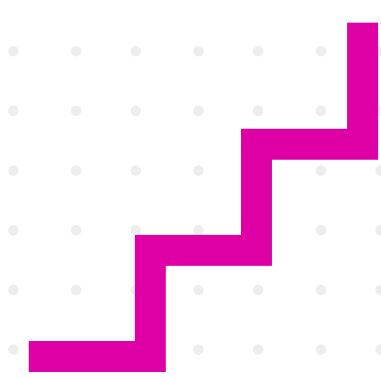# Archetypes workshop

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Future Learn

Exercise:
What is your reason for Partnering with us?

Archetypes are the universal *stories* that all human beings share.

"They are universally shared symbols that connect the conscious mind with the subconscious meanings, concepts, moods, desires that are inherently expressive of common human needs, instincts and potentials."

Source: How Organisational Archetypes Manifest at Each Level of the Gravesian Value Systems (Jorge Taborga 2011)

Archetypes help us to exercise **empathy** towards our Partners

Understand your focus so we can offer the relevant advice

Identify your key needs and goals

Collaborate with you in a useful and fulfilling way
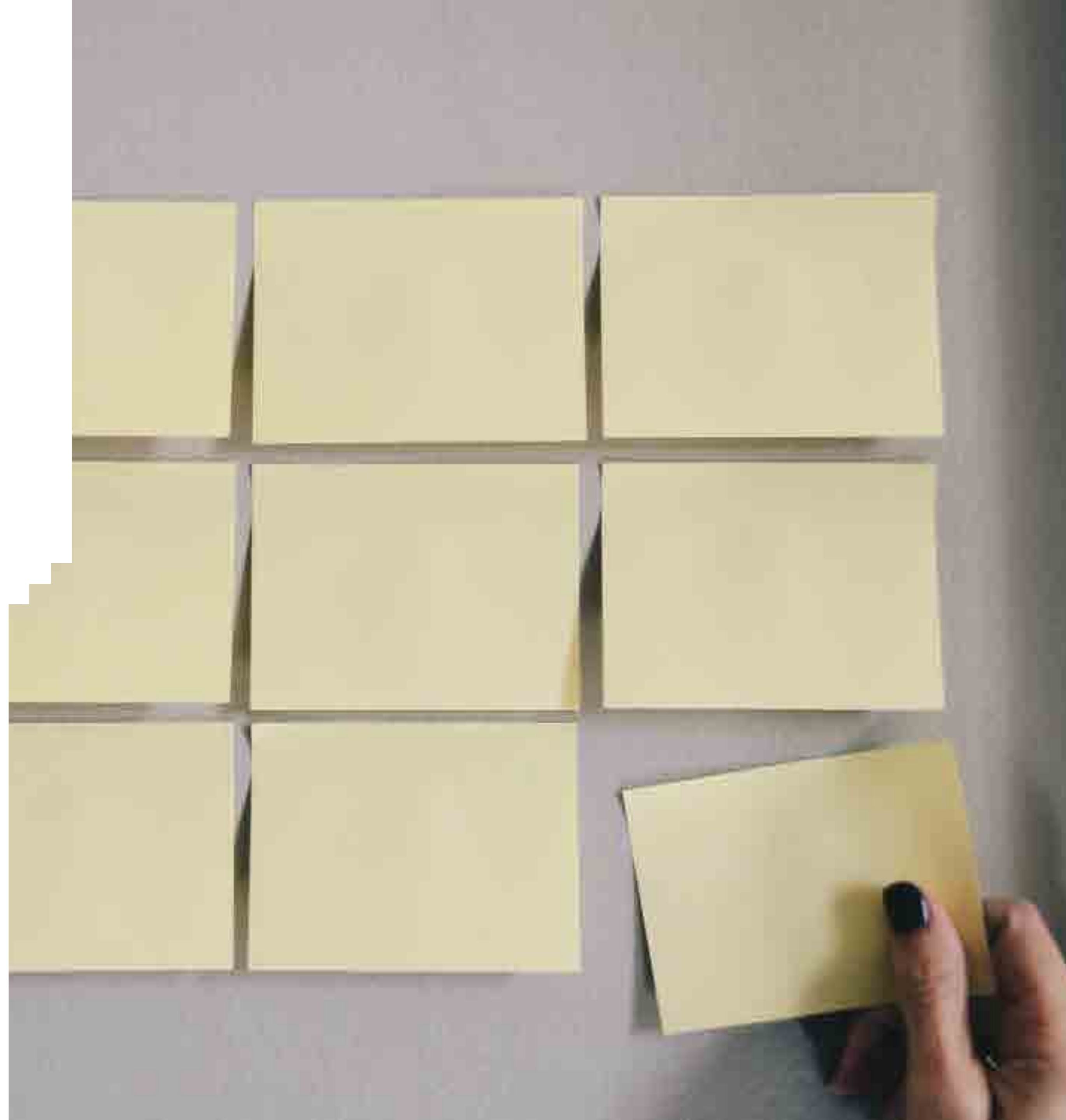
The Research Process
How did we define the archetypes?

