



Develop

Personalised
development

Hi, we're OpenBlend

For those who aren't familiar, we're in the business of enabling great 1:1 conversations at work. We've made this our mission because we know that frequent and effective manager-employee conversations provide the single, fastest route to helping people thrive.

Our platform is designed to support conversations that matter – and we define these as 1:1s that go beyond simply recording performance to cover a breadth of content that

impacts performance, such as wellbeing, motivation, and development (we'll come back to that last one in a minute).

OpenBlend is also built with the individual in mind because we recognise that employees have different wants, challenges, and expectations. By supporting effective 1:1s, we help managers to understand and cater to these specific needs so that every employee can reach their full potential and deliver high performance.

**Our mission:
enabling great
1:1 conversations
at work**



Investing in people development

Of course, we're not alone in our thinking here.

We're proud to partner with progressive customers who share our philosophy, and who recognise people as their greatest asset.

But while our customers – innovative companies such as Gymshark, Joules, Aer Lingus, Superdry, The Princes' Trust, and Foxtons – are leading the way (and reaping

the benefits), the same cannot be said for many other organisations. Data from Gallup suggests that as many as 59% of employees around the world are not engaged – or to quote the more popular term, quietly quitting.

These employees are neither thriving nor delivering at work, they're simply going through the motions – and it's a big problem for business.

So what's causing this widespread lack of engagement? Poor work-life balance, wellbeing, and motivation are certainly key contributors, but there's another major factor at play too: lack of development opportunities.

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Satisfying the crave for learning

Today's workforce is consumed by a need for continual development and career progression. LinkedIn's 2023 Workplace Learning Report describes this as a 'crave for learning' that is personalised to the employee's interests and field, and which better positions them to reach their career goals. The same study revealed this to be especially true amongst younger generations, with those aged 18 to 34 saying they value L&D opportunities above all else, including work-life balance.

It's also not surprising, given the strength of this desire for learning and progression, that employees have come to expect it as standard. According to Gallup, 87% of millennials cite development opportunities as a top influential factor when deciding whether or not to accept a job offer. And with those same millennials set to represent as much as 75% of the global workforce by 2025, it's clearly something that organisations need to get right - and fast.

But there's a problem: employers are not always providing the kinds of development opportunities that employees want and have come to expect. A study by The University of Phoenix revealed that despite 88% of employers rating their learning and development programmes as good or excellent, only 59% of employees agreed with this.



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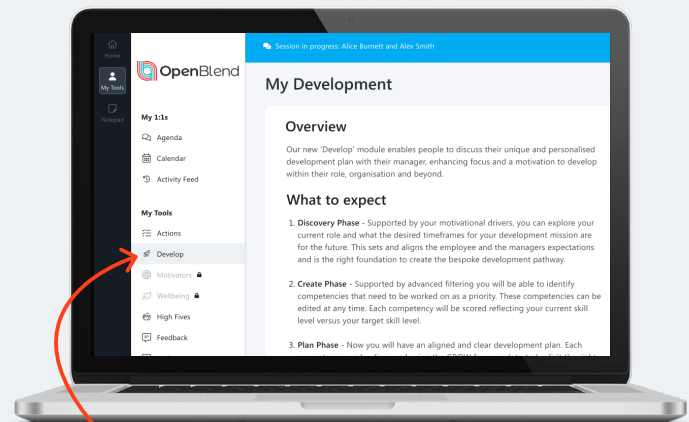
Personalised development

How can organisations create more valuable development opportunities?

The answer lies in enabling employees and managers to have effective 1:1 conversations that focus on the employee's unique development needs – and our new Develop module has been designed and built to support exactly this.

Develop works by guiding both the employee and their manager through logical and bespoke development conversations that not only support the employee's growth and career progression, but also their engagement, performance, and retention.

And that's the real beauty of this: the benefits of personalised development extend to so many other facets of the employee experience – and it's a point that highlights the criticality of development conversations in wider people and business performance terms.



Develop unlocks regular development-focused conversations that are tailored to the individual.

So what are the extended benefits?



Benefit 1.

Improved retention

The link between talent retention and strong development opportunities is now widely documented. A 2022 survey from the Society for Human Resources Management reveals that three-quarters of employees (76%) are more likely to stay with a company that offers continuous training and development. Even more compelling, research from LinkedIn suggests that 94% of employees would stay longer if their employers invested in their career development.

