



Partner Capability Overview

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by Sea Salt Learning



Overview of Services



Sea Salt Learning builds upon the work of Julian Stodd, author and explorer of the Social Age, recognised for his pioneering work in helping organisations to adapt to the new reality, to get fit for the Social Age. We develop his research into deeply practical, evidence-based, effective organisational interventions. We are known globally for our strengths in:

- Developing a Learning Architecture for organisations, allowing them to implement more effective, collaborative learning.
- Building Social Leadership capability in individuals and teams.
- Effecting Cultural Transformation, through engaged Communities and finding fairness in culture
- Driving Change, through the Dynamic Change Framework
- Building Trust, through the Landscape of Trust research work
- Creating diverse ecosystems of Collaborative Technology

The **Sea Salt Research Hub** carries out original, creative, and large-scale research, providing an evidence base for our work.

Sea Salt Publishing provides a curated body of books and online publications, exploring all aspects of the Social Age.

Sea Salt Digital provides our technical capability and build capacity for eLearning, mobile, video, and other forms of online learning.



Top 5 Value Adds



Sea Salt Learning offers the following key value:

1. We are evidence based practitioners and collaborators: thinking together, taking action together, celebrating success together.
2. We are strongly interconnected: we operate in a broad range of domains, bringing a broad perspective and experience to our work together.
3. We are leading thinking in the impacts of the Social Age: we are recognised and respected globally for our insight and impact and can share all of this with you.
4. We are a partner in action, not simply words. We are in it for the journey.
5. We are unconstrained by old thinking: change starts with ourselves.



People and Values



We are a dynamic Social Age startup: three years old, living the values we speak.

We have a core team of 21 Crew Mates, growing fast, supported by our Social Age *'Explorers'*; people who are heavily involved in *'sense-making'* around our core topics of Social Learning, Social Leadership, Change, Culture, and the Socially Dynamic Organisation.

We also have a global Research Partner network.

**THE SEA SALT LEARNING TREATY:
10 THINGS WE HOLD TRUE**

1. Strive for equality and fairness
2. Engage difference with respect: recognise every view
3. Share freely to help others succeed
4. Celebrate success: your own and others
5. Be kind and lead strongly
6. Challenge to make us better: use your permission to dissent
7. Be humble and bold
8. Never settle for good enough
9. Carry heavy weights together
10. While seeking excellence, find new ways to fail

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Global Footprint - Office Locations & Market Reach



We are a global, virtualized organisation, with Crew Mates and associates around the world. Central areas of activity:

- London - UK
- Amsterdam - EU
- Chicago - USA
- Vancouver - CAN
- Singapore - APAC



Future Growth & Scalability



Our aim is to become a £20 million turnover, globally respected, evidence-based, preferred partner. In our second year, we hit £1.5 million and we will double that next year.

Sea Salt Learning is a partner through change: we bring research, and pragmatic experience, to help you chart your way. This is the foundation of our growth.

We act as a safe harbour for independent thinkers, and have a dynamic global community of over 10,000 '*Explorers*', engaged with, and contributing to, our research and work. This group are our mechanism to talent acquisition and growth.

We subscribe to a model of #WorkingOutLoud, sharing our thinking freely and openly.



Service Opportunities



Learning Transformation Framework - intended to structure mindset and team development through a journey that typically takes six to twelve months. It focuses on eight initial areas:

1. **Learning Science and Methodology** - understanding the underlying cognitive aspects of learning
2. **Scaffolded Social Learning design methodology** - how we design and deliver effective collaborative learning
3. **Choreography** - the end to end design of learning, with a focus on engagement
4. **Storytelling** - how we use individual, co-created, and formal stories, in learning
5. **Community** - how we create the conditions for learning communities to thrive
6. **Rules** - how we understand the role of rules, spaces, and permission in social learning
7. **Innovation** - how we support agility and innovation in learning
8. **Games** - how we design with full game dynamics, effective learning space.

Team Support & Mentoring - alongside you on the journey, around specific Social Learning roles: 'Scaffolded Social Learning Designer', 'Storyteller', 'Community Manager', 'Cultural Navigator'.