The key research objectives:

To understand Partner motivations for working with FutureLearn.

To explore their needs, goals, frustrations and patterns of thinking and working.

We talked to Partnership Managers and other key stakeholders to gather insights on possible Partner motivations

Decided on 18 broad motivations for working with FutureLearn...

- *Improve reputation/ the brand of my organisation*

- *Increase awareness of our organisation*

- *Support or experiment with innovation in teaching*

- *Keep up with competitors*

- *Raise awareness about a specific subject*

- *Keep up to date with education technology*

- *Widen participation to education*

- *Increase recruitment of learners onto degree programs in our organisation*

- *Exercise Corporate Social Responsibility*

- *Diversify our offering to reach more students*

- *Increase revenue directly from our FutureLearn courses*

- *Increase recruitment of learners onto other fee-paying courses from our organisation*

- *Gain data for research purposes*

- *Bring about institutional change*

- *Help our colleagues become more digitally literate*

- *Disseminate and promote the research of our organisation*

- *Reach a key demographic*

- *Use our courses for blended learning*

...and 7 overarching motivations

- *Be a leader in the field of edtech learning and support innovation in teaching*

- *Develop the brand and reputation of my organisation*

- *Increase our ability to reach certain target groups*

- *Increase revenue and commercial outlook of my organisation*

- *Disseminate research results and raise awareness of specific topics*

- *Gain data for research purposes/conduct research*

- *Offer online degrees on the FutureLearn platform*

You were sent a survey which included questions about your motivations and how much each motivation applied to you

72 Partners responded

We gathered insights from the survey and made an initial attempt to identify Partner archetypes

Conducted a card sort and empathy mapping workshop with Partnership Managers to validate our findings

Conducted in depth interviews with 10 Partners which allowed for a deep dive into key motivations needs, goals and pain points

The Partner Archetypes

We identified 5 key drivers to working with FutureLearn

Transformation

Innovation

Revenue

Reach a key demographic

Reputation

Embarking on a journey in digital education to become a key player and/or a catalyst for change

