Harvard Business Publishing Corporate Learning Launches Groundbreaking Advancement to Harvard ManageMentor®

Harvard ManageMentor Spark™ delivers a highly personalized learner experience for both short-burst learning and skill mastery. Learners also gain access to a broader range of new subject areas critical in today’s business environment.

BOSTON (PRWEB) January 23, 2018 -- Harvard Business Publishing Corporate Learning today launched Harvard ManageMentor Spark™, a groundbreaking advancement to Harvard ManageMentor® that delivers a personalized, learner-driven experience combining short-burst microlearning with best-in-class content and a proven learning design. Harvard ManageMentor Spark puts the employee in control of their development and helps organizations accelerate the creation of high performing teams, which is critical in today’s business environment.

Harvard ManageMentor Spark is currently available to Harvard ManageMentor clients. Its mobile-first, personalized design lets users choose the type and length of content based on their specific needs, interests and time commitment. Harvard ManageMentor Spark delivers a learning experience that is relevant to the learner and motivates them to learn.

“Today’s learner wants to be in control of how, what and when they learn. With the demand for greater personalization and the ability to connect short-burst learning with more in-depth learning, we have created a truly unique learner-driven experience.” said Ian Fanton, senior vice president and head of Harvard Business Publishing Corporate Learning. “As we developed Harvard ManageMentor Spark in collaboration with our clients, we found that learners want more than just short-burst content. When the content is high quality, engaging, and relevant, people will make time for it. This approach is key to building a culture of continuous learning.”

Added Fanton, “Beyond its learner-driven experience, what’s distinct about Harvard ManageMentor Spark is the expanded access it provides to a wide range of subject areas beyond those available in Harvard ManageMentor. Learners can build on what they’ve learned in Harvard ManageMentor, or engage in entirely new subjects such as Authenticity, Big Data and Analytics, Design Thinking and Emotional Intelligence.”

Leadership Development Is Critical to Business Success

It’s well documented that organizations with strong leadership development outperform competitors. According to a recent Harvard Business Publishing survey, 76% of learning and development professionals and business line managers said that they believe leadership development programs should be more informed by learners’ needs than based simply on company initiatives originating in learning and development. With leadership development a top factor for attracting and retaining talent, it’s imperative that organizations tailor their learning approach to individual employee needs.

Relevant Content and a Personalized Experience Help Make Learning a Habit

By combining quick access to the latest and best thought leadership with a personalized experience, Harvard ManageMentor Spark is designed for impact, with:

• Relevant, Expert Curation: An expanded range of subject areas with content in multiple formats curated by
leadership development experts:
-- Harvard ManageMentor lessons, videos, and practice exercises
-- Harvard Business Review articles, videos, and case studies
-- Tips: short bursts of content to help learners complete a common task or problem
-- Skill Builders: curated lists of content resources focused on helping learners master a particular skill
• Personalization: The learning experience is tailored to each individual with subject areas, and type and length of content based on their specific needs, interests and prior usage. Learners can set personal learning goals and reminders, as well as search and bookmark applicable content.

Embedding Learning into the Work Day

“Our partnership with Harvard Business Publishing helped accelerate our shift to learner-driven experiences,” said Jacob Pantoja, programs manager, leadership development, Vanguard. “We have busy and vibrant offices throughout the world and that requires us to find new ways to give our employees more control of what, when, and how they’re learning. With the addition of Harvard ManageMentor Spark, we are discovering new ways to deliver content and to further embed learning into their work days. The response to our experiments has been extremely positive, with high adoption rates and solid feedback. Learner-driven experiences currently comprise 50 percent of the learning we offer, so it’s important that we get this right.”

To learn more about how Vanguard delivers learner-driven experiences within its organization, read Jacob's post on the Harvard Business Publishing’s Leading The Way blog: “How to drive the learner-driven experience.”

To learn more about Harvard ManageMentor Spark, visit www.harvardbusiness.org/harvard-managemenator-spark.

About Harvard Business Publishing Corporate Learning

Harvard Business Publishing Corporate Learning partners with clients to create world-class leadership development solutions for managers at all levels. We leverage the management insight, thought leadership, and expertise of Harvard Business School faculty and authors from Harvard Business Review to create tailored leadership development solutions. With more than 20 years of practical experience, our innovative, technology-enabled solutions drive meaningful and lasting results. For more information, visit www.harvardbusiness.org. Follow us on Twitter @HBPCorpLearning and connect with other talent development leaders on LinkedIn through the Harvard Business Publishing Corporate Learning Group.
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