - *Quick-Hit Case Study Highlights: Nat Geo: 300+ Externs From 80 Countries Aiding Local Conservation Challenges , PWC: Major Lever In Initiative of 25,000+ Black and LatinX Students Up-Skill Initiative, Meta NPS Repeat Rec's*
  - *\_\_\_ Student Applicants*
  -



# Messaging & Content Direction





# Cold Reach Messaging Strategy



### **CSR Learning Intro Personalized - Marie**

(Introductory pleasantries)

(ref milestone goal) We're inspired by your initiative to impact 100,000 Women in Stem by 2025! At Paragon One, we accelerate the CSR learning and upskill initiatives of Fortune 1000's, including HSBC, Meta, and Beats By Dre.

Through our work-based online classroom experience, we've impacted underserved talent across the globe at scale, like PwC's upskill initiative regarding 25,000+ Black and LatinX Students.

View the attached introduction for further context on Paragon One.

### **CSR Learning Intro Broad - Marie**

(Intro Pleasantries)

Paragon One has helped Meta, Pfizer, HP, National Geographic, and Beats By Dre upskill and educate underserved students, at scale through a next-gen learning experience for the most ambitious students across the globe (77% are from underserved backgrounds).

We are now setting our sights on impacting the largest innovation learning programs in the world, i.e. Educate 10,000 Women in STEM by 2025.

I'd appreciate the opportunity to get acquainted with you over a short introductory call to share more!

### **CSR Learning Intro - Macro Marie Company / Externship Alternative Intro Blurb Descriptors To Test:**

- A) Paragon One accelerates the learning & up-skill initiatives of Fortune 1000 social impact leaders. It's made possible through a live virtual classroom experience that allows Fortune 1000 teams to engage and up-skill ambitious underserved students at scale.
- B) Paragon One is empowering students from across the globe to live choice-filled lives. It's made possible via a scalable real-work-experience platform. The result: Fortune 1000 companies elevate their employee and customer-facing brand while driving systemic change.
- C) Paragon One is educating and up-skilling underserved students across 100+ countries. The result: the world's leading brands accelerate their learning and skill development goals while furthering economic opportunity and positive impact across their team, community and the globe.

## **CSR Learning Intro Personalized - Selena**

(Introductory pleasantries)

(ref milestone goal) We're inspired by your initiative to impact 100,000 Women in Stem! At Paragon One, we accelerate the CSR learning and upskill initiatives of Fortune 1000's, including HSBC, Meta, and Beats By Dre. Our system demands just 1 hour of a Program Manager's time.

Through our seamless full-service platform experience, we've saved time and costs associated with impacting underserved communities across the globe at scale - initiatives like PwC's goal to upskill 25,000+ Black and LatinX Students.

View the attached introduction for further context on Paragon One.

## **CSR Learning Intro Personalized - Selena**

(Introductory pleasantries)

Paragon One helps Social Impact Initiative Managers invest just 1 hour per week to accelerate their goals! We've collaborated on Fortune 1000 initiatives like PwC's goal to upskill 25,000+ Black and LatinX Students. Additional successful partnerships include Meta, Pfizer, National Geographic and HP.

Through our seamless full-service platform experience, we've saved time and costs associated with impacting underserved communities across the globe at scale. I'd love to share more over a call. Attached is an overview of what we're up to.

## **Gen-Z Market Research & Innovation Centric**

*I've enjoyed some of your recent LinkedIn Live sessions on marketing in Web3!*

*At Paragon One, we believe the world's leading brands can yield major insights from tomorrow's underserved leaders. We've partnered with Meta, Pfizer, HP, National Geographic, and Beats By Dre to generate Gen-Z perspectives on audience, brand and future innovation.*

*Recently, we launched a Web3 learning program for a multinational bank - Gen-Z innovators are generating legitimate-impact strategies for the bank's entrance into Web3. We'd greatly appreciate the opportunity to get acquainted over a short introductory call to share further details!*

## **Recruiting Focus**

(Intro Pleasantries + Personal Ref Point)

*Paragon One has helped Fortune 1000 brands like Meta, HSBC, and Pfizer reach their DEI-aligned hiring goals. We design a hands-on learning experience for underserved talent via a customizable and scalable learning and upskill platform. This solution allows social impact and talent-sourcing leaders to invest 1 hour per week to engage students, review performance, and accelerate their social-impact branding and talent-sourcing goals.*

