Learner’s Guide

Harvard ManageMentor Spark™

Updated March 25, 2019
# Learner’s Guide

## Contents

Welcome to Harvard ManageMentor (HMM) Spark................................................................. 4
HMM Spark Onboarding Experience ..................................................................................... 4
  Selecting Skills ..................................................................................................................... 4
  Updating Skills .................................................................................................................... 5
  Learning More about HMM Spark ....................................................................................... 5
  Making Your Profile Private ............................................................................................... 6
Finding Content to Learn From ............................................................................................ 6
  Types of Content ................................................................................................................ 6
  Personalization in HMM Spark .......................................................................................... 7
  Learning Feed ..................................................................................................................... 7
  Browsing ............................................................................................................................. 8
  Search and Filter ................................................................................................................ 9
  Pathways ............................................................................................................................. 10
Individual Content Actions (Complete, Save) ................................................................ 11
Sharing With—and Learning From—Others ......................................................................... 12
  Groups ............................................................................................................................... 13
  Share .................................................................................................................................. 13
    Shared Queue .................................................................................................................. 14
  Follow Experts & Other Colleagues ................................................................................... 14
Individual Learner Profiles .................................................................................................. 15
  Profile Tabs ......................................................................................................................... 15
    Managing Your Collection ............................................................................................... 16
    Rating Skills .................................................................................................................... 16
    Personal Insights .............................................................................................................. 17
  Points .................................................................................................................................. 18
  Profile Settings ................................................................................................................... 19
  Profile Privacy ..................................................................................................................... 19
    Adding a Profile Avatar ...................................................................................................... 20
Notifications in HMM Spark ................................................................................................. 20
Welcome to Harvard ManageMentor (HMM) Spark

Harvard ManageMentor (HMM) Spark is the premier personalized learning experience for leadership and management development. With HMM Spark, you can easily find trusted content from experts at Harvard Business Publishing - whenever you need it.

HMM Spark Onboarding Experience

Selecting Skills
When entering HMM Spark for the first time, you are prompted to choose skills that you are interested in developing. You may choose skills from three categories: Leading Yourself, Leading Others and Leading the Business.

These skill selections influence the content HMM Spark suggests for your personalized learning feeds on your Home page as well as your Browse page.
**Updating Skills**
You can update your skills at any time by accessing the **Skills** tab on your **Profile** page.

Here you can click on a tile to add a new skill or topic:

You can also delete skills you are no longer interested in developing here. When scrolling over the word “Following” at the bottom left of a tile, the word changes to “Unfollow.” Click on “Unfollow,” and the skill is removed from your profile.

**Learning More about HMM Spark**

You can access a “Welcome to HMM Spark” pathway in HMM Spark. This pathway contains the most up-to-date Learner Guide and walk-through videos.

You can access this pathway by going to the **Pathways** tab on the **Browse** page.
Making Your Profile Private

When you enter HMM Spark, your profile is visible to all other learners within your organization. To make your profile private, you must update your individual learner profile by going to Profile→Settings→“Visible to me only.”

If you make your profile “Visible to me only,” you will not be able to make comments on content or engage in most other social features with your colleagues.

Finding Content to Learn From

Types of Content
HMM Spark contains the highest quality content from Harvard Business Publishing across a range of formats, including:

- **Articles:**
  - Thousands of *Harvard Business Review (HBR)* magazine articles, with new articles added about 24 hours after a new issue is published
  - All *HBR* digital articles, added to HMM Spark daily
  - **Tips:** Short, actionable advice on leadership and management
  - **Case Studies:** Short, fictionalized versions of Harvard Business School cases, called *Harvard Business Review* cases, based on real-life events

- **Videos:** Short videos produced by Harvard Business Publishing
- **Skill Builders** (under Pathways): Collections of multimedia content curated by Harvard Business Publishing to develop specific abilities. All Skill Builders feature a Harvard Business Publishing branded image to distinguish them from other curated pathways.
- **HMM Spark Lessons** (under Courses): Course-like learning experiences based on content from Harvard ManageMentor’s 41 essential topics in leadership and management
Information on how to search by these content formats appears in the *Search and Filter* section of this guide.

