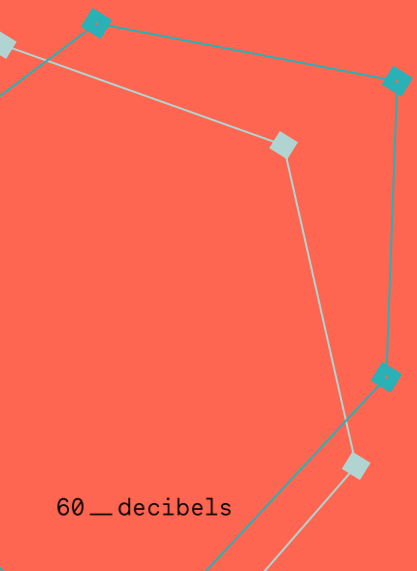


Teacher Development Program



Welcome To Your Lean Data Results

We enjoyed hearing from 200 of your teachers
– they had a lot to say!

Contents

Headlines

- 03 / Company Performance Snapshot
- 04 / Customer Voice Snapshot
- 05 / Top Actionable Insights
- 06 / Ready-to-go Social Media Content

Detailed Results

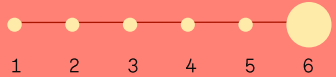
- 07 / Insights Along Your Customer Journey

Appendix

- 19 / Staff Quiz Results
- 20 / Methodology
- 21 / Indicator Glossary

Company Performance Snapshot

Teacher Development Program is outperforming the 60 Decibels global benchmark in 6/6 metrics



It performs particularly well on

- > Net Promoter Score®
- > Quality of Life
- > No Challenges

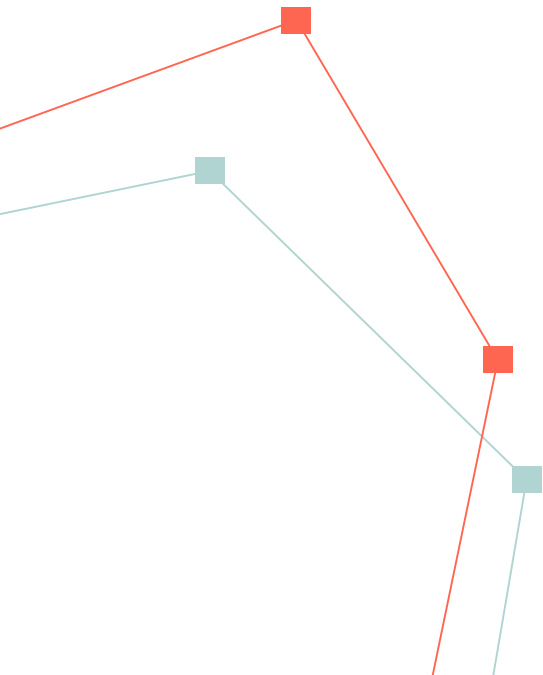
Data Collection Details:

Sample size: 200
 Method: Phone interviews
 Date: July 2019
 60dB Global Benchmark: 100+ Companies, 25,000 customers

	Teacher Development Program Performance	60dB Global Benchmark	60db Education Benchmark
Who Is Being Reached?	> 41% live under \$3.20/day	32%	19%
	> 75% female	40%	57%
	> 91% say no good alternative are accessible	76%	68%
Depth of Impact	> 94% experienced quality of life improvements	84%	78%
	Top 3 outcomes: <ul style="list-style-type: none"> > Improvements in teaching > Increased empathy > Increased self-confidence 		
Satisfaction	> Net Promoter Score® of 65	42	42
	> 77% experienced no challenges with Teacher Development Program	69%	76%

Customer Voice Snapshot

We love hearing honest voices.
Here are some that stood out.



Impact Stories

94% shared how Teacher Development Program had improved their quality of life

“We knew our strengths but learnt how to relate it to others around us. The first session on empathy and we were students in this program and learnt what students expect. We dropped all our inhibitions and stage fears.”

“I used to get angry easily. Now I engage kids better, draw their attention. As I teach English, I used to rely on using Kannada words to teach kids but now I use actions”

“Earlier I used to carry the stress from home to the class. Now I engage the children in activities that help me mingle with them and I forget the stress at home.”

“My energy has improved too. Even my children were saying that my involvement was more too. I learnt that my involvement would help children get more involved.”

“Earlier I was shy and didn't mingle more. Now I'm jovial and know how to handle situations better, how to behave with kids. The program created a path for us.”