(Outro CTA)

### **CSR Learning Broad**

*We recognize the learning and up-skill goals of social impact leaders like yourself...*

*We accelerate Fortune 1000 goals of creating real-work experiences for underrepresented and ambitious students.*

*It's made possible via a Collaborative Online Classroom Where Fortune 1000 Teams Engage Underserved Students (77% from underserved backgrounds). I'd love to share more over a call!*

### **Gen-Z Market Research & Innovation Centric**

*I've enjoyed some of your recent LinkedIn Live sessions on marketing in Web3!*

*At Paragon One, we believe the world's leading brands can yield major insights from tomorrow's underserved leaders. We've partnered with Meta, Pfizer, HP, National Geographic, and Beats By Dre to generate Gen-Z perspectives on audience, brand and future innovation.*

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### **Recruiting Focus**

*(Intro Pleasantries + Personal Ref Point)*

*Paragon One has helped Fortune 1000 brands like Meta, HSBC, and Pfizer reach their DEI-aligned hiring goals. We design a hands-on learning experience for underserved talent via a customizable and scalable learning and upskill platform. This solution allows social impact and talent-sourcing leaders to invest 1 hour per week to engage students, review performance, and accelerate their social-impact branding and talent-sourcing goals.*

*(Outro CTA)*

## CSR Learning Elevator Pitch

We're thrilled to see your initiative to impact 10,000 Women in Stem! We work with leading brands, including Meta, HP, and Beats By Dre to accelerate their social impact learning and upskill initiatives.

Through our online classroom externship model, we've scaled underserved talent education across the globe, like PwC's upskill initiative regarding 25,000+ Black and LatinX Students.

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## Learning + Market Research Elevator Pitch

At Paragon One, we believe the world's leading brands can yield major insights from tomorrow's underserved leaders. We're a team out of MIT that has developed a next-gen learning and research platform for the most ambitious students across 200+ countries (77% are from underserved backgrounds).

We've partnered with Meta, Pfizer, HP, National Geographic, and Beats By Dre to engage Gen-Z perspectives through student-led market research on future product vision, marketing strategies and brand expression. I'd appreciate the opportunity to get acquainted with you over a short introductory call to share more!

## DEI-Recruiting + Learning Elevator

Paragon One has helped Fortune 1000 brands like Meta, HSBC, and Pfizer reach their DEI-aligned hiring goals. We design a hands-on learning experience for underserved talent via a customizable and scalable learning and upskill platform. This solution allows social impact and talent-sourcing leaders to invest 1 hour per week to engage students, review performance, and accelerate their social-impact branding and talent-sourcing goals.

### Consider: Testing Added Metrics:

#### Why Our Program Matters:

- 45% Of Students Are Hired By Fortune 1000's In 6 Months of Completing Our Program
- 77% Of Students Are from Underserved Minority Backgrounds
- 54%Of Externs are Women
- Our Program = Just 1 HR Per week of HR leader's time



# Strategy

Align with CSR Learning Initiatives



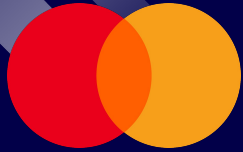
# We Celebrate Intel's Vision to Impact 1 Million Women in STEM

It's time for the Intel team to engage underserved students in a digital classroom setting.



## PARTNERS:





## We Recognize Mastercard's Impact Vision...

- Up-Skill 100,000 Students in SE Asia
- Up-Skill Entrepreneurs
- Develop CyberSecurity Talent
- Inspire Women in STEM

It's time for the Mastercard team to enter a digital classroom where underserved students acquire real-work experiences.



## PARTNERS:

∞ Meta  
Snap Inc.





# We Accelerate Your STEM-Volunteering Initiatives

Paragon One is excited to empower Qualcomm's STEM-Ambassador program by generating skill-based volunteering experiences in a digital classroom setting.



## PARTNERS:





# Secondary Persona Archive

## SECONDARY "Narrow But High Impact" PERSONA

**Persona** *Cliff* - Finance Innovation & Learning Leader

**Bio** Responsible for developing initiatives connected to identifying, developing and deploying the next generation of technologies, services and solutions for their Fortune 1000 company.

**Role in the buying process** Key voice in purchase decision when it comes to "innovation meets learning" initiative programs.