Pushing the boundaries of innovation and embracing new education technologies

Fulfilling a strategy and increasing revenue

Reaching specific audiences with a specific subject

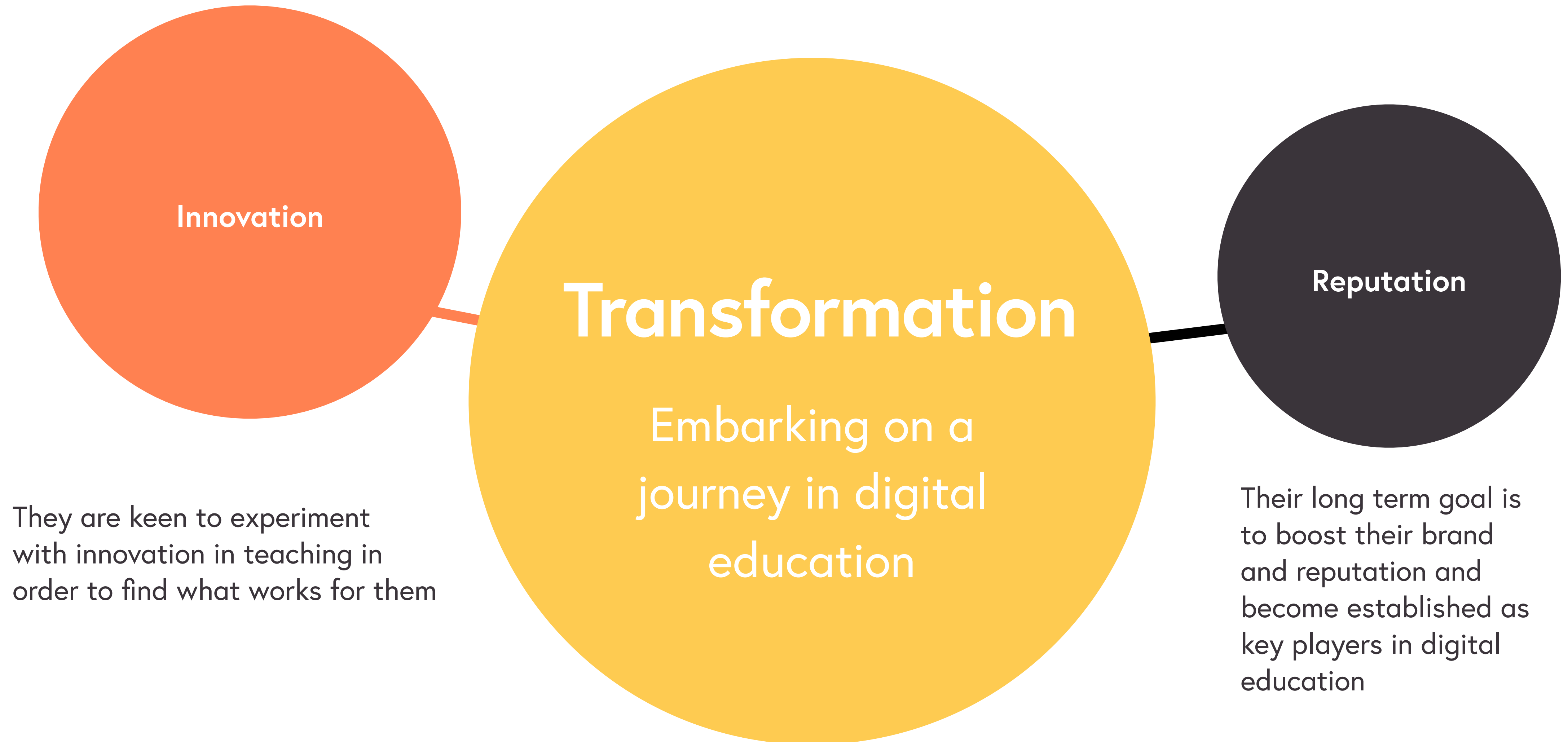Raising profile and brand awareness. Staying relevant and maintaining excellence

The Seekers

Embarking on a journey

Seekers are looking for ways to
transform into real contenders
in digital learning

THE SEEKERS: Motivations

Innovation

Transformation

Embarking on a journey in digital education

Reputation

They are keen to experiment with innovation in teaching in order to find what works for them

Their long term goal is to boost their brand and reputation and become established as key players in digital education

THE SEEKERS

"We are well behind the curve, we are not yet pushing to the front of the pack"

