

## Easy-to-Use, Customizable Training Software



**Max Yoder**  
CEO & Co-founder  
Lessonly, Inc.

**CEOCFO: *What is the concept behind Lessonly?***

**Mr. Yoder:** We create easy-to-use training software for people who need to keep their teams on the same page. Lesson.ly provides a simple framework so you can build lessons on any topic, assign them to your team(s), and track your learners' progress.

**CEOCFO: *What do you understand on a fundamental level about training that perhaps others do not?***

**Mr. Yoder:** When people are delighted, they are more receptive to new ideas and instruction. You might think every training software company knows that, but just look at the software out there; it's a nightmare to use for everyone involved. As an employee, how can you be expected to learn when your learning environment makes you uncomfortable? We are on a mission to add joy to every nook and cranny of what we do, and our clients and their learners appreciate that. In the end, everybody gets better results.

**CEOCFO: *Do you find that companies have realized the need for simpler systems and are actively looking or is it more that they are happy to come upon a system that will work easily?***

**Mr. Yoder:** Here's what we are finding: the old ivory-tower model of corporate training—where a learning and development team dictates an entire organization's content, delivery, and measurement—isn't compatible with a fast-moving business climate. People need to get trained today, not in six months. Speed and ease-of-use are huge components of what makes Lesson.ly popular with modern businesses.

**CEOCFO: *How do you reach potential customers and how do people find you if they are looking?***

**Mr. Yoder:** Client referrals have been huge for us. One client likes us, they tell all their friends, and everyone high fives. We are very appreciative of that route to market.

Outside of that, we are picking up the phone, calling on certain people who have roles that are similar to those we have helped in the past. We do not have to do a whole lot of convincing. Either you have a problem, or you don't. Either our solution works for you, or it doesn't. Everything moves quickly once you see what we can do.

**CEOCFO: *What is a concrete example of how someone would use your system?***

**Mr. Yoder:** Lyft, the hugely popular ride-sharing service, uses Lesson.ly to train thousands of drivers on product updates and best practices. When Lyft launched Lyft Line, Lesson.ly helped their thousands of drivers understand how to use the feature correctly.

Here's the workflow: Lyft builds a lesson and assigns it to its drivers. Each driver takes the lesson from his or her smartphone, answering quiz questions along the way to ensure comprehension. When the driver completes the lesson, we present a report card to both the driver and the driver's manager, showing what they learned, when they learned it, and how well.

In the end, Lyft has a smarter, faster, stronger workforce.

**CEOCFO: *How do you help your clients formulate the lessons?***

**Mr. Yoder:** We have a library of pre-made lessons that have best practices built into them via Lesson.ly University. We also have a client-experience team who is on the phone or at the keyboard, working with our clients to help with learning strategies and provide advice. That service element is big. The nice thing is that the average client does not need a bunch

of handholding. But it does help that we can pool the knowledge of all of our clients and let that rising tide lift all their boats.

**CEOCFO: Do you find that companies will start with one department and then go on to a broader implementation?**

**Mr. Yoder:** That is exactly right. We will start in one department and will grow into many others.

**CEOCFO: What have you learned since the product has been available? What has been the feedback? What is different and better today?**

**Mr. Yoder:** We took a gamble when we first built Lesson.ly: we decided that the rules of the Learning Management System were bunk. Instead of building Lesson.ly as an analogy to those softwares, we broke the problem down to its first principles; that is, we didn't look to any legacy platforms for guidance, because, well, we find them misguided. Instead, we just used logic and empathy to tell us what to build and how to build it. From there, our clients have helped us continually improve on that model.

There were people out there who swore we would not succeed if we bucked all the learning trends, like SCORM and the Tin Can API; we don't hear from those people anymore. And, you know, you can't blame them for taking that position, however wrong it was. We can just be happy that reality voted in our favor, and happy we are.

**"Lyft, the hugely popular ride-sharing service, uses Lesson.ly to train thousands of drivers on product updates and best practices." - Max Yoder**

**CEOCFO: Would you tell us about the First Fund and why that is important for you?**

**Mr. Yoder:** The First Fund is Lesson.ly's non-profit arm. It's how we give back, by providing \$1,000 scholarships to first graders, via 529 plans. From there, we provide the parents or guardians of our scholars with guidance and mentorship when it comes to financial planning, while acting as outside-the-family role models for their children. The whole idea is premised around putting college on the table for those who can do it, but may not know how to get there; the job of The First Fund is to help them get there.

**CEOCFO: How is business these days?**

**Mr. Yoder:** A two-person team last year has blossomed to twelve. We are approaching 100 clients. All is wonderful. To keep it that way, the team shows up hungry day in and day out.

**CEOCFO: What might be different a year from now at Lesson.ly?**

**Mr. Yoder:** Today, we improve employee performance through lessons. Tomorrow, we will help companies improve performance outside of lessons. I can't tell you exactly what we are working on just yet, but, one of these days, our newsletter will have all the details, so sign up, and we'll be in touch.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: [www.lesson.ly](http://www.lesson.ly)**

**Contact: Max Yoder [max@lesson.ly](mailto:max@lesson.ly)**