Opinions On TDP Value Proposition

69% were promoters and were highly likely to recommend

“The feeling of a community. All the teachers felt like we were part of a larger community. Learnt to effectively work as a team. The training was very useful for it spoke about patient listening, decision making and realising our capacity.”

“It was very useful. Our abilities came out. We understood ourselves better. We did voices, Drama and script etc. We always saw what others did but doing it ourselves was amazing.”

Opportunities For Improvement

70% had a specific suggestion for improvement

“There should be some more activities as part of the program. This generation of kids is really mature and some more focus on activities, general knowledge would have been nice. There should also be emphasis on teaching methods in both English and Kannada”

Top Actionable Insights

Teachers are very happy with the Teacher Development Program; the increase in confidence is the major outcome experienced. Potential to increase satisfaction if certain pain-points are addressed

Headline

Detail & Suggested Action



Teachers had high satisfaction with Teacher Development Program; especially due to the positive changes in their teaching and life.

The Teacher Development Program (TDP) has an excellent Net Promoter Score (NPS) of 65. 69% reported their main motivation in working with the TDP is better teaching and increase in self-confidence. Teachers continue to promote the TDP due to their increased understanding of themselves and their students. See slides [12](#), [13](#).

Suggested action: Highlight top outcomes in marketing materials and consider incentivizing 'Promoters' to help drive up 'word-of-mouth' referrals.



94% teachers say their quality of life has improved, especially increased self-awareness and confidence because of TDP

94% teachers saw an improvement in their quality of life. 33% stated an improvement in their teaching, while 21% acknowledge increase in empathy and 21% an increase in self-confidence. Teachers have also stated an improvement in their family relations due to better communication and empathy. See slides [15](#), [21](#).

Suggested action: Could TDP use these finding in future information sessions?



Top suggestions for improvement focused around more activities for teaching and regularity in training

Teachers requested more teaching activities to engage students, improved regularity in trainings, and better planning for the sessions. Working on these pain-points could be an opportunity to build customer referrals. See slide [18](#).

Suggested action: Discuss with team which suggestions are feasible and add most value

Strengthen Your Brand By Showing You #listenbetter

Why not share these findings with your team, teachers and social media? This helps demonstrate you take customer feedback seriously



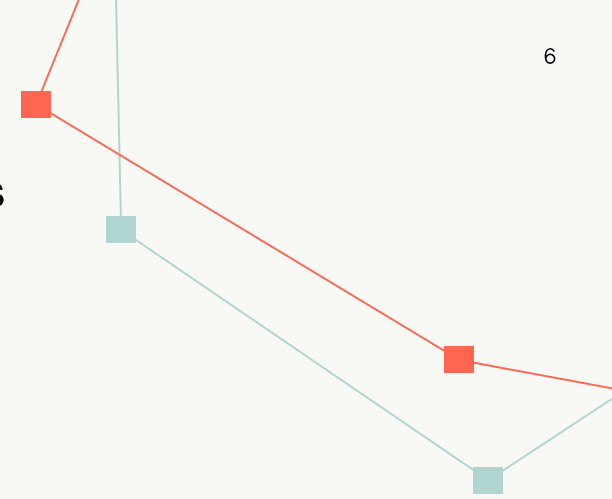
Example Tweets to Share Publicly

- “We learnt community building, how to be a model teacher. The program not only had learning for classroom but also for life..” – TDP teacher #listenbetter #60dB
- “Teachers these days are very busy and their mind cluttered. This program helps them free their mind.” – TDP teacher #listenbetter #60dB



Example Whatsapp messages to share with staff & partners

- We just finished a Lean Data project and listened to 200+ teachers. Here's what we learned
- 69% teachers say they are 9/10 or 10/10 likely to recommend us. Teachers love how it improves their teaching! #listenbetter
- 94% teachers saw an improvement in quality of life because of Teacher Development Program!
- Suggested improvements included student-specific trainings. How can we better involve activities for students? Send us your ideas



Deep Dive: Insights Along Your Customer Journey

My level of patience was less. My listening capacity wasn't good. When someone was speaking, I would be in my own world [...] I learnt mainly that if someone is saying something I need to listen. Make them feel listened. This has helped in my personal life and also with the children. There are lot more things like this in the program which is helpful. When the time comes, I change.

- Customer Profile
 - Who's your typical teacher?
 - What's their income profile like?
- Acquisition
 - What was their motivation to sign up for Teacher Development Program?
 - Are there alternatives in the market? How does Teacher Development Program compare?
- Experience
 - How satisfied are teachers, and what drives this?
 - What are the top challenges teachers are experiencing?
- Impact
 - To what extent is Teacher Development Program improving quality of life?
 - What are the top outcomes being reported, and what is driving these outcomes?
- Retention
 - What improvements do teachers want?

