LEARNING IN THE NEW WITH MY TRAILHEAD
VIDEO TRANSCRIPT

Marissa Kraines (Director, Social & Content Marketing, Salesforce): Welcome to Salesforce live at Dreamforce. We're with Accenture talking about how they're embracing Learning in the New with my Trailhead. And we're here with Saideep Raj and Danielle Brady to talk all about the exciting element that they're bringing to their company. Thank you both so much for being with me.

Saideep: Thank you.

Danielle: Thank you.

Marissa: So, first of all, Accenture has almost half a million employees. That's something that's new to me today and it kind of blows my mind. And with that you have to make sure that you're embracing all these employees, helping them learn and develop. How is Accenture doing that?

Saideep Raj (Global Managing Director, Accenture): Yeah. Well, so, Accenture's mission is really around helping clients create their future and it's using innovation, which means that it's really about The New; it's all the new areas of technology, new business models, new growth areas. So, for my employees it's how do they keep up-to-date; how can they constantly, constantly learn? And we call it like "Learn to learn" because it's like something you have to build as a habit. So, we see My Trailhead kind of fitting in nicely; we're actually rolling-out to My Salesforce business group at Accenture and all of our CRM users, over 50,000 people that we're targeting, and all they're doing is trying to constantly build this habit using My Trailhead to bring them that New in bite-sized chunks they can easily consume.

Marissa: So, what happened, about a year ago you started working with My Trailhead. What was it that attracted you to this learning process and what was your first step in getting started?

Danielle Brady (Managing Director, Accenture): Well, at Accenture we're always looking at The New, and new innovations and the new tools and all of the new stuff that Salesforce brings to the market. And My Trailhead, they approached us and said, "Hey, let's look at My Trailhead." We said, "Absolutely" for all the reasons that Saideep just said; we embrace learning, we want to have a culture of learning or doing that every day for our employees.

So, we started in My Trailhead and I've been working with it within our business group. We were a pilot customer and helped with the product as we worked through some of the kinks and then we started rolling it out in June officially to our Salesforce business group and probably a couple of months later started in our Sales Cloud users and our sales organisation as well. So, it's been a really exciting journey over the year and a half working in The New of My Trailhead.

Marissa: One of the things that I want to come back to is that Accenture is a global company. When you're looking at My Trailhead you can't just have it be a one-size-fits-all for anyone; it has to be personalised, it has to be localised, it has to be globalised. How is Accenture doing that with so many different types of learners? Again there is not a one-size-fits-all when you have a global employment group as well as different types, different generations of learners.

Danielle: Yeah, it's been really fun looking at the interest across the board. And if you talk with our Learning team and our learning strategy we really need to have people choosing to learn, so they need to look for learning; we call it, in some research that we have been doing with our Learning team, "A foraging learner." They need to go out and find what they want, when they need it for their job at that time, right?

So, when you think about globalisation and creating content we're really taking a crowd-sourcing approach where we're talking to our practice about what they need, what they want to know, so that we can create the content and work with them to create the content that they're going to absorb and use in their jobs every day.

Marissa: I mean it's very interesting that you're able to not only – you said, "The habit of learning" but also the habit of crowd-sourcing content; that can be a job in itself for so many people. How are you encouraging people and really making it something that they want to do?

Saideep: Yeah, I think the key is that they get some value from it, so it's like something that's not like a "Training just in case;" it's "Just in time." So, they're heading for some key meetings, the key development that's upcoming; they really want to make it usable. And that's the big thing that I think is really powerful about My Trailhead is it's really able to be targeted.

So what we're using is actually going to get you leveraging on insight analytics, so we're able to actually look for patterns around what's actually getting more usage and starting to scale that across the different parts of the practice so that we're able to take something that worked really well in Australia and then apply it in other markets and so on. I mean that's really cool, isn't it?

Marissa: Okay, now you're getting me excited. I want to double-tap into that. What kind of themes have you seen across your learners, across your employees; what have they really been double-tapping into?

Saideep: So, I would say one of the really hot topics is around Artificial Intelligence; they're obviously really interested around Einstein and how that applies to all the business practices they're tackling. They're also really interested in what Accenture is doing around Applied Intelligence, around industry intents. Why are customers calling in? Well, the industry reasons "How does that blend in Einstein?" So, that's the Accenture content that we've wrapped around Trailhead, in My Trailhead. That's what they've really jumped into because all the clients are asking them about that.