**Personalization in HMM Spark**
HMM Spark personalizes your experience to help build the skills you care about most. The suggestions in your learning **Feed** on your **Home** page and on your **Browse** page have been personalized for you.

Even the people HMM Spark suggests you follow are based on the skills you select, as well as other information contained in your profile.

**Learning Feed**
The HMM Spark **Home** page features your personalized learning **Feed**, which includes articles, videos, lessons, cases, or tips chosen just for you. Your will receive twenty new feed suggestions each day and may want to set a goal for how many you will complete daily or weekly.

HMM Spark curates content in the learning **Feed** based on relevance to your interests and social network. Upon first login, you will find your **Feed** contains content that matches the skills you selected during the onboarding process. As you interact more with HMM Spark, content displayed in the **Feed** may come from different sources, for example, your **Saved** queue, enrolled pathways, **Group Activity** feeds, **Shared** queue (recommendations received by colleagues), or content completed by other colleagues you follow.
You can take different actions to change your Feed. For example, you can:

- **Edit the list of skills you’d like to develop or add new ones.** You can update your skills as well as any topics of interest any time from the *Skills* tab on your *Profile* page.
- **Enroll in pathways, curated collections of skill-based content.** Pathway content will then flow into your feed.
- **Enroll in Skill Builders, Harvard Business Publishing’s signature collections.** Skill Builder content will then flow into your feed.
- **Join groups.** Content recommended to groups or completed by group members in skill areas relevant to the group will then flow into your feed.
- **Share content.** The recommendations you receive in return may appear in your *Feed*.
- **Save items for later.** Items in the *Saved* queue become part of your feed.
- **Follow colleagues.** Content completed by colleagues followed will flow into your feed.

You can also manage the content in your *Feed* by:

- Marking an item complete.
- Dismissing it. If you dismiss an item, it disappears and will never appear in your *Feed* again.

### Browsing

The *Browse* page in HMM Spark displays personalized suggestions for you based on your selected skills, enrolled pathways or plans, groups, and your organization’s featured pathways.
New Content appears as the first section of the Top tab on the Browse page. This section contains the most recent publications from Harvard Business Review.

Search and Filter
You can search for items from any page in HMM Spark by entering a term in the search box at the top right of the page.

Search results display content, groups, and people that contain the search term in your title, description, tags, or other associated metadata. HMM Spark prioritizes search results based on relevance to the search term entered as well as your profile.

You can also quickly search for content related to your defined skills. You can click on the search box to reveal a list of your targeted skills and select the desired area of interest.

Tabs at the top of the page allow you to narrow in different ways, including by content type (Articles, Videos) as well as by People or Pathways. Below these tabs, more precise filter options are available as clickable menus.

Filters on the Top page include:

- **Type**
  - Top
  - Pathways
  - People
  - Groups
  - Articles
  - Videos
  - Courses

- **Duration**
  - < 5 min
  - < 10 min
  - < 30 min
  - < 1 hour
  - < 4 hours
  - < 1 day

- **Date Published**
  - <30 Days
  - <6 months
  - <1 year

The Articles tab includes the Duration and Date Published filters, as well as a Format filter:

- **Format**
  - [HBR] Article
  - [HBR] Case Study
  - Tip
The Videos tab includes the Duration and Date Published filters, and the Courses tab includes the Duration filter.

**Pathways**

Pathways are curated collections of learning content focused on specific skills. Pathways help you get up to speed quickly or sharpen existing expertise in an area.
You can create pathways for yourself and as many collaborators as you want, but publishing that pathway to the organization is a permission set by your organization.

Featured pathways can be found on the Top and Pathways tabs of the Browse page. You can view all other organizational pathways from the Pathways tab on the Browse page. You can also find pathways using the search feature.

If you are interested in a pathway topic, you can click the “+ Enroll” button at the bottom left of the pathway’s tile to enroll in it.