Who's Your Typical Customer?

We interviewed 200 of Teacher Development Program's teachers, across Karnataka.

We observed narrow degree of variability in demographic profile of teachers.

Predominantly female, aged between 22 - 35;
high smartphone penetration

About the Teacher Development Program teachers we spoke with

Data relating to customer characteristics (n = 200)

● Demographics

- 75% female
- Average age 32: 60% aged between 22 - 35
- 4.9 average household size

● Smartphone usage

- 81% active smartphone users (accessed internet on their phone in last 7 days)
- 40% of teachers have been using their phones for 4+ years.

What Is Teachers' Income Profile?

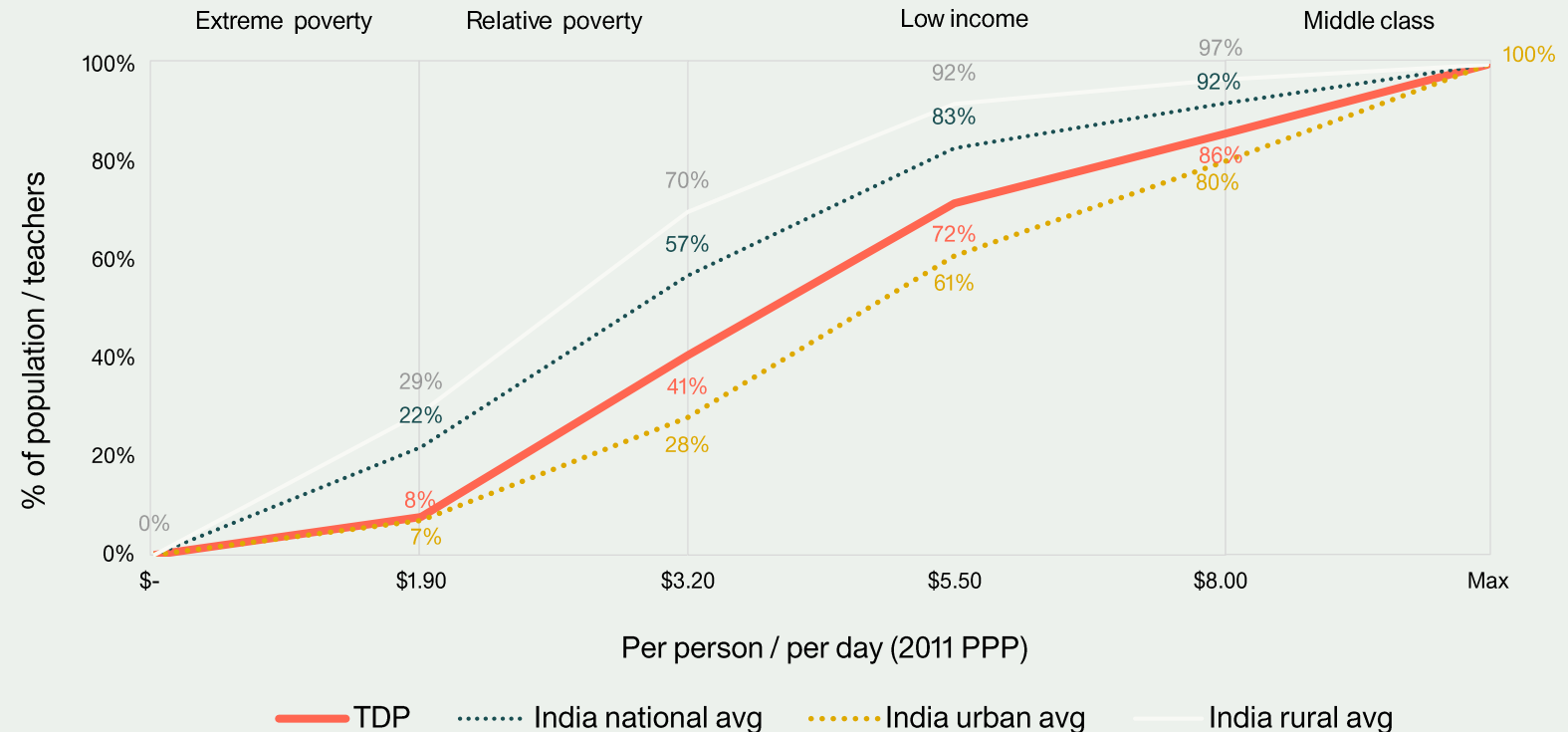
Using the Poverty Probability Index we can measure the income profile of your teachers and compare it to the India average. This reveals whether you are under- or over-penetrating a certain income segment. You can think of it as a way of gauging your “inclusivity”.

