



Frequently Asked Questions

What is SEEnext?

SEEnext is an online employee development and planning tool that helps your people stay on-track and improve productivity. It blends content customized to reflect your organization's immediate and long-term objectives and best practices, with high impact development tools provided by See Strategies. This state-of-the-art professional development tool can be accessed on a 24/7 basis from wherever there's an internet connection.

Who uses SEEnext?

Because of its unique blend of resources, **SEEnext's** primary benefit is the delivery of a system that provides the means for self-directed action, supported by professional development. It is ideal for large and small organizations because it can be customized to fit specific needs, while also providing information that promotes individual and group development practices.

For large organizations, **SEEnext** is a cost-effective investment that enables all team members to receive a high-level of professional development while also providing managers with a supportive mechanism to effectively plan ahead.

What is the content of SEEnext?

The content of **SEEnext** can be customized entirely to meet your unique needs. SEE Strategies has an extensive catalog of leadership, management and business-building/people-building resources that can be incorporated into your unique **SEEnext** program. You can also blend your company-produced information into the mix, providing employees with a fully scalable coaching and development program that addresses all of your mission-critical needs while also cultivating your people for greater productivity, self-directed responsibility, and meaningful engagement in your vision.

SEEnext is organized via four "doors" that can be segmented however you choose. Areas of interest may be: Leadership, Sales Training, Succession Planning, Quality Improvement, Communication Training, Project Management, and literally anything you want to support the growth of your talent.

Following are content areas that are most common:

Leadership

1. Leadership Basics: Resources that help build the foundations of leadership. Content example: *"The Dangers of Being a Micro-Manager"*.
2. Visioning: messages from company leadership outlining their vision for the organization. Messages can be sent daily, weekly or whenever there is a need.
3. Departmental Visioning: Each department, team or work-group plays a unique role in accomplishing the company's mission. Through **SEEnext**, each

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department can outline a vision-map that is unique to their department's goals and objectives, while moving toward the overall company vision.

4. Leadership Stories: Resources on the value of using leadership stories, how to develop and tell stories for maximum impact. Resource example: "*Stories on the Go: 6 Tips on Developing Powerful Stories for Any Circumstance.*" This is a great place to provide case-studies and other stories that help build leadership within the company.
5. Succession Planning: You can incorporate your internal succession planning program, core competencies, or other leadership-building tools you utilize. Use *Beyond Point B* content to supplement, expand and give depth to your existing program.

Brand-Building

1. Market your brand internally by reinforcing company values via narratives, leadership messages, customer testimonials, and other content designed to facilitate support of your brand.
2. Communicate company directives, marketing plans, service strategies and other movements within the organization so that all employees are operating from the same page.
3. Connect employees to your brand by introducing corporate narratives that illustrate your vision, mission, values and vital strategic plans.
4. Cultivate your internal culture to reflect the values intrinsic to your brand via coaching and professional development that coincide with organizational direction.
5. Build enthusiasm for company directives by connecting employees to your company's "worthwhile cause". Connect their daily activities to this cause, demonstrating benefits for the organization and for them personally.

Training

1. Incorporate company training collaterals (print, audio, video) that can be accessed by team members at anytime, from wherever there is an internet connection.
2. Institute individualized training plans via **SEEnext's** personal planning interface.
3. Supplement company training material with resources provided by SEE Strategies and its partners.
4. Incorporate how-to and success stories as told by company employees, company leaders, customers, vendors and others from whose stories will provide value, supporting your company's mission.
5. Create peer-to-peer training via forums, narrative interfaces and project management protocols...even if team members are in different parts of the world.

Talent Management

1. Career Development: provide team members with clear direction in the core competencies needed to be fulfilled to ensure career advancement.
2. Develop individualized learning plans/career development paths via **SEEnext's** planning interface. Track progress via individualized reports.
3. Catalog internal and external resources that would allow team members to access individual resources, workshops, seminars, conferences and other learning opportunities.

4. Access stress reduction and management techniques that reduce burn-out and promote health, vitality and well-being.
5. Provide effective self-talk strategies that remove self-doubt and inner criticism.