These statistics speak for themselves – and especially when you consider that it costs, on average, five times more to hire a new employee than to retain an existing one.

Organisations clearly have a choice to make: either invest in personalised development to create an upskilled workforce and reduce costs, or risk losing +90% of your talent?

But wait, there's more! In today's skills-first market, employees are also gravitating towards organisations that can support their learning and development journeys. Remember that 87% statistic we mentioned earlier? That's the number of employees who cite development as a top factor in whether or not they would accept another job elsewhere. So not only is employee development a highly effective tool for retention, it's also great for talent attraction.



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Benefit 2.

Increased engagement

Tasked with helping employees to navigate the new world of work, HR leaders the world over are also expanding their L&D programmes in order to support employee engagement – and it's a strategy that makes every sense.

Of course, the relationship between development and engagement is not a new concept. In one 2016 study, 80% of employees agreed that learning and developing new skills would make them more engaged at work. The theory is undeniable, so the real question is how can HR teams connect the dots to create the benefits?

Research from [Brandon Hall Group](#), which identifies personal and career growth as top drivers of

engagement, points to the solution: personalised learning and development plans that help to shape career paths in line with individual needs, wants, and expectations.

Think of it this way: generalist L&D programmes – even the better ones – are not designed with the individual in mind. They're not tailored to the employee's specific needs, and so they deliver a far less engaging experience when compared with personalised development.

The long and short is that people will become disengaged at work if they're not being developed in a way that works for them – and this interdependency is only set to increase as the war for talent continues.



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Benefit 3.

Higher performance

Of course, personalised development isn't only good for engagement and retention, it's also a key driver of performance.

Employees who are receiving tailored learning and development are more engaged and more motivated to achieve high performance. They are more skilled and have strong connections with company subject matter experts, which enable them to work at a higher level and resolve problems more quickly.

The biggest benefit is that, at scale, these high performing employees will have a demonstrable impact on the achievement of business objectives

and profitability – and the internet is full of statistics to support this:

According to [Deloitte](#), organisations with a strong learning culture are 92% more likely to develop innovative products and processes, 52% more productive, 56% more likely to be the first to market with new products and services, and 17% more profitable than their peers. Similarly, research from [Brandon Hall Group](#) reveals that 87% of high performing organisations provide quality learning and development that supports individual career paths.

Need we say more?



87%

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A strategy for succession planning

Clearly, investing in personalised development presents a high return – and in more ways than one. But while it's a no-brainer in engagement and retention terms, it won't stop attrition entirely. Inevitably, some people will still leave for pastures new. But guess what? Good development planning can even mitigate the costs and risks associated with this through improved succession planning.

Here's how it works: regular and ongoing 1:1 development conversations can (and will) help to identify key skills gaps so that business leaders can protect the

organisation by ensuring sufficient numbers of people who can perform a particular skill or critical task. The purpose here is to make sure that when subject matter experts do inevitably leave, the organisation is not left vulnerable. There is a contingency plan and at least one successor who has been developed and who can step in with minimal learning and productivity lag.

All of this makes for a very strong case and if you've read this far, we're guessing you're looking for a new and better way to support bespoke development planning in your organisation.