41% of TDP teachers live below \$3.2/day poverty line relative to the India national average of 57%. This suggests that TDP is serving slightly wealthier teachers than the India average, but serving a lower income segment than the urban average!

41% live below the \$3.20/day poverty line compared to the India national average of 57%

Income distribution of Teacher Development Program relative to India average

% living below \$xx per day (2011 PPP) (n = 160)



Why Do Teachers Sign-Up For TDP?

Teachers tended to list a few different reasons for deciding to attend TDP suggesting it has a multi-faceted value proposition.

The main motivation was for ways to improve teaching (44%), as well as being mandated by the school (23%). Of those mandated by the school, many stated that they continued to attend because they enjoyed the first session.



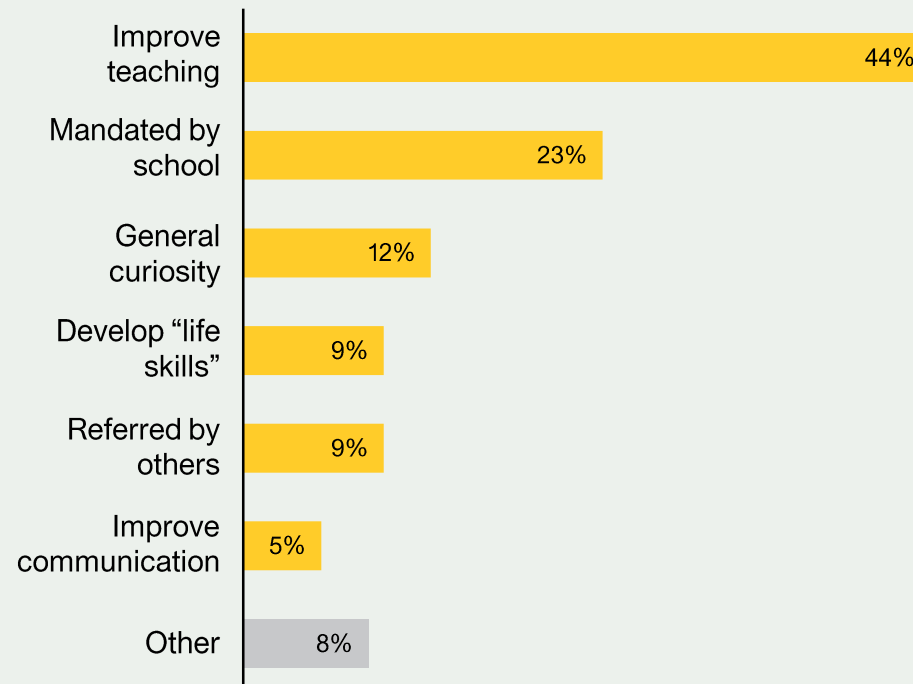
Insight

23% TDP teachers were mandated by the school; ensuring the first session is engaging will increase completion rates.

Improve teaching as well as being mandated by the school are the top motivations for teachers

Motivation to sign-up

Q: What motivated you to sign up for Teacher Development Program? (n = 200) Open-ended, coded by 60 Decibels



"I'm a trainee teacher and was told by my Principal to attend it. I was very skeptical about the training and its usefulness but went nonetheless and it turned out to be a great program."

"They had informed us in the school. I had not attended any training before this, so it was new. I was curious. And wanted to know something I didn't know."

Are There Available Alternatives?

Availability of alternatives provides insight into the competitive landscape and the degree to which TDP is providing a scarce product.

The fact that 91% said they could not easily find a good alternative suggests that TDP is a scarce resource.

For those that could find an alternative, most agreed that TDP is better than the alternative.



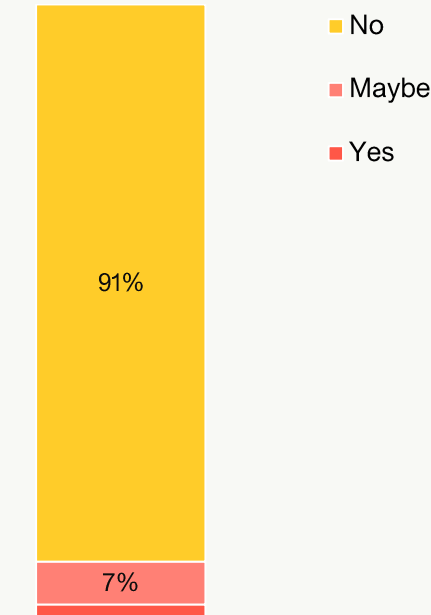
Insight

Majority of TDP teachers do not have access to alternatives; promoting word-of-mouth referrals will increase stickiness.