Personal Planning

1. Promote self-directed personal planning via **SEEnext's** unique personal planning interface.
2. Deliver company and departmental strategic planning frameworks that allow employees to develop personal plans for connecting individual goals and objectives to these frameworks.
3. Access personal and professional assessment tools that allow team members to identify and build upon their strengths.

Other Uses

1. Bundle commonly accessed resource links, customer and vendor sites and other web pages, all from one location on **SEEnext**.
2. Build an archive of company narratives that can be accessed by every employee, thus creating better communication between departments.
3. Catalog important company manuals, data and learning tools for easy one-click access.
4. Deliver daily, weekly or monthly newsletters and other internal communications.

SEEnext can be developed for the specific needs of your team members. For example, if there is a special event on the horizon, you can customize a door/tab just for that event for a specified period of time, with information pertinent to the successful accomplishment of the goals for that event. Or, perhaps there is a unique niche that your team members are interested in learning about – content can be customized for that niche.

Your team members also have the opportunity to contribute content. While SEE Strategies will provide a continuous stream of rich content, you can choose to contribute as much content as you want. In fact, we believe that your employees will benefit most when there is a good mix of your local content blended with the content we provide.

How often does content change?

As frequently as you would like. Because of the unique editor we use, we are able to program **SEEnext** so that everyday your team members can receive fresh content. In fact, this is one of the most important values to your team members: fresh content. Members will use the **SEEnext** resources on a frequent basis, thus increasing the value of **SEEnext's** benefits. With **SEE**, all of this information is at your member's finger-tips within seconds. **SEEnext** can also be programmed to make specific resources available on an everyday basis.

What is the potential ROI of SEEnext?

One executive coaching firm found that coaching programs delivered an average return on investment of 5.7 times the initial investment in a typical coaching assignment.

Companies that provided coaching to their employees showed improvements in the following areas:

- Quality 48%
- Organizational strength 48%
- Customer service 39%
- Reduction of customer complaints 34%
- Executive retention of those receiving coaching 32%
- Cost reductions 23%
- Bottom-line profitability 22%

The benefits to the employees who received coaching included improved:

- Working relationships 77%
- Working relationships with immediate supervisors 71%
- Teamwork 67%
- Working relationships with peers 63%
- Job satisfaction 61%
- Reduction of conflict 52%
- Organizational commitment 44%
- Working relationships with clients 37%

These statistics show that by investing a small amount of money per member per month the health of your organization can improve greatly. And, perhaps more importantly, you will create an environment in which team members have an increased investment in their own career path and in the organizational mission and vision.

A survey of 168 companies conducted by Boston-based *Clear Rock*, an executive coaching and outplacement firm, found coaching to be the second-most-used strategy for retaining middle managers. For employers, improving leadership may be the primary focus of coaching programs. But executives also expect that coaching will increase productivity and aid retention through employee development and improved job satisfaction. A *Gallup* survey found that companies with coaching strategies had attained higher profits (27%) and a 50% greater possibility of lower turnover, with a 56% improvement in customer loyalty. A report from *International Personnel Management* states that workforce training with coaching increases productivity by 88%.

What does SEEnext cost?

SEE Strategies offers volume-based subscription agreements to large organizations with 500 or more end-users. The amount of investment will vary based on the number of end-users.

An individual user can access the benefits of SEE for just \$9.95 per month.

Can SEEnext be made to “look” like it was designed for our company?

SEEnext offers company customization. You can enforce the message and branding you want for your employees...daily. We can tailor our coaching to match your employees’ needs by using the information you think is most important. Or, you can be the administrator and have complete control of *all* the content in **SEEnext**. You

have the opportunity to articulate your company objectives, mission, vision and values to your employees as they create their individual goals and plans.

Additionally, your company logos can be placed strategically throughout the program, providing further brand identification.

What makes SEEnext different than other planning software on the market?

All-in-one resource. A primary benefit of **SEEnext** is that it allows team members to be self-directed. One of the frustrations managers have is that they don't feel they have adequate time and/or resources to provide effective ongoing coaching...**SEEnext** solves that problem. It is available on a 24/7 basis and provides planning *plus* supportive content.