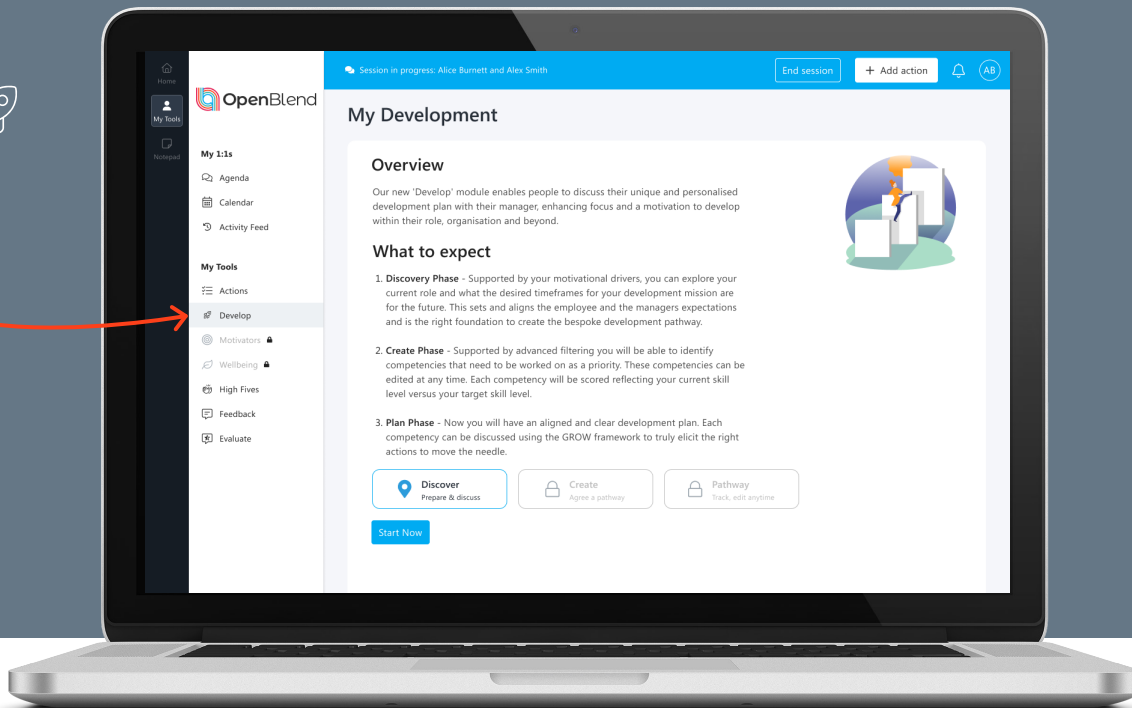


So let's tell you a bit more about Develop...



How does Develop work exactly?

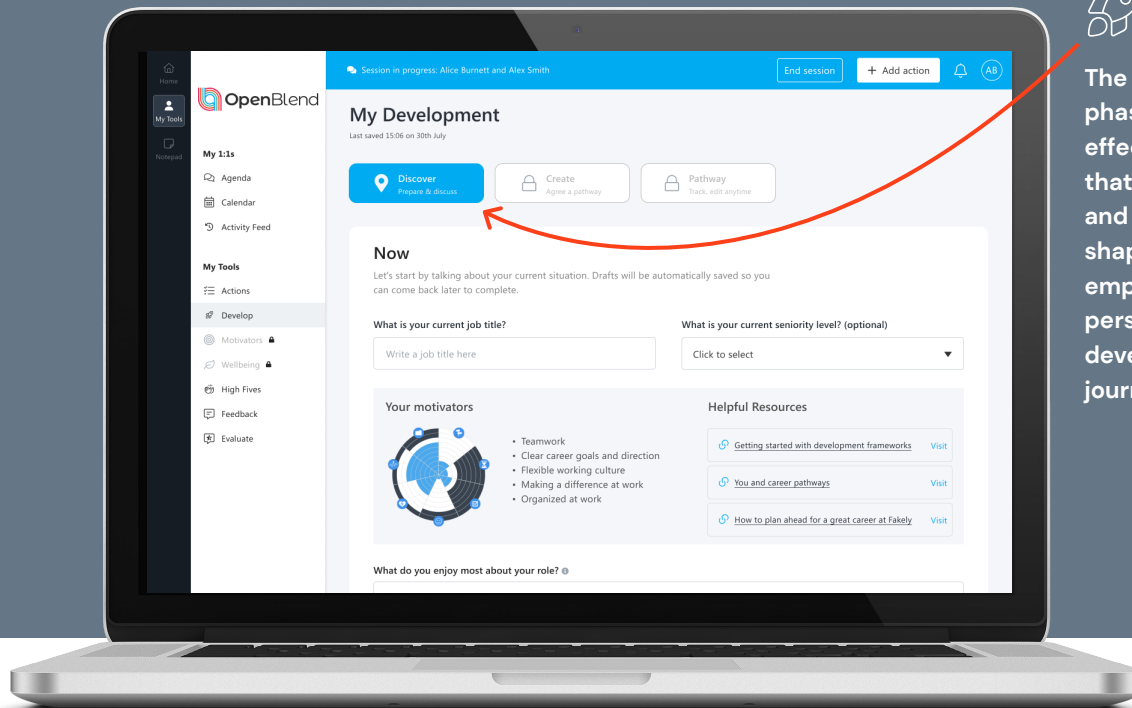
Develop is designed to identify people's unique development needs; create personalised career plans; and provide employees with the support they need to achieve their goals. It's built around three key stages, all of which are captured in OpenBlend: **Discover, Create, and Pathway.**