91% teachers say they could not easily find a good alternative; of those that could find alternative, most find TDP much better than the alternative

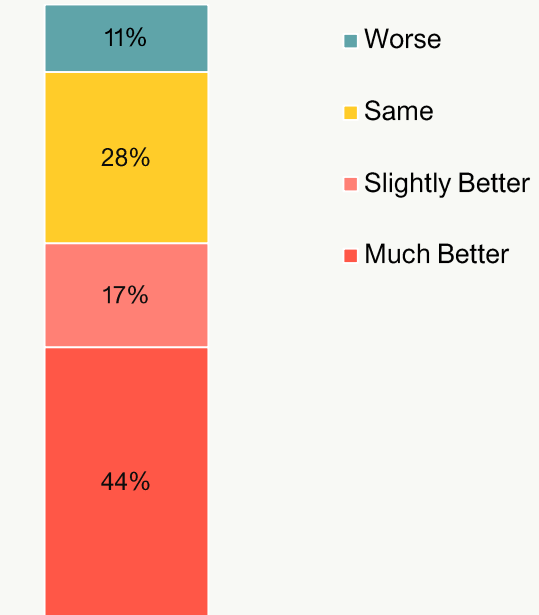
Access to alternatives

Q: Could you easily find a good alternative to Teacher Development Program? (n = 200)



Comparison of alternatives

Q: How would you compare this alternative to Teacher Development Program? Teacher Development Program is... (n = 18)



How Satisfied Are TDP Teachers?

TDP has a Net Promoter Score of 65 which is excellent; and higher than the Lean Data global and India average

The Net Promoter Score is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor. TDP's score of 65 is excellent.

Asking respondents to explain their score highlights the main value drivers and dissatisfaction drivers; these are explored on the next page.

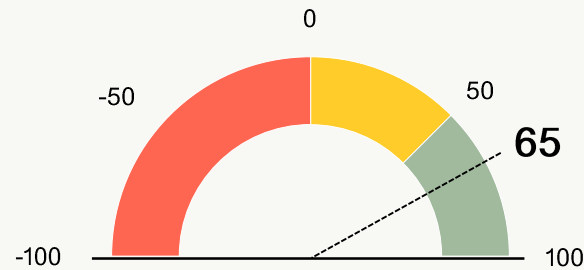


Recommendation

NPS is a helpful metric to track over time to detect subtle changes in customer satisfaction

Net Promoter Score (NPS)

Q: On a scale of 0-10, how likely are you to recommend Teacher Development Program to a friend or family member? (n = 200)



NPS = % Promoters — % Detractors

9-10 likely to recommend

0-6 likely to recommend

NPS Benchmarks

Selected Lean Data Benchmarks (n = 100+ companies, 25,000+ respondents)

Lean Data Global average 42
100+ companies

India average 34
20+ companies

Education sector average 42
40+ companies

What's Driving Satisfaction?

:)

69% are Promoters. They LOVE:

1. Increased self-confidence
2. Better able to motivate students
3. Training activities

“We learnt community building, how to be a model teacher. The program not only had learning for classroom but also for life.”

Tip: Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors – can you reward them?

Promoters value the increase in self-confidence, ability to motivate students, and training activities. Detractors complain about the lack of student-related activities and lack of relatability of sessions.

: \

28% are Passives: They like:

1. Better able to motivate students
2. Increased self-confidence
3. Training activities

“Teacher Development Program is helpful, but it is not unique. There are other companies also that work on similar lines. I will recommend but I'd say this is not the only company I'd ask them to approach.”

Tip: Passives won't actively refer you in the same way that promoters will.

What would it take to convert them?

: (

4% are Detractors. They dislike:

1. Lack of activities for teaching students
2. Specialized to certain age groups
3. Lack of relatability to content

“Some activities were not adaptable in real life situations. We also didn't find answers to any serious questions. The status was same as before the program”

Tip: Negative word of mouth is costly. What's fixable here?

What Challenges Do Teachers Report?

Of the 23% who experienced challenges, 74% said that their challenge had not yet been resolved (17% of total teachers). Unresolved challenges can encourage negative word-of-mouth.