Professional coaching. The people providing the coaching via **SEEnext** are credentialed, trained and experienced in providing coaching to teams just like yours. We also offer complete customized coaching for your employees when they need it—no worries about scheduling, travel costs and more.

Value-added support. As a value-added benefit, our coaches will provide teleconferences to support your internal coaches and managers on a frequent basis. In addition, *SEE Strategies* and its partners provide a steady flow of rich content that supplements and supports your internal training, talent management, leadership development and professional development learning programs. Additionally, we'll also send each team member a weekly e-newsletter that promotes specific content themes and provides more detailed information about using **SEEnext** for maximum benefit.

Unique personal planning interface. We have added several unique areas to the personal planning interface. This system allows for employees to keep track of the information that impacts their development the most. They take the initiative in their own training and development. Team members create their objectives and specific achievement strategies, and at any point in time they can check what has been accomplished and what is still left to be done. But the most important part is that it is all tied together. If they feel stuck, need coaching or information as they plan and develop their skills, the tools are right there...easy 24/7 access to help them be successful.

Added accountability. From the personal planning interface, individual progress reports can be produced that allow managers to provide effective individual coaching.

Learning support. Unlike programs that strictly provide a planning framework, **SEEnext** operates as a communication and content-delivery mechanism as well, providing valuable professional development and learning opportunities on a *daily* basis.

How can we be sure team members will use SEEnext?

SEE Strategies will provide continual ongoing support in the form of weekly e-mails to your team members promoting new content. We will also provide the aforementioned E-Newsletter on a weekly basis. We'll also provide easy-to-follow directions to place **SEEnext** on the desktop of their computer.

How do I make copy changes?

You will have access to an easy-to-use administrator that will allow you to make any text changes you want, create lists, add training copy and more. We can administer your copy for you or you can have complete control. There is no additional cost for us to do this.

The template you will use takes about 5 minutes to learn. It is a simple, intuitive design.

How secure is the data?

All of the information you provide is secure. A member's data cannot be viewed by anyone unless they have shared their password.

Can SEEnext be placed on a company intranet?

No. **SEEnext** runs on a secure server. We cannot attach it to an intranet, however we can provide a link and banner that will take the member straight to the site as long as there is internet access. This gives the member one click access to their personalized planning tool.

What kind of service support can we expect from SEE Strategies?

Our focus is in developing a relationship with you and your team members. We are committed to the growth and development of your people and your organization. This focus is important because we're not a software development company that has created a planning tool. *Just the opposite.* We're an executive coaching company that has developed an employee development tool based on our extensive experience working with individual leaders and with companies.

Response to your needs. Through this established relationship, we'll work with you on developing content that fits your needs. We'll assist you in designing a framework that helps you meet individual and organizational objectives.

Ongoing support. Our professional coaches are available via our coaching hotline. You can expect a return call within 24 hours. You can also e-mail us with specific questions. We guarantee a response within 24-hours.

Technical Support. **SEEnext** is an interactive tool. We provide online resources that will help you and your team members to easily navigate the **SEEnext** functions. If further assistance is needed, we are available via our toll-free number Monday-Friday, 7am-7pm, Pacific.

Content. While **SEEnext** is customized to your company's specific needs, you may have information you'd like to share with other **SEEnext** users in our network. This provides you with authoring opportunities. The **SEEnext** Creative Director is available to discuss these opportunities with you and your team members.

There may also be company-specific content you would like to provide to your team that has yet to be produced. If you don't have the available internal resources to produce this content, SEE Strategies and its partners can create this content on a project basis. An additional investment is required for specialized content development.

Individual coaching. As an executive development coaching organization, *SEE Strategies* can also provide more intensive one-on-one coaching to key leaders and team members. Contact SEE Strategies for more details.

Group process. If there is a particular area of organizational development that might require more intensive training, SEE Strategies can provide this on-site. Contact us for more details. As a follow-up, details from group trainings will also be supported via **SEEnext**.