Stage 1. Discovery

These initial discovery conversations, supported by the employee's motivational drivers, are designed to explore the employee's strengths and priorities, as well as the things they most enjoy about their current job role. A development mission and desired timeframes will also be discussed as part of this phase, with examples including developing in current role; becoming succession ready; making a lateral move; or

simply embarking on a new project. Most of all, these early-stage development conversations are designed to support an awareness and understanding of where the employee is now, where they want to be, and what they need to do in order to get there. It's about setting expectations – both for the employee and their manager – and it provides the foundation from which to create a personalised development pathway.

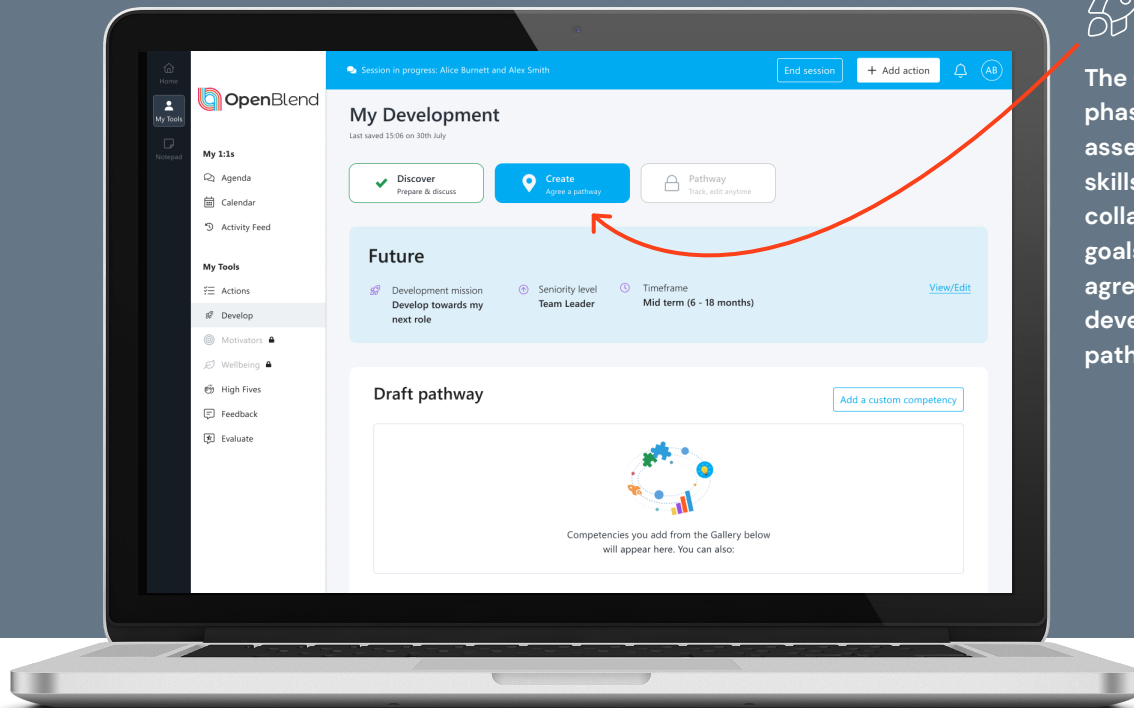


The Discovery phase enables effective 1:1s that identify and help to shape the employee's personalised development journey.

Stage 2. Create

Moving into the goal creation phase, manager and employee will begin having collaborative conversations designed to create a tailored development journey for the employee. This involves discussing and identifying three to five areas for development, which can include competencies, skills, or behaviours, and which need

to be worked on as a priority. As a next step, the employee's current skill level is assessed relative to the target skill level, and from there, manager and employee will discuss relevant objectives as well as any obstacles that need to be considered. Finally, the two will agree on a set of goals.