**Background** **Job:** Leader of Enterprise Innovation,  
**Reports to:** Director of HR  
**No. of employees:** 6


## SECONDARY "Narrow But High Impact" PERSONA

**Persona** *Raj* - Gen Z Market Research Intrigue

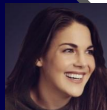
**Bio** Marketing, Comm. Branding, Product Management

**Role in the buying process** Hopefully voice in purchase decision when it comes to "innovation meets learning" initiative programs.

**Background** **Job:** Director of Marketing, CMO, Director of Product


**PRIMARY "First Product Market Fit Customer" PERSONA**

<b>Persona</b>	<b>Selena - Program Manager for CSR Learning Experience Initiative</b>
<b>Key Notes</b>	<ol style="list-style-type: none"> <li><b>Market Segment Focus</b> - Selena is leading a learning initiatives to accomplish an existing CSR Learning priority with clearly defined goals. Selena's CSR Learning priority is publicly known.</li> <li><b>Persona Role / Title</b> - This persona is currently defined as a Program Manager rather than a Portfolio Manager but reality is that at the BD level, we are resonating with PM, Head of CSR, and executive leadership's (see secondary persona)</li> </ol>
<b>Bio</b>	Manages and executes core CSR learning initiative program - powerful learning experience for underserved students / talent.
<b>Role in buying process</b>	Ensures buy-in across leadership: Head of CSR and relevant Senior Executive stakeholders by communicating how Paragon One empowers (scales value and reaches initiative milestones) of company's current CSR educational priority.
<b>Team</b>	<b>Job:</b> CSR Program Manager - <b>Reports to:</b> Director of CSR / Portfolio Manager
<b>Demographics</b>	<b>Age:</b> 32-45-years-old - <b>Gender:</b> Female - <b>Location:</b> US / Global
<b>Company info</b>	<b>Industry:</b> Tech, Finance, Consulting <b>Size:</b> Fortune 1000 <b>CSR Learning Budget:</b> Tier A \$5M+, Tier B \$2M - \$5M, Tier C >\$2M
<b>Challenges</b>	<ul style="list-style-type: none"> <li>Maximize impact of learning program while ensuring minimal cost / utmost efficiency in resource allocation</li> <li>Ensure successful execution of program &amp; ongoing alignment with core learning initiatives -Ensure alignment with CSR policy</li> <li>The communication point / reporting source for company leadership - meet leadership's expectation of educational CSR program impact</li> <li>Align social impact outcomes with business value outcomes</li> </ul>
<b>Validators</b>	<ul style="list-style-type: none"> <li>Backing from head of CSR, backing from Senior leadership / board-level champion</li> <li>Demo-ification of externship experience - P1 "shows" value rather than "tells" value</li> <li>Undeniable case study (i.e. Meta, PwC, HSBC) success metrics are clear validation / proof-points - we deliver concise yet undeniable case studies &amp; bottom line metrics that reflect CSR learning initiative success</li> <li>We prove our ability to be <b>scalable and customizable</b> in aiding their current or future CSR education initiatives</li> </ul>
<b>Why won't they buy?</b>	<ul style="list-style-type: none"> <li>We fail to align with current upskill / educational initiative mission, milestones, metric-goal volume, cost-per-student, or can't create inspiration for a new initiative (this is backup agenda)</li> <li>We don't validate Program scalability and customizability (<i>externship cohort volume limitations, externship curriculum customizability limitations, externship length</i>)</li> <li>We fail to prove our ability to elevate her core CSR values / motivation in developing this initiative in the first place</li> </ul>