Once enrolled, you receive content specific to that pathway in your Feed, interspersed with other content.

To complete a pathway, you must complete each item in that pathway. You do not have to mark items complete from within the pathway but can mark items complete wherever you complete them (e.g., after reading the article from your Feed or Shared queues).

If you mark an item that is included in multiple pathways “Complete,” the item will be marked as complete in every pathway that includes it. If a pathway contains Task items, which are application or reflection activities created by the pathway author, they behave like content in your collections.

You can see pathways you are currently enrolled in on the Pathways tab of your Profile page or by clicking YOUR PATHWAYS on the Home page. Enrolled pathways’ tiles have a status bar indicating progress everywhere they appear.

**Individual Content Actions (Complete, Save)**

When you click a “Mark Complete” button, the content item is added to your Collection, which is found on your Profile page. When you add items to your collection, you can create tags that reference related skills.

Harvard Business Publishing has already tagged content for use in search. Tags created by you cannot be seen by others.
When you complete an item that matches the skills for a group that you belong to, the item shows up in the **Group Activity** feed for that group.

You can use the button on a content tile to “Mark Complete” or click the bookmark icon to “Save For Later.”

![Image of a content tile with options]

Depending on permissions, you can also share an item using the arrow icon.

In addition to these options, you can select any of the following actions from the ... (three-dot) menu at the right side of each content tile:

- **Dismiss**: Hides the content from the Feed – only on Feed content
- **Add to Pathway**: Adds the content to “Hold for Later” in a pathway, visible in authoring mode
- **Set as Goal**: Enables you to set a due date for yourself for saved content
- **Flag as Inappropriate**: Sends a message to the Harvard Business Publishing team
- **Report a Problem**: Sends a message to the Harvard Business Publishing team
- **More Details**: Brings the summary forward

### Sharing With—and Learning From—Others

HMM Spark includes many opportunities to share skills with others and to learn from others’ skills. This section covers a few of the most important ways to share learning.
**Groups**
You can create private groups, join open groups, or get invited or request access to closed groups. When groups are formed, the creator is prompted to tag the group with skills relevant to that group. We recommend limiting the number of tags that you use to keep the focus of content on the group’s feed relevant.

Any item completed by a group member that is also tagged with a skill aligned to the group’s skills is added to the group’s feed.

You can visit pages for groups by clicking on the YOUR GROUPS area of the Home page and on the Groups tab on the Browse page.

**Share**
Anyone with the Share Content permission can recommend an individual learning item or a pathway to a group or an individual.

Sharing an item with a group requires the Share Content permission for the group as well, in addition to the organization-level Share Content permission.

When you share a learning item or pathway with an individual:

- The recipient sees an in-app notification.
- The item appears in recipients’ Shared queue on the Home page of HMM Spark.
- Recipients may receive an email notification, depending on their email preferences.

When you share a learning item or pathway with a group:

- Every group member sees an in-app notification.
- The item appears in group members’ Shared queue on the Home page of HMM Spark.
- Group members may receive an email notification, depending on their email preferences.
- The recommendation appears in the Group Activity Feed for the group.
- Data on group members’ completion of this recommendation appear at the bottom of the Insights tab of the organization’s page when you filter the data to show information about the group.

HMM Spark also allows individuals to assign learning to others with the Share button, if you have the Assign Learning permission.

In the Share details window, you must click the “Make assignment” slider to assign content, triggering the same notifications as Shared content. If you do not want to add a date, you can click in the “Due by” field and use the “Clear” button to remove the default due date. You can also choose a different date and add a note on why you are assigning this learning. Assigned learning goes into a Required & Assigned queue on the home page. This queue only appears once learning is assigned to you.
Items shared with you appear in your Shared queue. Items can leave the Shared queue when:

- You complete the items.
- You delete a recommendation.
- The sharer leaves the organization.

To delete an item in your Shared queue, click Shared on the Home page to view the queue.