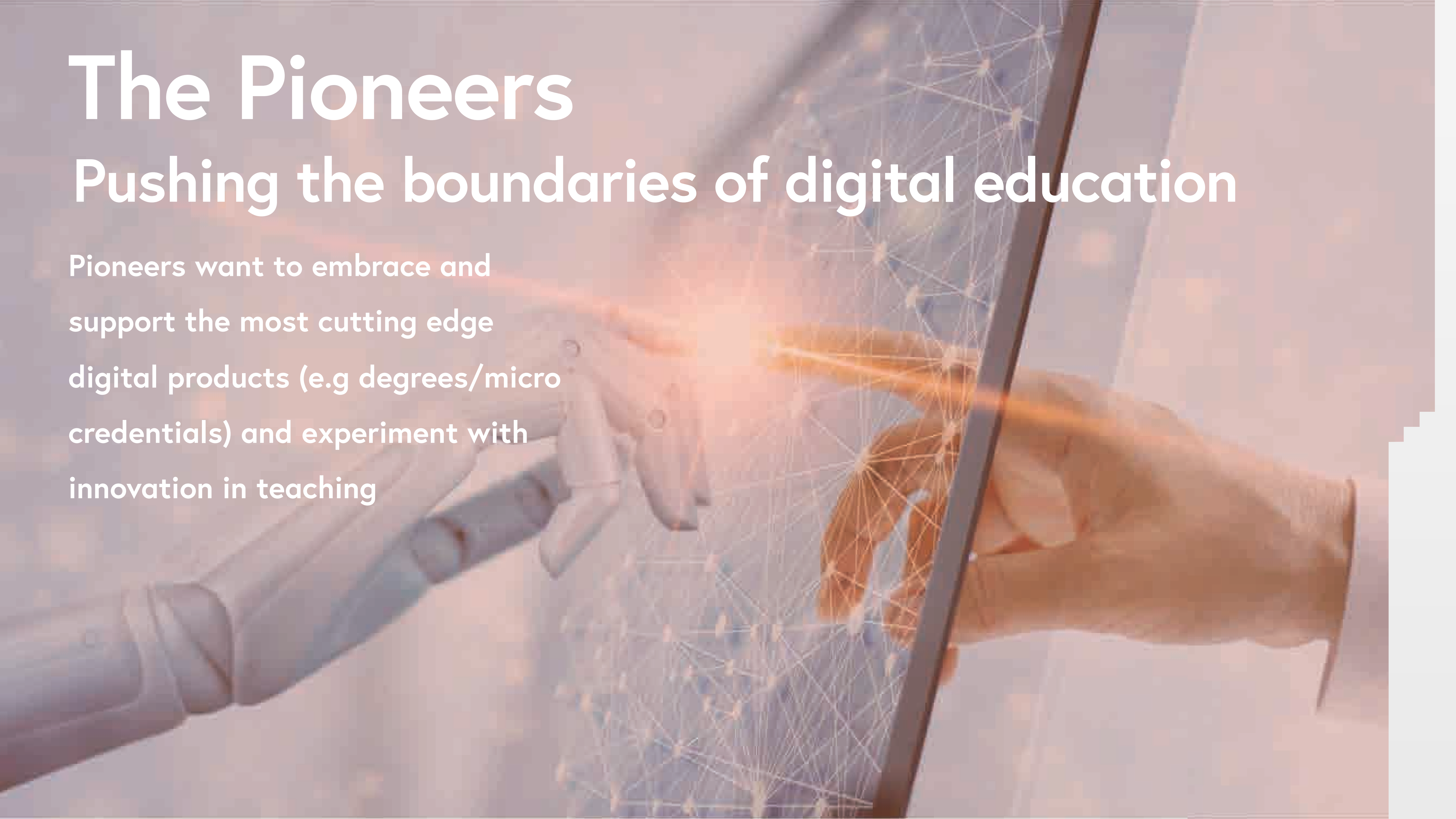"How do we make a name for ourselves?"

"How do we translate classroom based courses into online learning?"