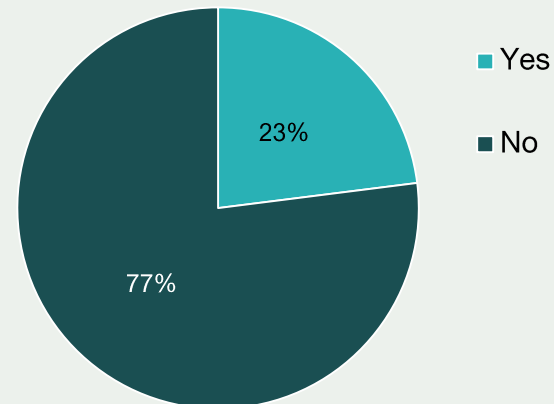
Recommendation

Consider following up with the 23% teachers who had challenges that has not been resolved

23% report challenges with TDP; the most common ones are issues with the timings of the session and classroom implementation of learnings

Proportion of teachers reporting challenges

Q: Have you experienced any challenges working with Teacher Development Program? (n = 200)



Top challenges reported

Q: Please explain the challenge you have faced (n = 47)

1. Weekend timings of sessions (7% of total)

“The classes were on Sunday and took away family time as both husband and kids used to be at home. But after a few classes, I myself was happy to go attend it.”

2. Issues with implementation (5% of total)

“Implementing the activities in the classroom has been a difficult task. Since the context is very different”

3. Initial discomfort with activities (3% of total)

“Everyday was a new challenge. The activities were frightening. But I wanted to participate and overcome the fright.”



Is Customer Quality Of Life Changing?

To gauge depth of impact, teachers were asked to reflect on whether their quality of life has changed because of TDP.

94% said their lives have improved compared with the Lean Data benchmark of 84%.

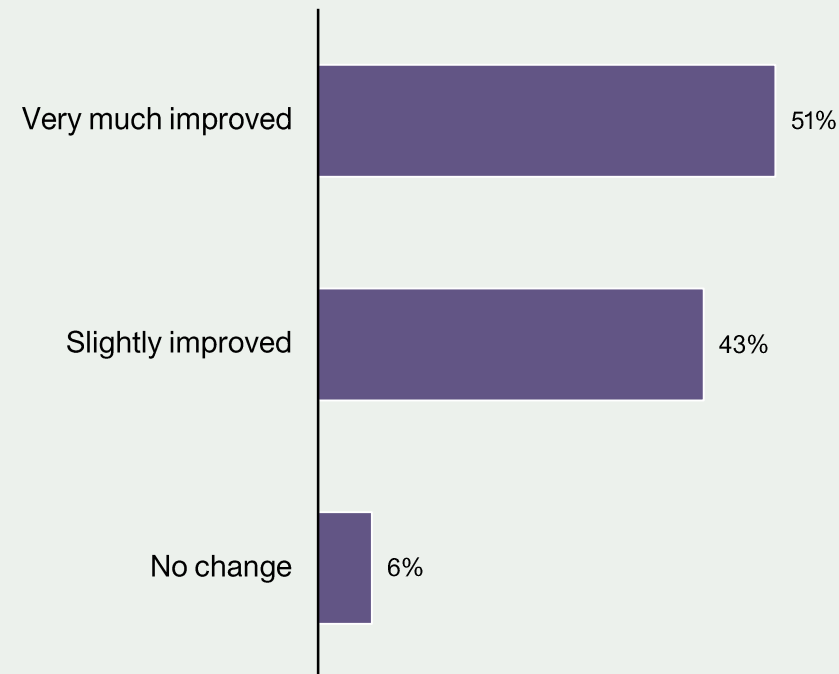
81% teachers who stated quality of life 'very much improved' were also Promoters of TDP.

Asking respondents to explain the changes highlights the depth of impact; these are explored on the next page.

94% of teachers' quality of life was "Very much improved" or "Slightly improved"

Perceived Quality of Life change

Q: Has your quality of life changed because of Teacher Development Program? (n = 200)



Very much improved:

"I had stage fear and low self confidence. Since I am in the teaching field, it was necessary for me to address them and the program helped me do it. The program has also helped me think positively."

Slightly improved:

"I learnt things myself and then applied them to teach children. I also now try to understand the atmosphere where the child comes from and then deal with them accordingly."

No change:

"Because the ideas which are there were not implementable."

What Outcomes Are Being Experienced?

Teachers were asked to describe – in their own words – the positive changes they were experiencing because of Teacher Development Program.

The top outcomes are shown on the right. Others included:

- Better listeners (21%)
- Better family dynamics (6%)

Improvements in teaching and increased empathy were the top social outcomes being experienced by over 50% of teachers

Top three self-reported outcomes for 94% of teachers who say quality of life improved*

Q: Please explain how your quality of life has improved. (n = 189). Open-ended, coded by 60 Decibels.