**SECONDARY "First Product Market Fit Customer" PERSONA**

<b>Persona</b>	<b>Marie - Head of CSR / Multi-Initiative Portfolio MGR</b>
<b>Bio</b>	Responsible for the vision and strategy of a portfolio of social impact programs that leverage the company's assets for good
<b>Role in the buying process</b>	<ul style="list-style-type: none"> <li>Gauges how Paragon One impacts the vision / goals for the CSR Learning component of her portfolio</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, Relevant Functional Departments)</li> </ul>
<b>Position Context</b>	<b>Job:</b> Head of CSR, Director of ESG & CSR Planning, Head of CSR & Sustainability <b>Reports to:</b> Varies (Independently to C-Suite, MKTG or HR) <b>No. of employees:</b> ____ (CSR Learning Program Manager Relevant)
<b>Demographics</b>	<b>Age:</b> 42-55-years-old <b>Gender:</b> Female <b>Location:</b> US / Global
<b>Company info</b>	<b>Industry:</b> Professional Services, Tech, Finance, Consumer Goods ( <b>Discuss</b> ) <b>Size:</b> Fortune 1000 <b>Revenue:</b> \$2B - \$500B+ Annual
<b>Goals</b>	<ul style="list-style-type: none"> <li>Develops vision, strategy, and goals for multiple CSR impact priority</li> <li>Owns executive-level reporting of CSR initiative impact via narrative development, metrics identification and success tracking.</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, &amp; Other Relevant Departments)</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>I need to be ahead of the curve on fresh approaches to achieving business-aligned initiatives that positively impact our team, community and globe.</li> <li>Fortune 1000 impact demands big initiatives and scalability (i.e. high volume student reach, high volume up-skill development, robust curriculum within aggressive timelines - EX/ 25,000+ Black and LatinX students in _ Years)</li> <li>Current CSR priorities aren't "multi-threaded impact" across team / company initiatives (education, new underserved talent, innovative business strategy), community impact, globe impact (i.e. sustainability initiative is silo'd, soup kitchen volunteering is silo'd impact with little business initiative impact)</li> <li>I need to deliver effective executive-level reporting via narrative development, metrics identification and success tracking.</li> <li>I need to ensure seamless alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, &amp; Other Depts)</li> </ul>



# IMPACT

## TEAM GROWTH

## TEAM & COMMUNITY DELIGHT

### Talent Seekers

#### CORE MOTIVATORS

- "At the end of the day, my team has to hit numbers without increasing costs. Streamline my hiring goals or beat it!"
- "We need better employer branding!"
- "To be honest, internships or extern-whatever aren't a priority - I'm optimizing our ATS - to quickly filter more quality candidates, now."
- "Internships + Learnings are cool, but we need soft / hard skill assessments so talent is delivering value day 1."
- "Diverse candidates + new campus reach are ideal, but I'll need any new talent funnels vetted ASAP before I can use them."



The Recruiters

**Career:** Recruiter -> Fortune, 1000 Talent Leader

Journey: Talent Sourcer -> Recruiter -> Uni. Relations MGR -> Head of Uni. Recruiting

#### Why They Say "Yes"

- Extern to hire ratio is proven / aids them in hitting their new-hire goals
- Cost per hire makes sense - competes or beats their current cost model
- We save them time (regardless of how we do it, we just do)
- We have proven university talent funnels that they're not currently tapping into that deliver real quality new-hire results
- We enhance employer branding in eyes of Gen Z and Millennials
- We offer proven alternative to constant in person recruiting activities without being perceived as threatening their job
- Soft / Hard Skill Assessment + Insight Dashboard Showing Performance

#### Why They Say "No"

- Extern to hire ratio is underwhelming / not proven
- Cost per hire does not make sense compared to current model
- We don't deliver proven time-saving value with a "wow!" factor
- We add (rather than subtract) time to their process
- Our new university reach doesn't equate to quality hires
- We position ourselves in a way that leads them to perceive us as a threat to their own function / value within their organization

**How We Reach Them** - See Collateral & Strategy Section

### Culture Transformers

#### CORE MOTIVATORS

- Existing Team Impact: "How do you strengthen our current employee and new hire skill development programs and volunteer opportunities?"
- Employer-Branding: "We need to attract, retain and develop an engaged Millennial and Gen Z workforce - our employer brand needs to be more competitive."
- Existing Program Improve: "We've had DEI initiatives since 2019, we need clear case studies + demo + success metrics before we consider factoring you into our existing budget and strategy."
- Brand-Elevate via CSR: "We have a major initiative to educate and hire 20,000+ underrepresented students within the next 5 years. Where could you fit into this?"



The CSR & DEI Leaders

**Career:** HR Generalist -> Fortune 1,000 Chief Diversity Officers

Journey: HR Gen. -> Staffing Manager -> HR Director -> VP of HR -> Dir. of People Ops -> CDO

#### Why They Say "Yes"

- We validate case studies & bottom line metrics in building positive employer branding among Gen Y & Z
- We prove our ability to be scalable and customizable in aiding in the sourcing, education and hiring of underrepresented talent
- I am in a vertical (i.e. Banking) with a legal mandate to spend on CSR-driven learning opportunities
- Our product and experience addresses employee education / wellness / volunteer / teach & mentorship program values
- We're seen as a seamless and crucial component in current DEI, CSR or ESG initiatives.
- We can curate courses to impact Environmental Responsibility, Ethical Responsibility, Philanthropic Responsibility, Economic Responsibility.
- We deliver clear ROI and accommodate DEI / CSR budget initiatives

#### Why They Say "No"

- We fail to prove our ability to elevate employer branding among Gen Y & Z
- We are being tossed over to recruiting too soon / are being seen as hiring tool rather than educational + macro CSR tool
- We are not seen as a value driver to employee well being and advancement
- We don't align with DEI, CSR or ESG initiatives.