"I would love us to be the Stanford of the UK!"
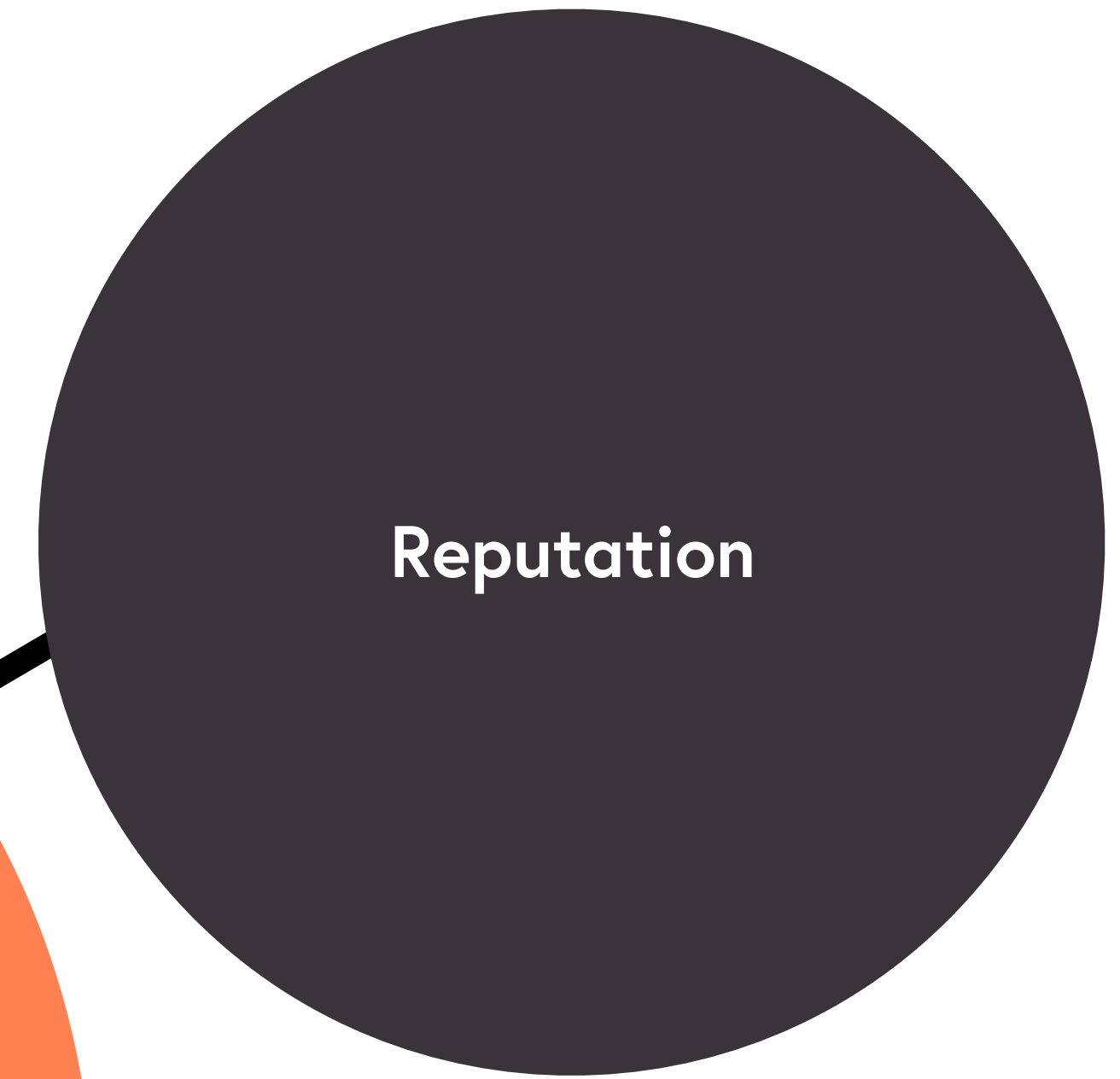