Then click "X"

The content disappears from your queue immediately. This action cannot be undone.

**Follow Experts & Other Colleagues**

A great way to find interesting content is to follow experts and trusted colleagues at your organization.

To find other people to follow, you can access the Browse page and click on the People tab. People with private profiles, which they have made private by selecting “Visible to me only,” do not appear on the Browse page or in search results. Browse is not a comprehensive list of People with visible profiles in your organization; it shows those suggested for you to follow.
You can also search for someone by topic or by name.

Click the “+ Follow” button to follow a colleague:

When someone is followed, that person receives a notification in HMM Spark that includes the name of the follower. The person being followed may also get an email containing the same information, depending on that person’s email preferences. Items completed by a person that you follow will appear in your Daily Digest Email if you check the “New activity from those you follow” box (see Notifications in HMM Spark section). These items may also appear in your Feed.

You can see a list of the people you follow and all the people following them by clicking the “Manage Following” link on the Home page.

**Individual Learner Profiles**

You track your learning on your Profile page, accessible via the Profile menu item or by clicking “Your Profile” in the menu below the avatar in the upper right. Depending on your privacy settings, colleagues within your organization may also be able to view your HMM Spark profile.

**Profile Tabs**

Each Profile page contains tabs to help you track your learning:

- **Overview**: Your content consumption data, selected Skills, and the content items you recently marked complete in HMM Spark.
- **Collection**: A list of all learning items you have marked complete in HMM Spark.
- **Skills**: Where you update your skills and request manager ratings for specific skills. Other learners cannot see your skill ratings, even if you make your profile visible to the organization.
- **Pathways**: A list of all pathways you are enrolled in or authoring, including completed pathways.
- **Groups**: All groups created or joined by you.
- **Insights**: Graphs and charts featuring insights into your learning in the last month, quarter, or year by items added, point value, or content viewed.
**Managing Your Collection**
To delete an item from your profile Collection, select **Delete** from the ... menu for that item on the *Collection* tab of the *Profile* page.

**Rating Skills**
You can rate your skills from the skills tab of your profile page. When you click on the skill, you are prompted to rate yourself from 1 (Beginner) to 8 (Expert).

You can also ask your manager to rate the same skills directly within HMM Spark:
**Personal Insights**
You can see personal analytics about your individual learning on the **Insights** tab of your **Profile** page:
Graph or Chart | Display Contents | Filter Options
---|---|---
Learning Summary | A complete list of all learning items added to your collection (completed) for the time period selected, either by count of item added or by points earned. | There are filter options for format, time period, and skill. This report allows you to filter by **Total items completed** or **Total points earned**.

**Points**
The HMM Spark point system normalizes and summarizes your learning history.
The science behind the point system was informed by experts Larry Rosenberger and David Wiley, PhD. Rosenberger is the former CEO of FICO who was responsible for the science of the FICO credit score, while Wiley is a global leader in instructional design and education.

According to the HMM Spark point system, every content item has a point value based on the amount of time required to complete it. One point is equal to roughly one hour of learning, weighted by several factors, including difficulty of the material.

**The total number of points appearing in your profile increases every time you complete content within HMM Spark.**

### Profile Settings

![Profile Settings](image)

**Profile Privacy**

You can adjust your profile privacy on the **Personal** tab on the **Settings** page. To access the **Settings** page, you can click the “Settings” button at the upper right of the **Profile** page or go to the avatar at the top left corner and click “Personal Settings” in the dropdown menu.

Once on the **Personal** tab of the **Settings** page, you can scroll down to the Profile Privacy section and change your privacy settings from the default, “Visible to my organization only,” to “Visible to me only.” When you have changed your profile setting to “Visible to me only,” your profile data is not visible to others in the organization.

You set the privacy level of your own profile. If you set your profile to “Visible to me only,” you will not appear in search results, and it will limit your ability to interact with others in your organization.
Adding a Profile Avatar
You can add your picture or an avatar to your HMM Spark profile. To do this, from the Profile page, click “Settings” at the top left to arrive at the Settings page. Click on “Change” in the circle icon with initials to upload an image. Images can also be dragged and dropped. There is a 5MB limit for images.

