

the loom

Online Professional Women's Development Community

Duke | CORPORATE EDUCATION

Duke CE created *the loom* in response to clients asking about ways to target and accelerate the development of Women. Clients specifically asked us to combine our expertise in creating engaging learning experiences with new media in order to:

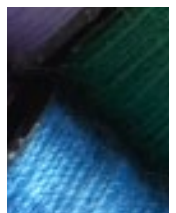
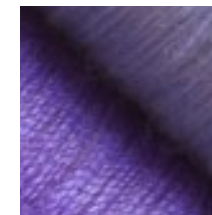
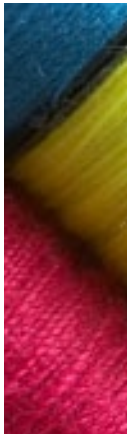
Connect women inside and outside of their global organizations;

Meet women where they are in life, recognizing that not all women need the same thing at the same time; and

Combine the benefits of social networking with educational content so that each individual could target her own personal development needs.

*the loom* responds to these client requests by creating an environment for women around the globe to

learn, connect, engage and develop



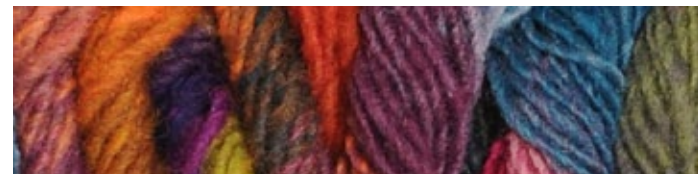
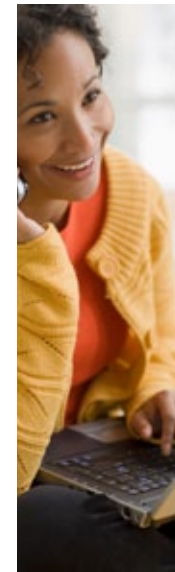
# Learn

**S**earch — Find educational content based on keyword, competency, or resource type when you need it (on demand)

**F**avorites — create your own library by saving your favorite resources for future reference



**Reduced communication costs\***  
**54%**

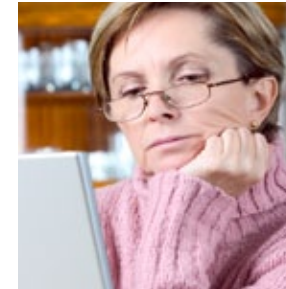
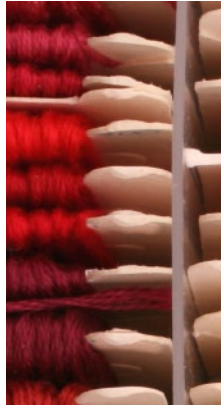


**W**ebinars — attend live sessions to hear from thought leaders about issues of interest. Or, watch the recorded session at your own pace



\* 1700 executives were interviewed on how social and business networking had affected their business. Source McKinsey Quarterly, Sep 2009 – Business and Web 2.0: An interactive feature

engage



**S**tory & Discussion  
— read information  
from thought leaders  
and join a dialogue

**V**ideo — watch strategies  
other women have employed  
and ask questions



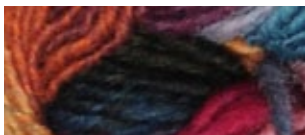
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Source McKinsey Quarterly, Sep 2009 – Business and Web 2.0: An interactive feature



# connect



Reduced  
travel costs\*  
**40%**



**I**ndividual profile — include a short bio as well as skills you are willing to share and areas you'd like to learn about

**W**ho is online — see who else is available to talk with you



**G**roup members — join groups on topics of interest; meet others with similar interests

\* 1700 executives were interviewed on how social and business networking had affected their business. Source McKinsey Quarterly, Sep 2009 – Business and Web 2.0: An interactive feature



# develop

**D**evelopment plan —  
set personal goals and monitor  
your personal development

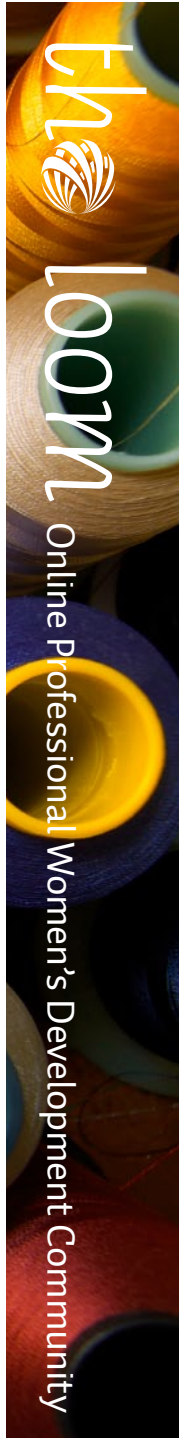
**L**ist specific activities or tasks to  
complete for your development;  
find educational resources related to  
your development objective, track your  
progress by journaling notes about your  
development journey; ask others for  
feedback and record their comments.