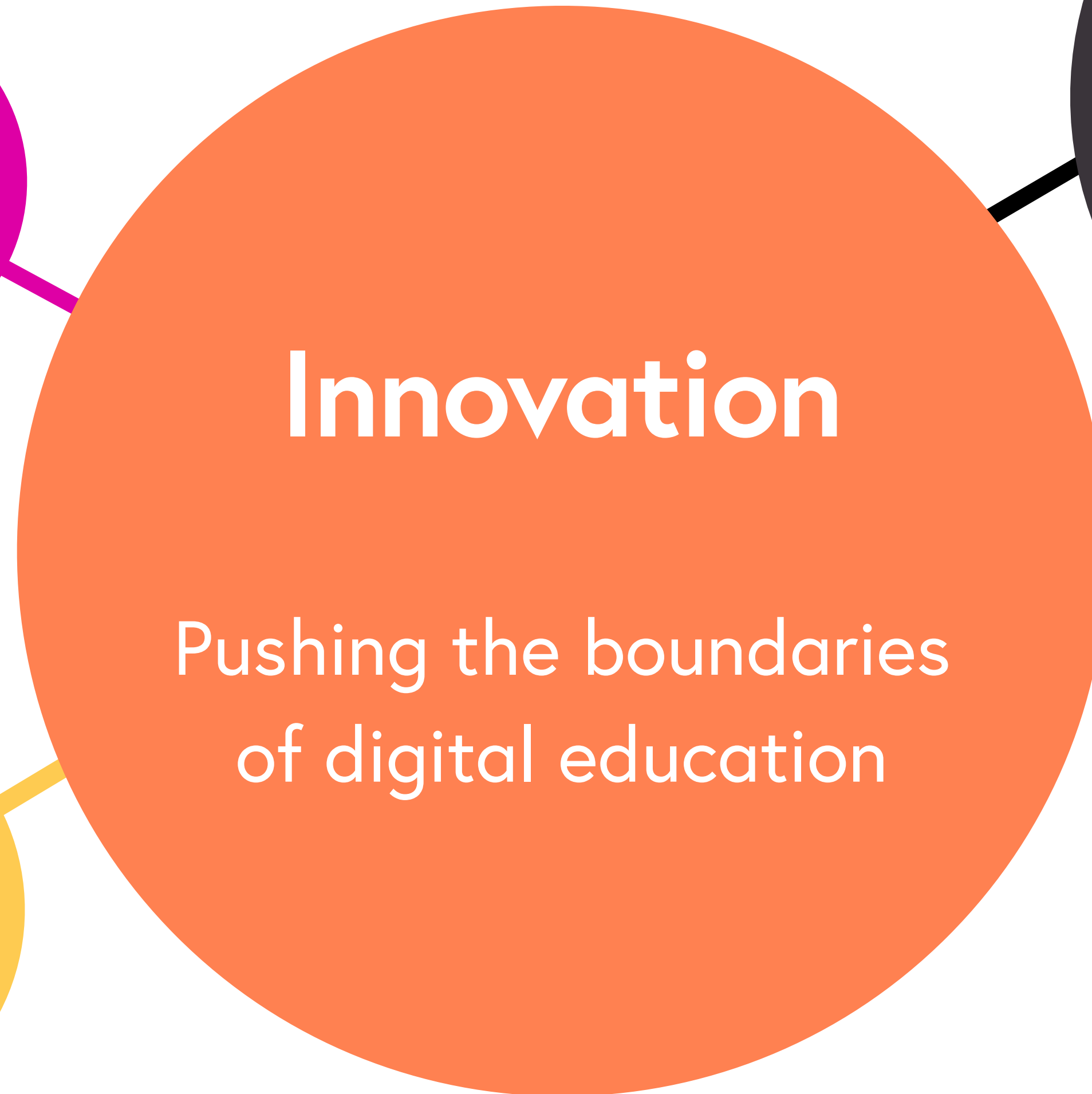
The Pioneers
Pushing the boundaries of digital education