You can also update your name, location, and Bio from this tab.

Notifications in HMM Spark

Emails to You from HMM Spark
HMM Spark sends emails to notify you of important updates and, optionally, to suggest learning materials. You can customize which emails you receive on the Email tab of your Settings page. HMM Spark allows you to choose your own email notification settings, but some emails (like group invitations) cannot be disabled. HMM Spark defaults to all notifications on.

The types of emails sent from HMM Spark are:

<table>
<thead>
<tr>
<th>Controlled by Learner Settings</th>
<th>Mandatory Site-wide Email Notifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notification Emails</strong></td>
<td></td>
</tr>
<tr>
<td>Customize Notifications by Selecting Any:</td>
<td>• Group invitation</td>
</tr>
<tr>
<td></td>
<td>• Group approval</td>
</tr>
<tr>
<td></td>
<td>• Collaborator emails</td>
</tr>
<tr>
<td>o New recommendations</td>
<td></td>
</tr>
<tr>
<td>o Replies to your comments</td>
<td></td>
</tr>
<tr>
<td>o When you are mentioned in a comment</td>
<td></td>
</tr>
<tr>
<td>o Replies on your comments</td>
<td></td>
</tr>
<tr>
<td>o Assigned Learning</td>
<td></td>
</tr>
<tr>
<td><strong>Daily Digest Email</strong></td>
<td></td>
</tr>
<tr>
<td>Customize by Selecting Any:</td>
<td></td>
</tr>
<tr>
<td>o New shares</td>
<td></td>
</tr>
<tr>
<td>o A list of your Feed items</td>
<td></td>
</tr>
<tr>
<td>o New followers</td>
<td></td>
</tr>
<tr>
<td>o New activity from those you follow</td>
<td></td>
</tr>
<tr>
<td>o Assigned Learning</td>
<td></td>
</tr>
<tr>
<td><strong>Weekly Digest Email</strong></td>
<td></td>
</tr>
</tbody>
</table>

Engagement Notifications
Even if you disable email notifications for an event, like when content is shared with you, you can see in-app notifications for that event. Notifications appear for you in HMM Spark when someone:

- Shares learning with you.
- Completes an item you shared with him or her.
- Follows you.
- Tags (@mentions) you in a takeaway or group post.
• Comments on your takeaway (comment) or group post.
• Replies to your comment on a takeaway or group post.

When you receive a new notification, a number appears over the notification icon at the top of the screen:

![](image1)

After viewing any new notifications, the number disappears. All notifications disappear from the notifications menu after a month, but you can see all your past notifications by clicking View All from that menu.

**HMM Spark System Requirements**

*Last Updated: March 2019*

**Desktop System Requirements**
You can run HMM Spark from any operating system with one of the supported internet browsers. HMM Spark uses an SSL connection.

**Supported Desktop and Mobile Browsers**
Harvard Business Publishing recommends Google Chrome. However, you can use:

- The latest two versions of Google Chrome
- The latest two versions of Safari
- The latest two versions of Firefox
- The latest two versions of Microsoft Edge
- Internet Explorer 11

Future HMM Spark enhancements may change compatibility to only the latest version of each of the supported browsers.

**HMM Spark Help**
You can access the HMM Spark help menu by clicking on the question mark in the bottom-right corner of the screen.

Clicking on the **Send us a message** link will send an email to the Harvard Business Publishing Customer Service team by default. Calling the phone number reaches a member of the Harvard Business Publishing Customer Service team as well.

If learners or admins cannot access HMM Spark, please contact our Customer Service team via one of the following methods:
• techhelp@harvardbusiness.org
• 1-800-668-6705 (US)
• 1-617-783-7474 (International)
• Go to https://myhbp.org/lde to chat with Customer Service

*We hope that you enjoy making learning a habit with Harvard ManageMentor Spark™!*