

LIFEED

NEW PARENTS

PARENTHOOD FEEDS EDUCATION.

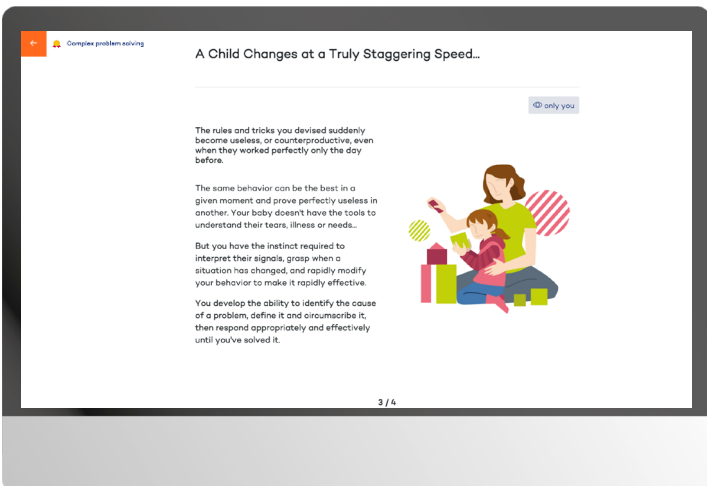
“ We’ve demonstrated that motherhood and fatherhood doesn’t penalize the company. Rather, **it enriches professionals’ skills**, unleashing creativity, organizational skills and lots of other skills that we’ve been able to recognize and measure with Lifeed. ”

Sonia Malaspina,
HR Director South Europe Danone Specialized Nutrition

When going through an important transition, such as becoming a parent, relational and emotional skills are key.

New parents also need to use organizational and problem solving skills to navigate the complexity that children bring to their lives. This lifestyle change requires them to exercise their managerial skills.

Children create continuous and extraordinary opportunities to train our soft skills. These opportunities arise naturally and are always available to us. So why waste them?



Employees that are new parents (men and women) with children aged 0-3 years



15,000 participants



70 Companies involved



Collaborations with Università Ca' Foscari, Bologna University, Bicocca University, National Innovation Center for Ageing and Kellogg School of Management



80% of people rate Lifeed positively



79% of people feel stronger after using Lifeed

HOW LIFE BASED LEARNING WORKS

FORMATIVE MODULES

Micro-learning lessons with multimedia materials and open questions that stimulate reflection. Content is designed to connect learnings taken from personal experiences with the working dimension (and viceversa).

TRAINING GROUNDS

Modules dedicated to skills such as leadership, change management and empathy. Content is organized in a way that assesses the skills, poses questions that connect learnings to life and leaves space for reflections to boost self awareness about personal resources.

REAL-LIFE MISSIONS

Opportunities to consider and compare everyday experiences, both at work and at home. Missions focus on behaviors, self-reflection and self-awareness that has emerged through the training journey, in line with the Life Based Learning Method.

MULTI-ME®

A self-awareness tool based on Lifeed's proprietary technology and a Kellogg School of Management algorithm. Multi-Me® allows people to express and explore their various identity dimensions, identifying their traits and becoming more aware of how their roles enrich each other and evolve over time.

HUB

A space to share thoughts, experiences and emotions that are unique to parenthood. It's also an opportunity to connect with other active parent users on the platform.

PEOPLE INSIGHT

Data is gathered and processed by a multidisciplinary team of work psychology and data science experts, using advanced analytics. This analysis give companies insights into their people's needs, identity dimensions and aspirations.

LIFE BASED LEARNING

Transforms life into a training ground for soft skills

Life transitions, such as parenthood or caring for an elderly relative, harness powerful learning potential. **Life Based Learning** activates it, improving key skills up to **35%**, lowering effort (90% of participants feel "stronger") and revealing talents that are often hidden. People feel like their company sees them fully, with **90%** of participants feeling more motivated and engaged.

SKILLS TRAINED THROUGH LIFEED



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Empathy
Listening
Communication
Alliance creation



ORGANIZATIONAL SKILLS

Delegation
Time and priority management
Decision making
Complexity management



INNOVATION SKILLS

Complex problem solving
Creativity
Mental agility
Vision and change management



Available in the following languages:

- Italian
- English



Compatible with every device and operating system.



In line with the most recent privacy policies, participant data is used anonymously and exclusively for research and reporting purposes.

For further information, please contact us on
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