Pioneers want to embrace and support the most cutting edge digital products (e.g degrees/micro credentials) and experiment with innovation in teaching

THE PIONEERS: Motivations

Revenue is important, but not a high priority at this stage

Revenue

Innovation

Pushing the boundaries of digital education

Reputation

They strive to be the best and become leaders in their field

Their long term goal is to transform the digital learning landscape and become a catalyst for change in education

Transformation

THE PIONEERS

"We want to reinvent what learning means"

"We don't want to keep up with competitors, the rest can keep up with us!"

"We need to continue to be cutting edge, constantly evolve the brand and keep changing."
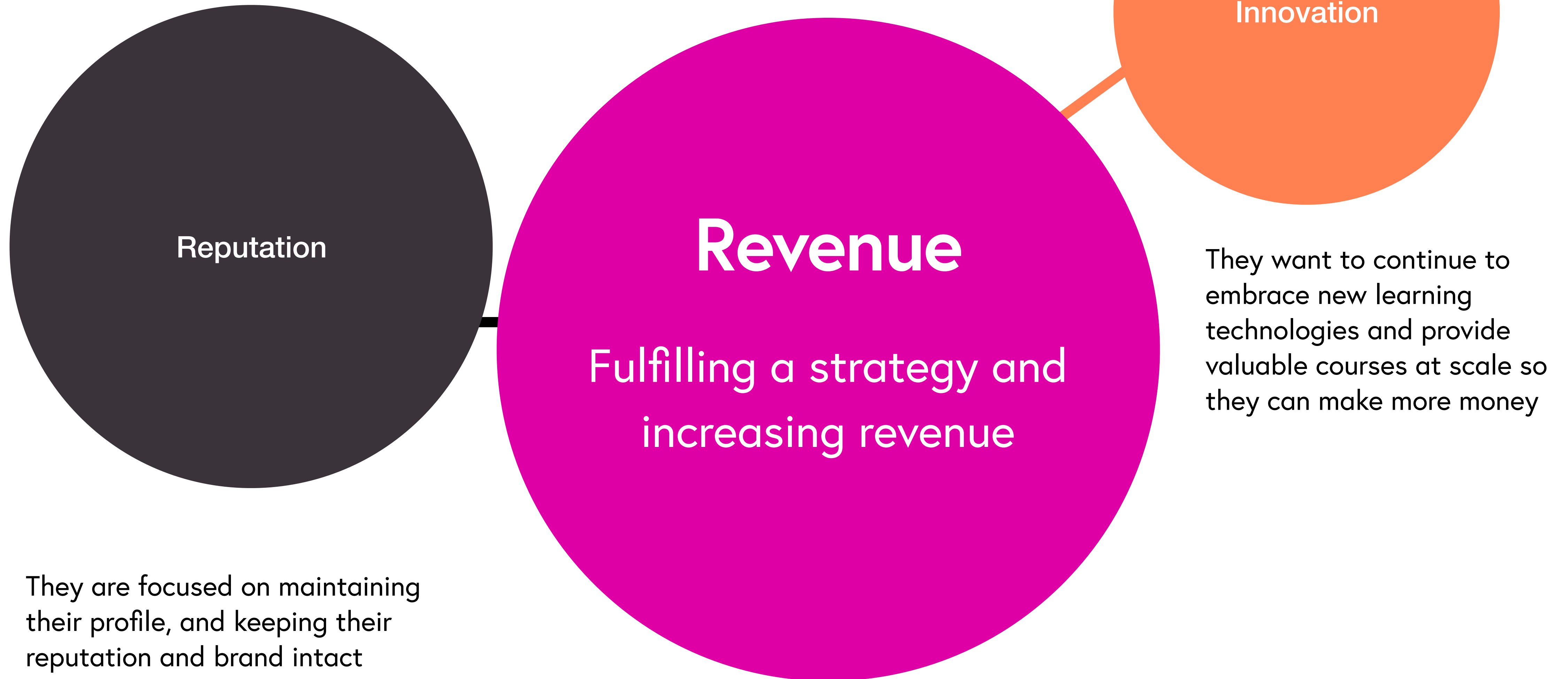
The Maximisers

Fulfilling a strategy and increasing revenue

Maximisers are ambitious and focused on creating strategies to get a good return on investment

THE MAXIMISERS: Motivations

Reputation

Revenue

Fulfilling a strategy and increasing revenue

Innovation

They want to continue to embrace new learning technologies and provide valuable courses at scale so they can make more money

They are focused on maintaining their profile, and keeping their reputation and brand intact

THE MAXIMISERS

"Help us make online learning pay"

"We are interested in involvement in strategic FutureLearn developments like micro-credentials."