33% experienced improvements in teaching

“I didn't want to become a teacher. I had no option left and had to take up this profession. But after the program I have renewed vigour and motivation to become a good teacher.”



21% experienced increase in empathy

Earlier I had lot of fear and shame. Kids didn't mingle with me as I was short-tempered and they were scared of me. Now I am friendly with them.”



21% experienced increase in self-confidence

“I had stage fear and was afraid to talk to others. I was also shy to talk to women and was scared of being embarrassed. The program has helped me overcome that.”

*Percentages shown are percentage of total respondents

What Do Teachers Want More Of?

While roughly a third could not think of a specific improvement, 19% asked for more trainings focused on students, 9% also asked for more regularity in trainings, and sessions that are planned better.



Question

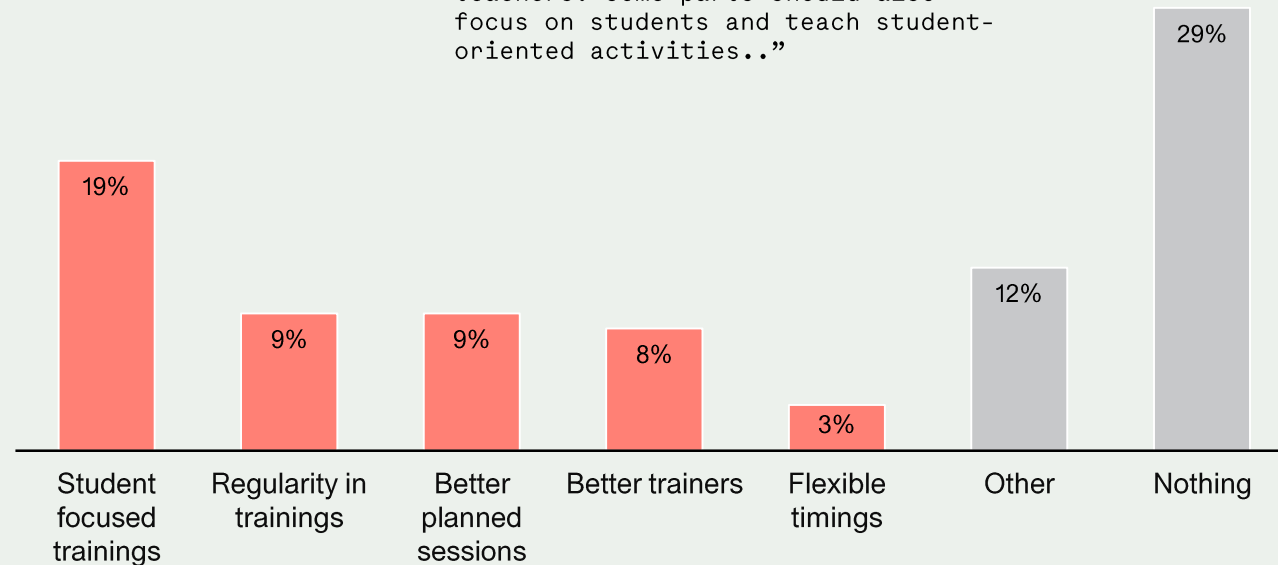
Do any of these suggested improvements come across as easy to implement or quick wins?

Student-focused trainings and increased regularity in trainings were top suggestions for improvement

Suggested improvements

Q: What else can Teacher Development Program do to serve you better? (n = 200)

“The focus of the program is on teachers. Some parts should also focus on students and teach student-oriented activities..”



Appendix

Staff Quiz Results

How well does Teacher Development Program team know its teachers?

Questions the team got RIGHT
(on average)

:) woohoo!

Top Challenge

Guess: Sessions on the weekends

Actual: Sessions on the weekends

% reporting access to alternatives

Guess: 0-40%

Actual: 0-20%

Questions the team got WRONG
(on average)

:/ better luck next time...!