### Innovation Drivers

#### CORE MOTIVATORS

- New Ideas From a New Gen: "We've been an industry leader for 30 years, but I'm intrigued to hear Gen Z's take on how we utilize / enter Web3."
- Diverse Talent Sourcing via EDU: "I need a new D&I talent pipeline for our design innovation student bootcamp."
- New Hire Skill Evolution: "I oversee a Tech Leadership Program for college new hires - I need course evolution and talent recommendations."
- Employer Branding + External Education: "We need to boost employer branding + CSR initiatives - our leadership wants to give back to underserved students in a major way."



The Learning & Development Leaders

**Career:** Consulting -> Fortune 1K VP Of L&D

Senior Tech Consultant -> Sr. Talent Advisor -> Communications & Learning Development Student Programs -> Fortune 1,000 VP Of Learning & Development

#### Why They Say "Yes"

- We are a seamlessly-aligned partner in a current or near term future educational initiative.
- We provide a clear demo of our comprehensive yet streamlined online educational experience
- We prove our ability to be scalable and customizable in aiding in the sourcing, education (versatile course focus + robust curriculum) and hiring of underrepresented talent
- We deliver actionable insights to business leaders on student progress, student assessment performance, talent opportunities and business learnings via student output
- Soft / Hard Skill Assessment + Insight Dashboard Showing Performance

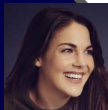
#### Why They Say "No"

- We are not scalable enough in terms of cohort size, platform human-centered experience, dashboard insights for executives
- We are not customizable enough in terms of course-work alignment with course focus needs
- They do not understand what an externship is
- The cost does not align with ROI from their perspective

