

Listening Tour -- For GigEd -- Based on Adam Braun Process

1. Core Theme:

- a. Developing A Product Roadmap

2. Core Problems:

- a. **Wicked Problem:** Due to rapid changes in the global economy, the global human cloud is systemically misaligned to workforce needs leading to severe skill gaps and vocational misalignment.
- b. **III-Structured Problem (Customer):** Due to the diversity and complexity of education corporations, education technology companies are not able to create solutions that meet their users needs at scale leading to decreased impact and adoption of their technology.
- c. **III-Structured Problem (User):** Due to the adoption of the Common Core and new compensation models, teachers are having to adapt to new salary-influencing metrics without comprehensive training opportunities leading to a growing skills gap and increased burn-out.
- d. **Well-Structured Problem:** Due to limited runway resources, our company has 6 months to bring a digital product to market to keep us from failing.

3. Core Opportunities:

- a. **Wicked Opportunity:** How might we solve the problem of severe human cloud skills gap and vocational misalignment by aligning them to the workforce opportunities in the global economy?
- b. **III-Structured Opportunity (Customer):** How might we solve the problem of education technologies decreased impact and adoption by creating solutions to meet the diversity and complexity of their users?
- c. **III-Structured Opportunity (User):** How might we solve the problem of teachers skills gap and burn-out by giving them access to comprehensive training opportunities that are tied to compensation?
- d. **Well-Structured Opportunity:** How might we solve the problem of our company failing in 6 months by acquiring the necessary resources to bring a digital product to market.

4. Questions 2 Ask + Scope & Urgency

- a. **What's the deadline by which I need to make a final decision?**
 - i. September 8, 2018
- b. **How long will it take to connect with them?**

- i. We can do this in the next month.

5. Create A List of People In Your Network To Speak With

a. Personal

- i. Derrick Yoder
- ii. [Mason Levy](#)
- iii. [Clarence Wardell III](#)
- iv. [Jason Towns](#)
- v. [Brian Freeman](#)
- vi. Graham Foreman
- vii. [MO Reeder](#)
- viii. Dominic Schorr
- ix. Rob Haisfield
- x. Beau Haralson
- xi. [Graham Opie](#)
- xii. [Joe Hudson](#)
- xiii. [Jasmine Takanikos](#)
- xiv. [Amy Swann](#)
- xv. [Esteban Gast](#)
- xvi. [Trey Cowhig](#)
- xvii. Brian Hoang
- xviii. Tim Kachuriak
- xix. Mikey Siegel
- xx. [Ross Perez](#)
- xxi. Espree Devora
- xxii. Kathryn Goetzke
- xxiii. Josh Stroud
- xxiv. Tyler Sloan
- xxv. Jordan Fray

b. Podcast

- i. Greg Nance
- ii. Spencer Ingram + Brian LeDuc
- iii. [Angel Rich](#)
- iv. Heather Hiles
- v. Ruthe Farmer
- vi. [Justin Kulla](#)
- vii. [J. Galen Buckwalter](#)
- viii. [Jake Schwartz](#)
- ix. [James Lu Morrissey](#)
- x. [David Bradford](#)
- xi. [Dr. Shannon Cubria Farris](#)

- xii. [Mitch Gordon](#)
- xiii. [Emal Dusst](#)
- xiv. [Rob Rubin](#)
- xv. [Cherrelle Swain](#)
- xvi. [Tom Vander Ark](#)
- xvii. [Michael Schwab](#)
- xviii. [Kirby Salerno](#)
- xix. [Dan Silverburg](#)
- xx. [Christine Rogers-Raetsch](#)
- xxi. [Jason Rodriguez](#)
- xxii. [Gayle Karen Young](#)
- xxiii. [John Burkley](#)
- xxiv. [Ari Dyckovsky](#)
- xxv. [Alex Gabriel](#)
- xxvi. [Frank Schulenburg](#)

6. Email Template

Dear Angel:

I'm exploring the challenge of matching people with workforce opportunities in our rapidly evolving global economy -- all through the lens of an ed-tech startup.

As part of this, I'm asking thought leaders like yourselves to chat with me for 30-60 minutes to gain perspective on this problem. This conversation is part of a "[listening tour](#)" that I'm starting as the team looks to design a new venture with tackling this problem as the primary goal.

I'd love to get together to get your thoughts and guidance.

Feel free to cc an admin if it's easiest. I'm flexible this Monday, Tuesday, Wednesday, and most of the following week. [You can also use this link to schedule a right time for you.](#)

Thanks in advance!