% of promoters

Guess: 80-100%

Actual: 60-80%

% reporting Quality of Life 'very much improved'

Guess: 60-80%

Actual: 51%

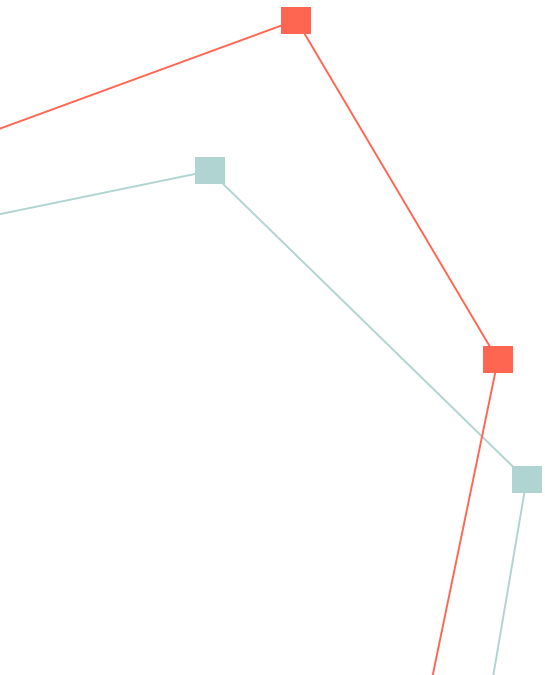
Congratulations to

> Ansar A

> Rahul

who answered the most
questions correctly!

Summary Of Data Collected



200 phone interviews completed in July 2019

Methodology:

Survey mode	Phone interviews
Country	India
Language	Kannada
Dates	1st July – 26th July 2019
Survey length (mins)	10
Sampling method	Random sampling
Response rate	46%

Total responses collected:

Teachers	200
Staff quiz	15
Total	215

Indicator Glossary

Explaining the link between Lean Data indicators and social impact

Customer Challenges (Ease of use)

How easy is your product/service to use? This indicator is important as it affects satisfaction, likely referrals, and importantly general impact. We measure this through looking at the % of teachers who have *not* experienced challenges using your product/service i.e. an inverse indicator for % of teachers experiencing challenges using their product/service. Challenges could include technical faults, mismatched expectations, or customer misuse so would be addressed in different ways.

Net Promoter Score®

How satisfied are your teachers with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured through asking teachers to rate their likelihood to recommend your product/service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of teachers rating 9 or 10 out of 10 ('promoters') minus the % of teachers rating 0 to 6 out of 10 ('detractors').

Poverty reach

What income level do your teachers live at? This indicator uses the Poverty Probability Index® to identify likelihood of your teachers living below the poverty line. We use the World Bank international poverty line of relative poverty at \$3.10 per person per day. It may be harder to reach a higher proportion of lower income teachers in wealthier countries. That's why we compare your poverty reach against national poverty rates too. This gives context for looking at business model inclusivity.

Quality of Life

How transformative or meaningful is your product/service to the general well-being of your teachers? This indicator looks at depth of impact and is measured by the % of teachers saying their quality of life has 'very much improved' because of access to your product/service (other options: 'slightly improved', 'no change', 'got slightly worse', 'got much worse').

Scalability

This indicator is a gauge of whether a company has created a 'must-have' product. According to research by Survey.io involving hundreds of companies, if over 40% of teachers report they would be 'very disappointed' to no longer use a company's product, there is a much higher chance that sustainable customer acquisition channels can be built.

Thank You For Working With Us!

Lets do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their teachers, suppliers, and beneficiaries. Its proprietary approach, Lean DataSM, brings customer-centricity, speed and responsiveness to impact measurement.

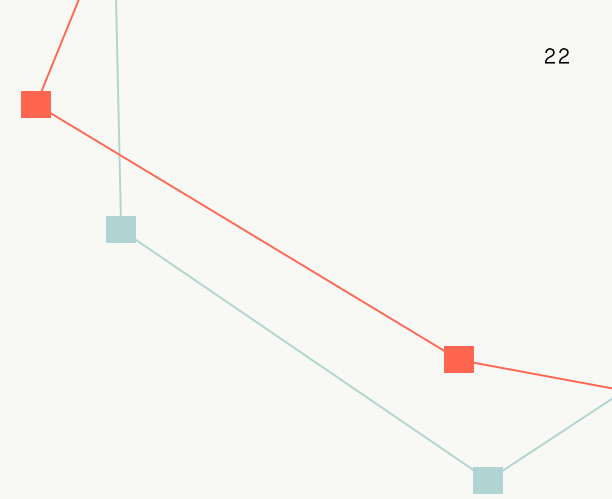
60 Decibels has a network of 120+ trained Lean DataSM researchers in 32 countries who speak directly to teachers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Mumbai, Nairobi, and New York, and. To learn more, visit 60decibels.com.

Acknowledgements

Thank you to Bhavani Arumugham for their support throughout the project.

This work was generously sponsored by Omidyar Network.



The program has taught me
to deal with students better.
I have been teaching for a long time,
Now I look at teaching differently.

It has improved my
life both in personal
life as well as at
work place.

>No more stage fear,
>confidence to handle
any situation,
>patience.

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