**How We Reach Them** - See Collateral & Strategy Section

**PRIMARY "First Product Market Fit Customer" PERSONA**

Persona	<b>Selena - Program Manager for CSR Learning Experience Initiative</b>
Discussion Points For Clarity	<ol style="list-style-type: none"> <li><b>Market Segment Focus</b> - Selena is leading a learning initiatives to accomplish an existing CSR Learning priority (iterate on current initiative or establish new initiative via P1) - Selena's CSR Learning priority is publicly known.</li> <li><b>Persona Role / Title</b> - This persona is currently defined as a Program Manager rather than a Portfolio Manager but reality is that at the BD level we are resonating with PM, Head of CSR, and executive leadership's (see secondary persona)</li> <li><b>Hybrid Persona Effect</b> - The below profile is currently 80% - 90% CSR Value-aligned but we will keep select DEI-aligned recruiting and Innovation-Led value props in tact to aid in communicating our multi-threaded impact value.</li> </ol>
Bio	Manages and executes core CSR learning initiative program - powerful learning experience for underserved students / talent.
Role in the buying process	Ensures buy-in across leadership: Head of CSR and relevant Senior Executive stakeholders by communicating how Paragon One empowers (scales value and reaches initiative milestones) of company's current CSR educational priority.
Team	<b>Job:</b> CSR Program Manager - <b>Reports to:</b> Director of CSR / Portfolio Manager - <b>No. of employees:</b> 1 - ____
Demographics	<b>Age:</b> 32-45-years-old - <b>Gender:</b> Female - <b>Location:</b> US / Global
Company info	<b>Industry:</b> Tech, Finance, Consulting <b>Size:</b> Fortune 1000 <b>CSR Learning Budget:</b> Tier A \$5M+, Tier B \$2M - \$5M, Tier C <\$2M
Goals	<ul style="list-style-type: none"> <li>Maximize impact of learning program while ensuring minimal cost / utmost efficiency in resource allocation</li> <li>Ensure successful execution of program &amp; ongoing alignment with core learning initiatives - Ensure alignment with CSR policy</li> <li>The communication point / reporting source for company leadership - meet leadership's expectation of educational CSR program impact</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Maximize impact of learning program while ensuring minimal cost / utmost efficiency in resource allocation</li> <li>Ensure successful execution of program &amp; ongoing alignment with core learning initiatives - Ensure alignment with CSR policy</li> <li>The communication point / reporting source for company leadership - meet leadership's expectation of educational CSR program impact</li> <li>Align social impact outcomes with business value outcomes</li> </ul>
Validators	<ul style="list-style-type: none"> <li>Backing from head of CSR, backing from Senior leadership / board-level champion</li> <li>Demo-fication of externship experience - P1 "shows" value rather than "tells" value</li> <li>Undeniable case study (i.e. Meta, PwC, HSBC) success metrics are clear validation / proof-points - we deliver concise yet undeniable case studies &amp; bottom line metrics that reflect CSR learning initiative success</li> <li>We prove our ability to be <b>scalable and customizable</b> in aiding their current or future CSR education initiatives</li> <li>We deliver clear ROI and accommodate DEI / CSR budget initiatives</li> </ul>
Why won't they buy?	<ul style="list-style-type: none"> <li>We fail to align with current upskill / educational initiative mission, milestones, metric-goal volume, cost-per-student, or can't create inspiration for a new initiative (this is backup agenda)</li> <li>We don't validate Program scalability and customizability (<i>externship cohort volume limitations, externship curriculum customizability limitations, externship length / timeframe limitations, extern to mentor ratio = not a scalable volunteer / mentor opportunity</i>)</li> <li>We fail to prove our ability to elevate her core CSR values / motivation in developing this initiative in the first place: a powerful social-impact PR / Marketing narrative for external - end-customer brand awareness / delight / customer brand- loyalty, educate and up-skill underserved communities, develop real-skill mentorship program to boost employer branding and approval among current team, a powerful elevation of investor-facing brand, etc.</li> <li>Selena and / or another stakeholder are demanding insights or an enterprise product experience we have not yet built / can quickly deliver on. They want a software service solution.</li> </ul>
What closes the deal?	We prove that we align with current CSR learning initiative in a forward thinking way + we're scalable to successfully make an impact on their current CSR learning initiative metric goals.
Most valued features	<ul style="list-style-type: none"> <li>Program scalability and customizability</li> <li>Macro: DEI Underserved Students -&gt; Employer Branding Upgrade, Customer-Facing Brand Upgrade, Volunteer Program Upgrade, Real Business Strategy Impact (i.e. Web3 Strategy)</li> <li>Underserved innovator / learner pipeline</li> <li>Insight dashboard (course progress, extern performance, extern strategy output highlights / business takeaways, internal team mentorship progress and highlights)</li> <li>Innovation-Curriculum-Topic Lever (i.e. Financial Literacy, STEM, Web3 Sustainability Strategies)</li> <li>Mentorship / Volunteer impact opportunities (for current team)</li> </ul>
Least valued features	<ul style="list-style-type: none"> <li>Recruiting talent placement levers - extern / hire ratio, cost per recruit</li> <li>Skill assessment outcome?</li> </ul>


**SECONDARY "First Product Market Fit Customer" PERSONA**

Persona	<b>Marie - Head of CSR / Multi-Initiative Portfolio MGR</b>
Bio	Responsible for the vision and strategy of a portfolio of social impact programs that leverage the company's assets for good
Role in the buying process	<ul style="list-style-type: none"> <li>Gauges how Paragon One impacts the vision / goals for the CSR Learning component of her portfolio</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, Relevant Functional Departments)</li> </ul>
Position Context	<b>Job:</b> Head of CSR, Director of ESG & CSR Planning, Head of CSR & Sustainability <b>Reports to:</b> Varies (independently to C-Suite, MKTG or HR) <b>No. of employees:</b> ____ (CSR Learning Program Manager Relevant)
Demographics	<b>Age:</b> 42-55-years-old <b>Gender:</b> Female <b>Location:</b> US / Global
Company info	<b>Industry:</b> Professional Services, Tech, Finance, Consumer Goods ( <b>Discuss</b> ) <b>Size:</b> Fortune 1000 <b>Revenue:</b> \$2B - \$500B+ Annual
Goals	<ul style="list-style-type: none"> <li>Develops vision, strategy, and goals for multiple CSR impact priorities</li> <li>Owns executive-level reporting of CSR initiative impact via narrative development, metrics identification and success tracking.</li> <li>Ensures alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, &amp; Other Relevant Departments)</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>I need to be ahead of the curve on fresh approaches to achieving business-aligned initiatives that positively impact our team, community and globe. I need to be innovative and align business initiatives with high impact initiatives - I want to go beyond traditional donation-based, volunteer programs.</li> <li>Fortune 1000 impact demands big initiatives and scalability (i.e. high volume student reach, high volume up-skill development, robust curriculum within aggressive timelines - EX/25,000+ Black and LatinX students in - Years)</li> <li>Current CSR priorities aren't "multi-threaded impact" across team / company initiatives (education, new underserved talent, innovative business strategy), community impact, globe impact (i.e. sustainability initiative is silo'd, soup kitchen volunteering is silo'd impact with little business initiative impact)</li> <li>My CSR Initiatives and budgets are often externally-influenced by major societal events and movements (i.e. COVID response became a priority overnight)</li> <li>I need to deliver effective executive-level reporting via narrative development, metrics identification and success tracking.</li> <li>I need to ensure seamless alignment across impacted business functions (i.e. Comm., Investor Relations, HR, DEI, &amp; Other Depts)</li> </ul>
What closes the deal?	We prove that we align with current CSR learning initiative in a forward thinking way + we're scalable to successfully make an impact on their current CSR learning initiative metric goals.