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Improved access to  
knowledge experts\* **43%**



# what makes this unique?

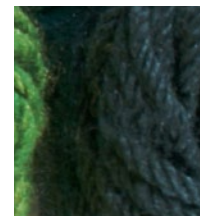
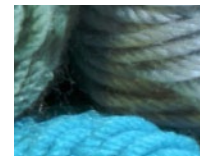
**M**embers of *the loom* will enjoy social networking for a purpose: Learning and connecting within a community of professional women, combined with pre-selected, constantly refreshed and searchable content.

**S**ponsoring companies benefit from an online networking environment that is private yet embedded in a larger community, allowing space for internal consideration of content, topics and events debated, shared and explored at the public community levels.

**M**embers of *the loom* will attend regular live events that bring the community together to hear first-hand from experts on issues that matter to professional women.

**D**uke CE will work with sponsoring companies to connect your existing competency model to content that is found in *the loom*.

**S**ponsoring organizations will receive bi-annual reports of aggregated, community-wide data on trends in terms of popular content, events, topics generated by the community and site usage.



# what about business results?

A survey of 1700 execs worldwide by McKinsey\* showed that web 2.0 technologies

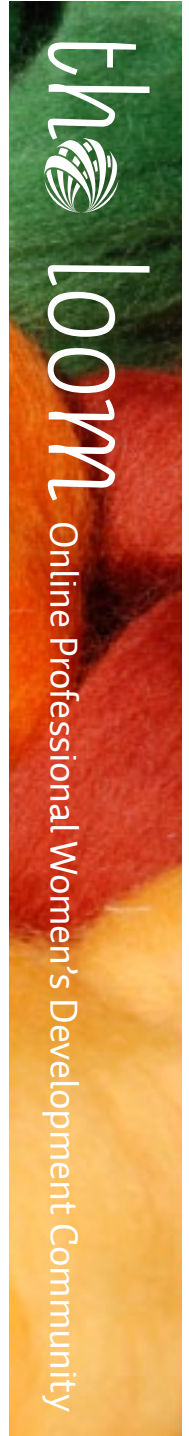
- Increased speed of knowledge access: **68%**
- Reduced communication costs: **54%**
- Improved access to knowledge experts: **43%**
- Reduced travel costs: **40%**
- Improved employee satisfaction: **35%**
- Decreased time to market for products/services and increased innovation: **25%**
- Increased revenue: **14%**

Then a survey of clients from SelectMinds† reported on corporate social networking

- Productivity Contributions: Increase in productivity by an average of **10%**
- Retention Contributions: Increase in retention by an average of **9%**
- Increases in New Business: Increase new business by an average of **12%**
- Rehiring Former Employees: On average, rehires made through their Corporate Social Networking program
  - become fully productive **49%** faster than all experienced hires
  - became Star Performers (**66%**), versus **26%** of experienced hires

\* Source McKinsey Quarterly, Sep 2009 – “Business and Web 2.0: An interactive feature”

† Source Select Minds: “Corporate Social Networking: Increasing the Density of Workplace Connections to Power Business Performance”



# benefits

*the loom* is the virtual place where professional women meet, network, learn, and grow. By combining the benefits of social networking with content in a variety of webinars, videos, book summaries, tools and articles, women are able to build a personal network of people and information to meet their personal development needs. The content changes continually, reflecting the current trends and needs. The speakers bring a personal point of view and deep expertise on relevant topics. And *the loom* is curated by a dedicated Community Manager at Duke CE who welcomes in the new members, nurtures relationships, and facilitates the global conversation.

Benefits accrue to individuals and their organizations on a variety of levels:

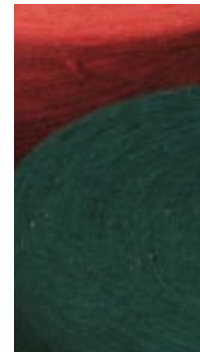
## for the individual

**L**earning from pre-selected high-quality educational content and events

**D**evelopment assistance in filling her personal development agenda on her own time and at her own pace

**C**onnection to others like her; peers and mentors who can give advice and help

**E**ngagement around issues that matter, through discussion forums and thought-leader sessions



# benefits for organizations

**A**ccelerate your efforts to promote the development and success of women in your organization

**B**e part of a community connect to a global community inside and outside your industry

**C**reate sustainability – enhance the visibility, relevance and economic sustainability of your women’s development efforts; aligning to organizations HR practices and processes

Members of *the loom* benefit from the ability to connect with women inside and outside of their organizations on a variety of topics and content that matter to their professional development. This affords them an opportunity to both broaden their professional network and to bring new, fresh thinking back into the organization by learning from others around the world.