Strategic Consultancy - to explore these areas:

- **'State of Social Leadership' Report** - to work on an initial strategic piece around 'Social Leadership'.
- **'Strength of Learning Community' Report** - an in depth exploration of the communities, both formal, and informal, that exist within the organisation, based on our framework '[16 Conditions for Community](#)'
- **'Readiness for Change' Diagnostic** - a cultural analysis tool, exploring how ready is the organisation for change, based on '[Resistors and Amplifiers](#)' model

Capability Development - established programmes to build specific capability in Social Leadership, Community Management & Storytelling



Quality Management



- Customer focus
 - Regular scheduled contact to understand your requirements and meet your quality objectives
 - Aligning our IS/IT/Quality Control and reporting requirements with your existing policies
- Continuous improvement
 - Making space for reflection and keeping focussed on your objectives throughout the project
 - Regular team retrospectives, to identify and implement rapid improvements
- Process/framework approach
 - Our project delivery frameworks provide spaces for creativity and change, with quality safeguards
 - Facilitated by our experienced in-house delivery team
- Accreditation/certification
 - We develop competency, authority, and credibility in our delivery team through accreditation



Performance Management & SLAs



Our team conduct frequent debriefs and retrospectives, as part of our drive towards continuous-improvement in how we partner effectively with you.

We will schedule regular review sessions with you, covering the following areas:

- Progress update against project milestones and schedule
- Quality of outputs; sign-off as required
- New opportunities, goals or changes
- Emerging risks and issues, and ways to prevent or remedy them
- Performance issues and resourcing gaps, and actions to resolve



Operating Tools & Technology



We remain Technology agnostic. Rather than subscribe to one system or tool, we use a wide-range of small, agile technologies that allow us to connect, collaborate and work together virtually across the globe.

We are unafraid to experiment, try things out and move on if we do not find them fit for purpose. We run in 100-day sprints, testing and prototyping, capturing our learning and moving on.

When selecting technology and tools for you, we will understand and meet your cultural, Information Security, and Data Protection requirements.



Project Management



Our event-driven Project Delivery Framework has been designed to support a flexible, responsive approach to deliver your project on quality, on time, and on budget, without delivering surprises.

Each project will be managed by a Project Lead. They will understand your requirements, present a plan for the project, and involve you in shaping the outcomes. The Project Lead will report to you weekly, and be available throughout the project.

Our framework for delivery draws from both waterfall and agile project management methodologies. All milestones, deliverables and outputs will be clearly laid out so everyone understands where we're heading. A simple change control process allows us adapt as we both learn, with regular '*retrospective*' debriefs and reporting driving this.

Our PM processes are transparent, and we welcome you to take part in our regular debriefs, retrospectives and goal setting sessions.



Speed & Ease of Onboarding & Project Management



Our Client Director will work closely with you to understand and shape the scope and commercial engagement for your project.

We will then invite you and your team to a kick-off meeting, where we will build alignment:

Orientation - introduction to the teams, organisations, and the project's background, goals and objectives. We will build a clear, shared vision of success.

Exploration - requirements and scope, project team roles and responsibilities, project plan and schedule, communications plan, IS/data protection, technology and any other supporting resources.

Innovation - a facilitated group '*hack*' event to surface priorities for the project e.g. a democratised '*lean coffee*' session, so all voices have an equal chance to be heard.

Momentum - build on the initial energy by committing to next steps & future events



Disaster Recovery & Business Continuity



Our IT infrastructure and disaster recovery policies have been designed from the ground up for reliability, uptime and rapid recovery in the event of a problem; from individual device failure to major disaster.

We use an Enterprise cloud IT storage and infrastructure service provider for data and digital content storage. All devices (phones, tablets and PCs) are configured to sync in real-time with the cloud to minimise risk of data loss. This *'thin-client'* model means that replacing one or all devices in the organisation is rapid; typically under 24 hours.

Our service provider offers an SLA of operation 99.9% of the time in any calendar month, with no scheduled downtime or maintenance windows. To minimise service interruption due to hardware failures, natural disasters or other incidents, they have built a highly redundant infrastructure of data centers. They have an RPO (Recovery Point Objective) target of zero, and their RTO (Recovery Time Objective) target is instant failover (or zero).



Account Management & Issue Resolution



The Client Director will work closely with you and the delivery team throughout all projects, briefing the delivery project team, and ensuring quality of deliverables, and meet the agreed scope.

Escalations pathways will be agreed for each project. A typical pathway is shown below:

Time since issue	Level of support	Point of contact
0 hours	First line	Project Lead
24 hours	Second line	Client Director
48 hours	Third line	Board member e.g. MD



Client Portfolio



iomart

Google

سابك
sabic



Department
for Transport



NOKIA

INSITU

Booking.com



Citizens
Financial Group, Inc.



MetLife



Danske Bank



Microsoft