## Talent Seeker Positioning (Options) - Product 1

### Recruiting Value + DEI / CSR Impact Value

Paragon one believes building tomorrow's Fortune 1,000 team is about seamlessly engaging diverse talent, today. We connect underrepresented students to the world's leading companies via an immersive, customizable, and hands-on e-learning journey - *"the externship"*. Externships rapidly move business leaders towards their diverse hiring goals while decreasing the cost of industry-leading talent assessment for soft and hard skills.

### Recruiting Value + Educational Impact Value

Paragon One is the future of how Fortune 1,000 recruiters efficiently evaluate and source diverse talent. We connect the world's leading entry recruiting teams to untapped talent funnels, including under-reached and untapped Universities across the globe. Applicants are sourced according to your criteria and world-class curriculum is custom-built, pending your preferred course and assessment focus. The result: HR leaders invest just 1 hour per week to gauge soft and hard-skill performance and build real relationships with hard to reach talent via a virtual online learning platform.





Persona	Talent Seekers
Positioning	<p>Paragon one believes building tomorrow's Fortune 1,000 team is about seamlessly engaging diverse talent, today. We connect underrepresented students to the world's leading companies via an immersive, customizable, and hands-on e-learning journey - <i>"the externship"</i>. Externships rapidly move business leaders towards their diverse hiring goals while decreasing the cost of industry-leading talent assessment for soft and hard skills.</p>
Value proposition	<ul style="list-style-type: none"> <li>• Fresh / Widened Roster of Higher Ed Institutions to Attract New Hire Talent -&gt; A Deeper Pool of Quality Applicants / Diverse Talent Network Accessed</li> <li>• Competitive Advantage Over Competing Brands - - Source Unreached, Yet 3rd Party Vetted, Talent</li> <li>• Soft and hard-skill assessment in real-work environment = best in class soft-skill assessment in remote environment</li> <li>• DEI &amp; CSR Aligned Applicant Pipeline</li> <li>• Cost-Cutting &amp; streamlining process of accomplishing DEI hiring initiatives</li> </ul>
Major Pain Points Without Us	<ul style="list-style-type: none"> <li>• Fighting over top-tier talent with their competition</li> <li>• No new talent funnels vetted for quality diversity applicants, or current funnels are weak in delivering diversity</li> <li>• Accustomed to on campus / in person recruiting events or now accustomed to lackluster digital channels</li> <li>• Achieving speedy "real-world" / "on-job" soft-skill + hard skill assessment and insight reporting per applicant</li> <li>• The wish that you had a stronger employer brand than your competition</li> <li>• All of this pain while you're in a sales-driven job and have to hit hiring goals or perish.</li> <li>• Failing to impact other crucial aspects of talent sourcing in today's hiring market</li> </ul>
Customer Pain Alleviation / Source of Delight	<ul style="list-style-type: none"> <li>• Extern to hire ratio is proven / aids recruiting in hitting their new-hire goals</li> <li>• Cost per hire makes sense - competes with or beats their current cost model</li> <li>• We save them time (regardless of how we do it, we just do)</li> <li>• We have validated new university talent funnels that they're not currently tapping into that deliver real quality new-hire results</li> <li>• We enhance employer branding in eyes of Gen Z and Millennials via CSR / DEI values and progressive e-learning</li> <li>• We offer a proven digital touch point alternative to constant in person recruiting activities without being perceived as threatening to campus recruiter's job</li> <li>• Soft / Hard Skill Assessment + Insight Dashboard Showing Performance</li> <li>• Validating Data: 77% DEI Inclusive, Nearly 50% Fortune 1,000 placements w/in X timeframe, 8 Week Course, etc.</li> </ul>





