

Course Plan

Introduction to Product Led Growth

Course Title:	Course Length:	Course#:
Introduction to Product Led Growth	1 hr	XXX

Course Description/Summary: The Introduction to Product Led Growth (PLG) course introduces the PLG model and mindset and allows ambassadors to practice using the PLG model. Throughout the course, learners practice using the consultative model to enable a PLG mindset while providing exemplary customer service. Ambassadors also practice adding value by knowing how to remove blockers and offer guidance on how to use Microsoft products and services, which improves customers' businesses and lives, and decreases Time-to-Value.

Course Objectives:

At the end of this course the learner will be able to:

Product Led Growth (PLG) Introduction (Module 1)

1. Define components of the PLG model.
2. Describe skills used in the consultative model.
3. Explain how to use the consultative model to exhibit a PLG mindset while providing provide exemplary customer service by removing blockers and adding value.

PLG Customer Scenarios (Module 1)

1. Practice simulated scenarios using the consultative model and PLG mindset to recognize blockers, engage in a growth conversation, and identify insights that enrich the product and decrease Time-to-Value.

Cumulative Assessment (Module 2)

1. Earn a minimum score of 80% on cumulative assessment to complete the learning path.

Task Inventory/Listing:

1. Define the PLG model (components include usage, value realization, product improvement insights).
2. Describe the elements of the consultative model (communication, active listening, asking questions, trust building, positive positioning).
3. Determine when to have a growth/value conversation with customers; use consultative skills and technical knowledge to sort scenarios into categories (beginning, middle, or end of interaction).
4. Analyze in a simulated scenario video how the PLG mindset and the consultative model is used to recognize blockers, identify insights, while providing exemplary service that decreases Time-to-Value match consultative skills with examples.
5. Describe how to add intentional and relevant value for customers based on their specific use to accomplish their business objectives..
6. Explain how Assist 365 is used to determine which Microsoft products and services customers are using, and which Microsoft products and services are not used, so recommendations can be made to add value, drive growth and acquisition, and reduce churn.
7. Explain how case management tools (DfM, RAVE, etc.) are used to document customer interactions, so insights are gathered to continuously improve Microsoft products and services.

8. Complete simulated branching scenarios using the consultative model and PLG mindset to demonstrate a growth conversation.
9. Complete cumulative assessment with a minimum score of 80% to demonstrate understanding of the PLG mindset using the consultative model.

Target Audience:

This learning path is targeted for

- All customer-facing team and support, leaders, etc. for all current and future partners that deliver services in support of all programs.
- All Microsoft direct Product Group (PG) and team members that support the launch and deployment of programs.

Learner Pre-requisites:

- Participants must have access to a computer, internet, and Microsoft's SuccessFactors Learning Management System (LMS) to access the eLearning course.
- Completion of this eLearning course is mandatory for the identified target audience.

Evaluation/Measurement Strategy:

Throughout or by the end of the learning path the learner will be evaluated to ensure they are at the required proficiency by:

1. Practicing skills in an immersive eLearning environment, while receiving real-time feedback.
2. Demonstrating specific skills through simulation in an eLearning environment by performing specific tasks and navigation.
3. Interaction (if facilitated) with other classmates and the facilitator through discussion and question and answer.
4. Progress checks throughout the course where learners correctly answer questions, or demonstrate in a simulation, an understanding of key concepts and tasks to be performed. The learner must complete knowledge checks with a minimum score of 80% to continue to other content and modules.
5. A final, cumulative assessment in which learners are required to pass with a minimum score of 80% to determine proficiency in the overall learning path content/course.

Instructional Guidance:

1. Self-Paced, Modular, eLearning Approach:
Learners will experience a blended Computer Aided Instruction (CAI) approach where CAI is their foundation or home base. In this approach, learners will be instructed to research and discover concepts outside of CAI using knowledge articles, web-references, videos, and other Microsoft resources for learning, then return to CAI to complete their instruction. If reviewing articles or web references, learners will start with contextualization in the CAI platform, exit the platform to review the resources (as needed), practice in a simulated or real environment, return to the platform, and answer a series of knowledge check questions related to the content.
2. Instructor-Led Approach:
Learners will still experience a blended CAI approach similar to the self-paced eLearning approach;

however, the facilitator will be required to provide context to the class, reinforce the objectives, and identify how they will be measured. It will be critical for the facilitator to ensure each learner is ready prior to starting self-directed learning.

During the learners' self-directed time in CAI, the facilitator will roam throughout the room if face-to-face facilitation or virtually observe the class if online facilitation, provide any assistance necessary, and take note of any struggles learners may have to provide ongoing coaching.

Upon completion, the facilitator should summarize the objectives, ask probing questions based on observations, and reinforce the importance of this training in achieving the desired PLG mindset through a consultative model. The facilitator should connect this content to previous modules/learning paths to transition effectively to the next learning phase.

Learner Materials Required:

1. Classroom space (if facilitated in-person or online)
2. PC or Mac device
3. Internet access
4. Provisioning to Microsoft's SuccessFactors LMS to complete the training content (if eLearning)

Module Flow:

1. PLG Introduction (includes PLG mindset and consultative model)
2. PLG Scenarios
3. Cumulative Assessment

Job Aids:

1. Job Aid – PLG mindset and consultative model
2. Post-eLearning completion reinforcement checklist for learners and leaders
3. Others to be determined

Other:

This learning path is designed and delivered by module rather than as a single course experience to allow flexibility in content delivery. This learning path includes the use of SCORM compliant courseware and requires an LMS for delivery for both the self-directed and instructor-led experiences.