Marissa: So, it sounds like since June you've already seen some distinct data come out of My Trailhead, what people are using in different regions. What's next for that; what's the next learning that you're going to have on the backend that you're going to implement for your employees?

Danielle: So, we've got a whole lot of content and a whole lot of ideas coming from around the globe. We are definitely looking at each one of our markets and customising the content that they want to know from them.

We just had a meeting on Monday where we were asking all of our Managing Directors to make sure that they are providing the content and their knowledge to all of our people, so they are thinking themselves, it's not us telling them what they should know; they are coming up with the content, with the ideas, with the trails that they want their people to know and that are relevant for their markets.

Marissa: So, let's talk about those different groups of employees. Again you have so many people doing so many different things across Accenture. In Sales, what are people most interested in? What type of content are they really learning from and utilising?

Saideep: So, in Accenture we have a number of different value propositions that we're taking. So, say, for example, some of the teams are

organised by industry. We have people in the Life Science's industry and what are the elements around now pharmaceutical companies and how they're trying to approach patients to create a more engaging patient experience to kind of help them in their long-term drug therapies. How does that apply to Salesforce? How do you stitch that into the content that we've had around what we're driving with the Salesforce areas, for Service Cloud and so on, and Health Cloud?

I think that each one of those areas is seeing that take-up, so the industry content that we've blended in. Now you stitch that together with The New areas: Tableau; everyone's excited to hear more around what Tableau is.

Marissa: I know I'm excited.

Saideep: Exactly. MuleSoft is obviously kind of driving around that. And people are asking us "How are these things getting stitched together?" What we're doing is arming them with My Trailhead to be able to help them answer those questions.

Marissa: And I feel like there is – one of my favourite things about Dreamforce is you see a lot of these people that have been part of Trailhead, and the general Trailhead, that get so excited about the gamification of it. Have you been seeing similar things internally?

Danielle: Yes. Yes. And a lot of the fun.

Marissa: You know I love the fun.

Danielle: The fun. Right. I was at the Trailhead Keynote yesterday and just the excitement in the room and all of the clapping and the people that that energy is what we want to create and have within our group and bring the community that's so vibrant here at Dreamforce into Accenture, so, we have our own Salesforce community that we create with My Trailhead with all of that buzz, with all of that fun inside of Accenture as well.

Marissa: I mean let's be honest, we all like to be rewarded for learning and I feel like there is an opportunity here within every company that utilises My Trailhead to really create those rock stars, those MVP-style, people within their own company; is that part of the game plan?

Danielle: Absolutely.

Marissa: I'm making it up now. Now I'm going a little too far.

Saideep: No, I think, you know, those MVPs are like these iconic leaders that are across the organisation. These are people that have been at Accenture just for a year or two and they're so energetic to want to learn. These are veterans in the industry that have been around 20 years or more as well. They're jumping onto My Trailhead too to share their insight and experience.

What is really cool is that when we're at our clients they want to hear about the Accenture content on My Trailhead too. So, we're starting to look at "Well, how do we actually now get these learning teams together, clients and our Accenture teams together going through their learning journey?"

Marissa: So, what is the game plan for that? I know we have so many, a huge joint customer Salesforce in Accenture. Is there a plan or why are you excited to help bring My Trailhead to some of these joint customers?

Danielle: I think it's really great for our project teams to be able to learn together. There are a number of things that we can do with My Trailhead with our customers and bringing that talent strategy, the culture of learning, and marrying it with the technology to help upscale all of our clients' resources, either working on projects together that we're working on them with or after when we're gone they have tools and capabilities that we have left behind for our clients. And I think it's so key to be able to do that with our teams and make sure that we are closing that scale gap.

I talked a little bit yesterday in the keynote; CEOs, it's one of their major issues and worries today is skilling their employees, and this is what we want to do and we want to help our clients with.

Marissa: Especially for a company that is hiring at such a rapid pace you have to have something that's repeatable and scalable for people to learn, to be on-boarded to the Accenture, not only skillset but way of life. Do you find that?

Saideep: Yeah. It's really interesting you say that because you know one of the reasons why we create an Academy at Accenture, which is like getting people, especially new to Accenture, to be really immersed around the new methods that we use, the assets that we're bringing to clients and so on. What we've done is now put that into My Trailhead so that those people who are new don't have to wait for the Academy to come around; they can start on-boarding at the get-go right away and start using that content.