## Innovation Drivers Positioning (Options)- Product 1

### **Innovation Value + CSR Educational Impact Value**

Paragon One connects a new generation of innovators to Fortune 1,000 management teams via a virtual hands-on learning experience. We source ambitious graduates from underserved communities and build 8-week curriculum tailored to a company's preferred innovation initiatives. The result: business leaders invest just 1 hour per week to gain Gen Z insight on the growth and relevance of their future product, market, and brand.

### **Innovation Value + CSR Educational Impact Value**

Paragon One believes an innovative corporate culture begins with Fortune 1,000 management teams engaging ambitious students from underserved communities. We build world-class curriculum tailored to an area of innovative exploration - from Web 3 to Human-Centered Design. The result: business leaders invest just 1 hour per week to glean insights, and build relationships with, tomorrow's visionary leaders. They also end up hiring a few of them.

### **CSR-Led Innovation Value**

Paragon one is delivering a customizable, yet out of box, educational experience. Go beyond employee volunteer and donation-based CSR programs, and connect your employees to underrepresented and innovative students through an innovation-producing e-learning platform.





## Innovation Drivers Messaging Framework - Product 1

Persona	Innovation Drivers
<p><b>Positioning</b></p>	<p>Paragon One connects a new generation of innovators to Fortune 1,000 management teams via a virtual hands-on learning experience. We source ambitious graduates from underserved communities and build 8-week curriculum tailored to a company's preferred innovation focus. The result: business leaders invest just 1 hour per week to gain Gen Z insight on the growth and relevance of their future product, market, and brand.</p>
<p><b>Value proposition</b></p>	<ul style="list-style-type: none"> <li>• We seamlessly align with your current or near term career learning and student innovation program</li> <li>• We bring globally diverse student participants from underserved communities to your career learning &amp; innovation program</li> <li>• We develop curriculum according to your specific learning needs or innovative aspirations</li> <li>• We deliver real engagement with bright Gen Z minds so you have next-gen insights on the relevance / resonance of your future product, market, and brand decisions.</li> <li>• We are a comprehensive, customizable yet streamlined online educational experience</li> <li>• We deliver actionable insights to business leaders on student progress, student assessment performance, talent opportunities and business learnings via student output</li> <li>• Soft / Hard Skill Assessment + Insight Dashboard Showing Performance</li> <li>• We develop world-class 8-week course curriculum on <i>innovative-zones</i>: Web3, VR / AR, Human-Centered Design, OTT, CSR &amp; DEI Trends, Gen Z taste / value / consumption trends</li> <li>• Positive culture-shift in company -&gt; Gen Z Values (work/life balance, social responsibility / going beyond profit, diversity, innovation, planet and people awareness), increase in innovative mentality, employee retention, all of which leads to business growth, competitive edge, lasting value for years to come</li> <li>• DEI Impact</li> <li>• Employer Brand &amp; Macro Company Brand Value (Enhanced by all values above) -</li> <li>• Your company becomes a giving, socially-conscious, innovative, people-first, diverse-led, diverse-team, creative, modern, hip, world-shaping, aka <i>COOL PLACE TO WORK</i></li> </ul>
<p><b>Customer Pain Alleviation / Source of Delight</b></p>	<ul style="list-style-type: none"> <li>• We can adapt to your CSR priorities (societal moments have biggest impact on use of CSR budget and primary initiatives).</li> <li>• The need to for customized / specified course-curriculum that connects with innovation initiatives.</li> <li>• The need for specific diverse profiles of student cohorts to engage in your innovation program</li> <li>• The need for fresh, new methods of employee volunteering - Put Your Team's talents towards high-impact service and strategic education for a Gen Z audience</li> <li>• The need for new mentorship opportunities</li> <li>• The need to measure tangible results from your early career and learning program</li> <li>• The need for scalability in terms of cohort size, platform human-centered experience, and specific turn-key insight requests delivered via dashboard insights for executives</li> </ul>