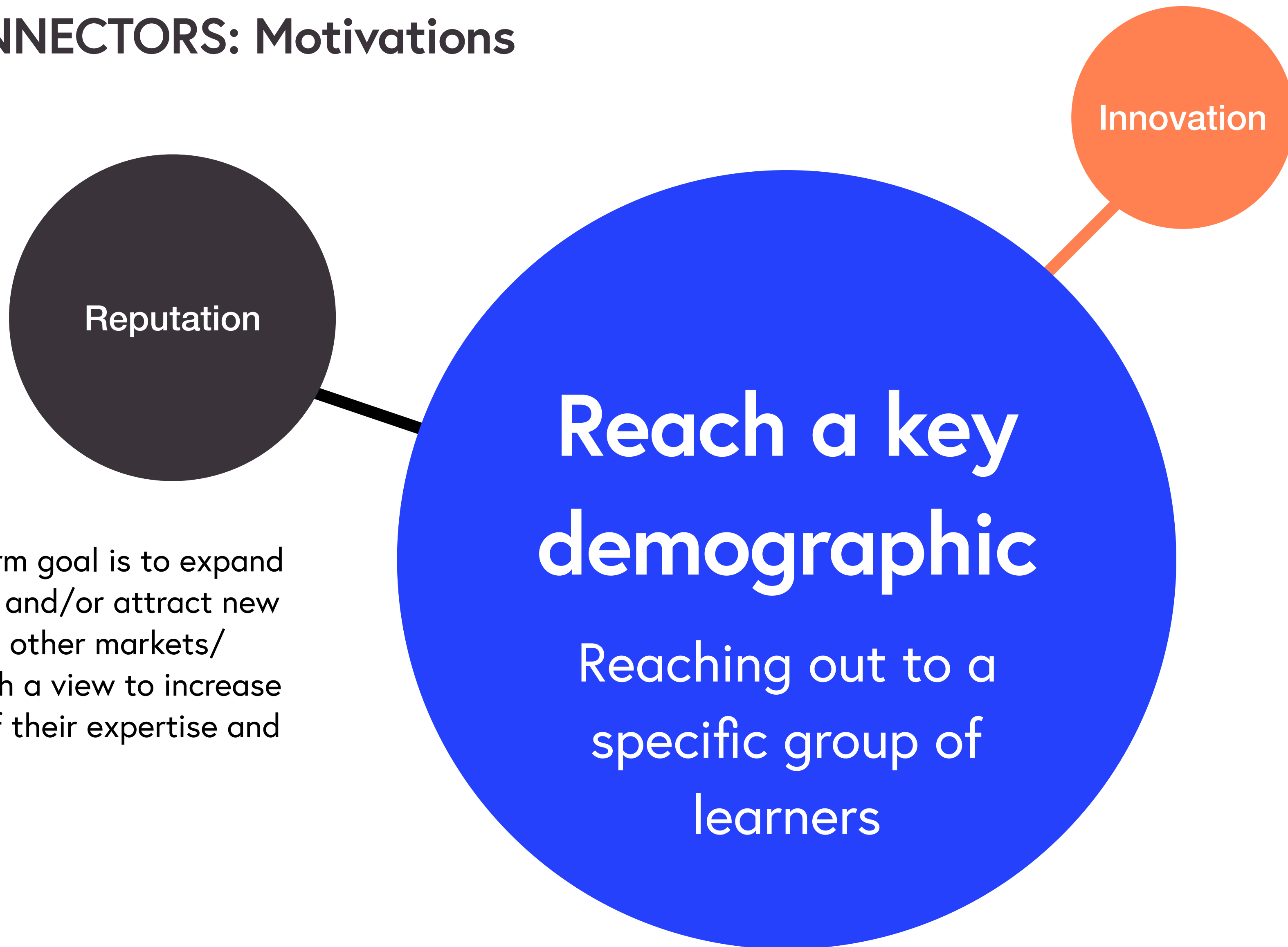"We want the opportunity to be innovative in online teaching so that we can generate new business"

The Connectors

Reaching out to a specific group of learners

Connectors want to deliver courses usually centred around niche and specialist topics to specific communities

THE CONNECTORS: Motivations

Innovation

They consider online courses to be an innovative way to share knowledge with their target audience

Reputation

Reach a key demographic

Reaching out to a specific group of learners

Their long term goal is to expand their offering and/or attract new learners from other markets/ countries with a view to increase awareness of their expertise and organisation

THE CONNECTORS

"We are the only university that sits on Maori land…we want to deliver courses for the local people of this land"

"FutureLearn enables us to reach out to a wide audience across the UK Public with the aim of increasing understanding of how we work"

"FutureLearn gives us the opportunity to share our content with learners in particular communities"

The 4 Partner Archetypes

SEEKERS	PIONEERS	MAXIMISERS	CONNECTORS
Embarking on a journey in digital education	Pushing the boundaries of digital education	Increasing revenue and maintaining the reputation of the organisation	Reaching out to a specific group of learners

Exercise
Which archetype are you?