Now the Academies have become much more interpersonal it's really allowing us to get the best use out of that in-person time; I think it's really powerful. Digital plus in-person makes the biggest difference.

Marissa: I absolutely agree. I mean having that mix of things that you can do on your own at any time and then being able to hyper-utilise the time that you have with other employees, other people that are on-boarding, to really get a feel of that culture that you've learned about in the learnings on My Trailhead prior. I mean how cool is that?

Danielle: It's very cool. Like learning is just cool. We have had so much opportunity to talk to our people, and one of the things that we do before Dreamforce is help engulf our MDs, our Managing Directors, our leaders, into what we're going to be showing here because there are often client sites working on their stuff but they want to know and they want to learn. So, back to what Saideep said in the beginning "Learning to learn is so important." And that's what we're

doing with our people, with our clients across the board, and it's a learning culture and we love it.

Marissa: So, what kind of feedback – besides getting the amazing feedback that it sounds like you've been getting from Managing Directors, what about the people that are new to the company, what kind of feedback are they providing?

Saideep: I think the feedback that we've heard is, one, they see the investment that Accenture is making in their skills –

Marissa: Yes, that's huge.

Saideep: – and the feedback that we hear from people that are new is like "Wow!" They've always heard about Accenture as being the place that you can learn and grow and build your experience, but this makes it really real. The moment they come in they have access to My Trailhead to start to on-board and learn.

The thing that's really powerful now is that we have career counsellors that help guide our people's journeys.

Marissa: Wow!

Saideep: What we want to be doing now – and this how it is actually is as we're growing – is sharing now how we can kind of guide on the Trailmixes that these career counsellors for career development for the people. So, it's to kind of guide them on "Hey, this is where we should be going next, how we should be kind of looking at building your career." New people love that because what they often find is many organisations that they've been before they just didn't have that.

Marissa: I mean I don't know very many that do and it's hugely important. And so, when you talk to these people they seem excited; they know that this is a long-term place of work for them. It's not like a stopover on the way to the next place; it's like they see, as you noted, the investment in them and their careers and their learnings, right?

Saideep: Yeah. And I mean when you talk to Accenture people and "So, why do they stick around?" they say – often the number one answer is "The people." And when you dig into it it's because the way that Accenture networks is the way we embody learning. This digital platform around My Trailhead is accelerating that. It allows us to reach out and have others, this crowdsourcing model, it allows content to be shared more readily. That's really making this a powerful network. You said it, over 480,000 people at Accenture.

Marissa: We're going for half a million.

Saideep: All right, half a million. It's close. I think that's the power of it, right, that My Trailhead is starting to be this platform that allows us to work more closely together as well as learn.

Marissa: And I love that you're not only using it but again the potential to implement it for other companies. The amount of companies you noted that are coming to you and being like "How are you using this? How can we use it?" It's almost like you're drinking your own champagne, which is something we like to talk about.

Danielle: Absolutely, absolutely. It makes us the trusted advisors that we need to be and our clients expect us to be. If we know the product inside and out we can help them with the use cases that make sense for their business, for their learners as we embark on the journey together. It's wonderful.

Marissa: Awesome. So, one last question. What is your favourite Trail? Ooh, I caught you there. I know. I feel like you're ready for it; I feel like you're ready.

Saideep: I am. I like the Fourth Industrial Revolution. I mean I love the way that Salesforce is really positioning that and showing the bridge to the way that AI is going to drive it.

Marissa: You really were ready. I love it.

Danielle: I know; he was, wasn't he? I like our Artificial Intelligence Trail. We showed a little bit of yesterday in the keynote. It's exciting. Our CTO – it's based on a book our CTO wrote and with lots of insights about the future, and it's fascinating.

Marissa: So, it sounds like you two are lifelong learners then?

Danielle: You got me.

Saideep: We're both mountaineers but we're just getting started. I think that's the whole point here, we're keeping moving.

Danielle: That's right.

Marissa: Yeah. Well, thank you both so much for being here with me. Great job. I heard you crushed it in the keynote yesterday –

Danielle: Oh, thanks.

Marissa: – and I really can't wait to see the future of My Trailhead and how you're going to help so many other learners across the world.

Thanks for tuning-in to Salesforce Live and stay tuned for more great content.

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