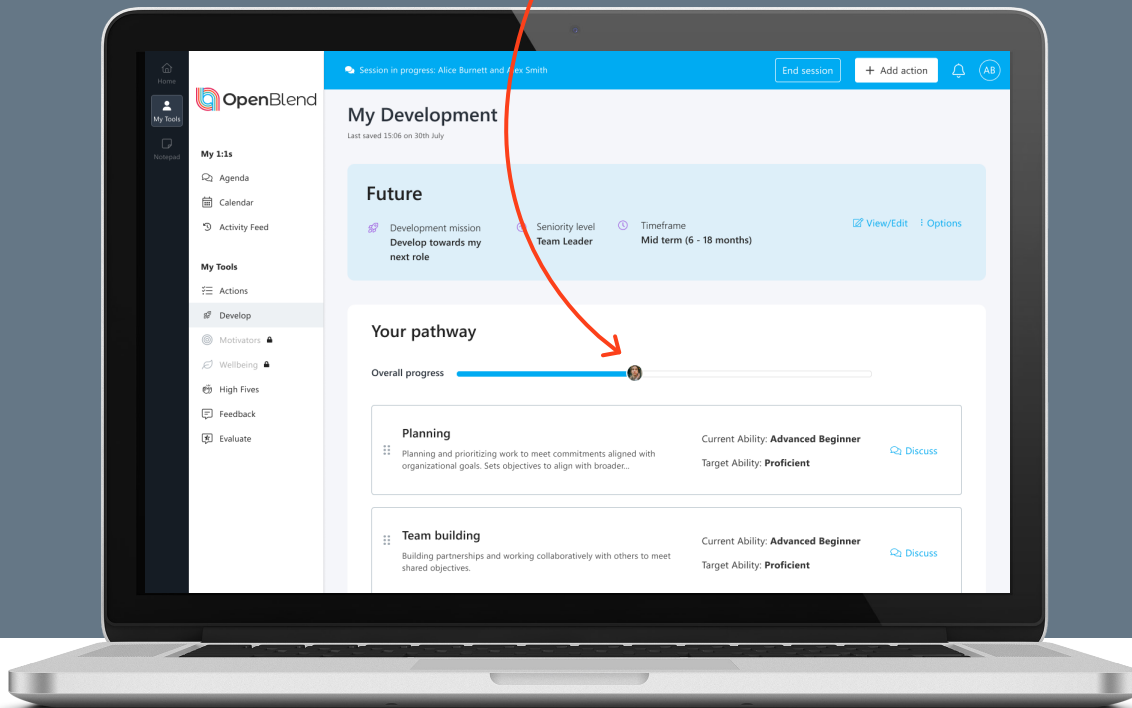
The Create phase involves assessing skills, setting collaborative goals, and agreeing on development pathways.

Stage 3. Pathway

This is where the journey really takes off. By this stage, the employee and their manager will have a defined development pathway and a clear set goals. The priority now is to discuss and agree on the best route to achieving them. Each development area is discussed using the GROW framework to ensure any issues are identified and addresses in a timely way that elicits the right actions and supports the employee's progress.



Now it's all about progress! Ongoing 1:1s help manager and employee to track and measure progression against clearly defined goals.









Why is it different?

Like all modules within OpenBlend, Develop is purpose-built to support the individual. It provides a unique pathway for personalised learning by giving employees a platform to express how, when, and in what way they want to be developed – and most of all, it leverages effective 1:1 conversations to make this possible.

At OpenBlend, we're proud to be bringing Develop to market, and we're incredibly excited to watch as our customers and their employees reap the tangible benefits.

Let's leave you with a quick recap on why Develop is so wonderfully different (even if we do say so ourselves):

-  Helps managers and employees to have effective 1:1 conversations about development
-  Supports a collaborative approach to career shaping
-  Satisfies the employee crave for continual learning and progression at work
-  Follows the **OpenBlend conversation funnel** (Organise > Prepare > Guide > Action)
-  Applies the GROW framework to ensure step-by-step support and goal completion
-  Supports self-awareness and keeps development goals front of mind



**To learn more about Develop
– and to take advantage of our
early bird offer – get in touch with
the OpenBlend team today**

BOOK A DISCOVERY CALL

