

Performance Improvement Learning Management System



Michael McCord
CEO
Impactly

CEOCFO: *Mr. McCord, on your website, we see the tagline “Smarter people, smarter companies.” How do you help that happen at Impactly?*

Mr. McCord: At Impactly (formerly known as LearnerNation), by measuring people’s productivity, performance, and learning with advanced data science, we can predictively help people reach their full potential. This is what we call people potential management. Providing each person with a personalized, potential-based training plan empowers employees to have the greatest impact on overall business success.

CEOCFO: *How do you help a company identify what they want to improve because often it is not what they think until they have talked it out with someone knowledgeable?*

Mr. McCord: Our platform is able to show people at companies exactly what each person needs to do to improve at their current job. Impactly transforms a company’s people data from their existing productivity systems into industry standard KPIs, segmented by function and tailored to specific organizational needs. Impactly benchmarks company performance against industry peers and past performance, automatically setting goals based on what it has learned about a company’s past performance.

CEOCFO: *What do you understand at Impactly that perhaps others do not? How is your platform designed to really be effective?*

Mr. McCord: People potential management is a new category in human capital management. We are pioneering a platform that bridges three disparate human capital management functions: productivity, performance, and learning. Most businesses still orchestrate antiquated annual performance reviews and one-size fits all learning programs. This process has left a generation of millennial workers frustrated, disengaged, and out-of-step with the speed of business.

Our system starts with a simple score: ImpactScore™. This 1-100 score objectively measures a person’s current and future impact on business results by measuring daily activity and learning program success. We believe that people potential management will change the way that companies recruit, train, promote, and compensate a workforce. We are the first to market and completely differentiated.

CEOCFO: *Would you give us some examples to get a feel of what you are doing day-to-day at Impactly and how a particular engagement takes place?*

Mr. McCord:—At Impactly, we believe our brand is our people. We are only as good as our team. We have created a culture of trust, innovation, simplicity, and forgiveness. These values have created a strong and empowered team dedicated to our purpose: revolutionizing the way people succeed at work.

In rebranding the company, I led the leadership team and company through a process where a cultural playbook was created. This playbook sets a standard of excellence and collaboration that has proven to attract and retain great people in a competitive labor market.

CEOCFO: *With lead generation, what do you add to the training that others do not realize makes a difference?*

Mr. McCord: By measuring each employee’s ImpactScore™, our system allows businesses to connect existing key performance outcomes with the right, bite-sized training program at the right time. Marketers can use Impactly to improve lead generation by providing the latest skills and best practices to that employee based on how they’re performing.

Employees receive constant performance feedback and a personalized learning plan, allowing them to see their direct impact and future potential at the company. With Impactly, each marketer can always see where they stand and what they should do to improve their success through training.

CEOCFO: Are there different industries or certain types of information that lend themselves better to the smaller chunks or can you whittle down almost anything?

Mr. McCord: Most skills or information can be boiled down to core concepts. This allows for people to create snackable lessons that can be easily understood and applied immediately.

CEOCFO: How do you understand what a company is really after?

Mr. McCord: We work closely with our customers. We are constantly talking to them, getting their insights, and improving our products based on their feedback.

This allows us to solve a huge problem for most businesses:

According to ATD, 84% of CEOs want to understand training program return on investment, yet only 4% receive such information.

Impactly is attacking this problem head-on. By using machine learning and advanced analytical models, Impactly learns and understands how each person performs and contributes toward key performance outcomes. The system learns how a business performs over time, allowing leaders to understand the impact of training programs on employee performance and overall business results.

“Impactly is pioneering a new era in human capital management by empowering people reach their full potential. We are creating a bridge where before there was none, by connecting productivity, performance, and learning.” - Michael McCord

CEOCFO: Are you surprised that more people do not understand that concept?

Mr. McCord: Most companies rely on outdated methods of training and evaluation and do not understand why their employees are not reaching their full potential. People potential management is entirely new to this field, and we are pioneering this new wave of human capital management.

CEOCFO: Are companies coming to Impactly because they understand the depth and breadth of what you do or are they often surprised to find out where you can take them?

Mr. McCord: They are typically shocked about what we can provide for them and delighted by the on-going results. Our platform has a built-in return on investment calculator that provides a clear connection to how business results are changing on a minute-to-minute basis.

CEOCFO: Why choose Impactly?

Mr. McCord: Impactly is pioneering a new era in human capital management by empowering people reach their full potential. We are creating a bridge where before there was none, by connecting productivity, performance, and learning. Impactly’s workforce potential management product has seen rapid adoption since its launch.

We also believe that ImpactScore is a great equalizer. Nepotism, subconscious bias and subjectivity are often cited as the root cause for unequal pay and lack of diversity at companies. We envision a day where ImpactScore creates an objective lens under which every person can succeed and reach their full potential no matter their gender, race, religion, creed, or sexuality.

For more information visit: www.learnernation.com

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