Justin

7. Questions:

- a. I had the opportunity to talk with Brian LeDuc, who is using design thinking to reshape the constructs of learning in education and career development. He has an exercise called Name It that makes for a great warm-up. **Are you up give it a go?**

- i. Can you name the project that you are working on?
 - ii. Can you give a brief description like you were talking to a 7-year-old?
 - iii. What was a magical moment, a success story, your biggest hope, and your biggest concern?
- b. **Do you believe that there is a fundamental mismatch between people and the workforce opportunities that exist?** We state that the rapidly changing global economy is a cause. What other causes do you see?
- c. **What does the job market and the workforce of 2030 look like?**
 - i. What are your thoughts on the effects of AI on the workforce?
 - 1. How will this shape the future of work in America?
 - 2. What impact will this have on our workforce?
 - 3. What do they need to do to prepare for this shift?
 - ii. What is the impact that you see the Gig Economy on the future of work?
 - 1. Do you recognize any opportunities or challenges that will arise from this shift in work form?
 - iii. What are your thoughts on the potential of credentialing and micro-credentialing?
 - 1. Do you have any certifications like this?
 - 2. Do you see an opportunity for them in your workplace?
 - iv. What other opportunities do you see to develop better connections between people and their current + future workforce opportunities?
 - 1. What role do you see technology playing in these connections?
- d. **Let's think about education. What are some of the most interesting trends in professional + talent development in the K12 spaces, specifically for faculty + administration?**
 - i. What trends in corporate talent development have the potential to impact the education space?
 - ii. How could we integrate some of these practices into the classroom or education world?
 - iii. Do you think that there is an opportunity to impact education, while preparing to take on the entire workforce? In what ways could this be done?
 - 1. What does a product development strategy need to look like to be able to successfully achieve that?
- e. **Can you imagine a future where career pathways were developed for you instead of simply by you or your environment?**
 - i. Let's explore some of the major benefits and drawbacks to a world like this.
 - ii. What would a matchmaking algorithm for career placements need to consider to be truly effective?
 - iii. What would a global digital marketplace of talent and opportunity look like?
 - iv. What are the major challenges that we can look forward to?

- v. Do you see any opportunities or interesting companies that are developing solutions to close this gap?
- f. **What's coming up next for you and your team? What do I and others have to look forward to?**
- g. **Is there one person you really respect and think I should also be speaking to about this?**

8. Recaps + Realizations

a. Recaps:

- i. Brian LeDuc - The professional world of education is changing, based on an emphasis on skills and the development of the gig economy. Educators + Employers need the right assessments, strategies, and opportunities to find ideal matches on these new terms.
 - 1. Recording:
<https://drive.google.com/file/d/1ZJ7TfAWnaLmXh3Z-0zJojlbeThttCzvC/view?usp=sharing>
- ii. Alex Gabriel - Our current education system was created by a dying industry and is going through a major redesign to meet the needs of the new economies. We can build a more skilled, educated, and dedicated workforce through skills-focused workforce development.
 - 1. Call Notes:
<https://drive.google.com/file/d/1hTgcQOoZaH8YX9UQCdoltppLOU1nkcL/view?usp=sharing>
 - 2. Recording:
<https://drive.google.com/file/d/17qWoZoZG2PzdKqMJXVLlpzVabl41nvom/view?usp=sharing>
- iii. Ruthe Farmer - There are thousands of teachers being trained in Computer Science each year from the very concerted efforts of organizations across the country. We can help teachers make more money by setting them up part-time with companies that need technical talent.
 - 1. Call Notes:
<https://drive.google.com/file/d/16UMK4zDMT6fpB0FUQGsjThniOR-MGt3p/view?usp=sharing>
 - 2. Recording:
- iv. Frank Schulenberg - In America, education inequity has created a chasm between the needs of our workforce and the ability for our people to meet them. Businesses are bound by their goals and mission, while they can offer help there must be a more systemic change.
 - 1. Call Notes:
<https://docs.google.com/document/d/1SVapK6yVibthGT19bUIMETWL3GMOkqdQenvnyU9GkSY/edit?usp=sharing>
 - 2. Recording

- v. Graham Foreman - There are many education companies that are looking to hire teachers. For Gigs, it will be important to find companies that are open to project-specific hires and that will have an ongoing need for this talent.
 - vi. Angel Rich - A strong brand takes a comprehensive approach including technology, policy, and philanthropy to drive change. Each one of the arenas gravitates around a core theme that aligns with the unique calling of the person that is the brand.
 - 1. Recording:
<https://drive.google.com/file/d/1aYTcB0lY2fBXcexbrwvk28xdMp5kpWrn/view?usp=sharing>
 - vii. Dr. Shannon Farris - K-20 EdTech companies struggle with the adoption + retention of their products due to gaps in training, turnover, and the different needs of their customers and users. The investment in training teachers to create influencers can impact this problem.
 - viii. Joey Wilson - There are organic communities of teachers being created across the country that are focused on professional development and career growth. It is important to cultivate the Gig movement through teachers because there will be fear from the schools.
 - ix. Techstars Mentors via Startup Weekend - Companies that are hiring locally need access to alternative talent sources to continue to grow. A marketplace/clearinghouse of talent that is assessed beyond their resume would be a valuable way to source these hires.
- b. Realizations**
- i. **Venture Pitch Deck:**
https://drive.google.com/file/d/1rPxPNHV2Cf5K8-kUdgsjex8vozH_bKwg/view?usp=sharing
 - ii. **Internal Futures Deck:**
https://drive.google.com/file/d/1_w-y7DC7xcJdfanuRvO3V8sOowmQgezY/view?usp=sharing
 - iii. **Vision Statement:**
https://docs.google.com/document/d/1d6nHJ5XIWnoqHS82qyg1o0Z_Z9CSBKXCIJfqbZ_p3tE/edit?usp=sharing
 - iv. **Mission Statement:**
 - v. **Segmentation:**
https://drive.google.com/file/d/1A_1P0LPQVA5l4xrJhOBdGw7s6PQ93boV/view?usp=sharing