



Ten
Thousand
Coffees

Frontline Solution Overview

Providing Frontline Workers with
career mobility opportunities that drive
advancement and retention.

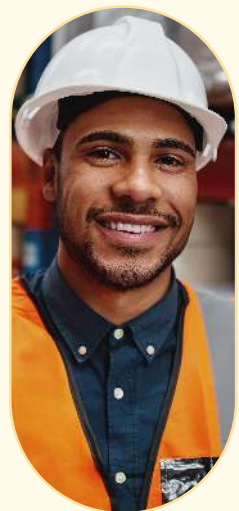




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Overview

Creating opportunities for growth and development are priorities for the frontline workforce.

More than 70% of frontline workers apply for advancement opportunities, but less than 25% get promotions or new roles. Frontline workers - also known as deskless, shift or field workers - make up nearly 2.7 billion of the job market and are consumers' first point of contact. They hold a wealth of knowledge about the market and its needs, which is vital to improving business growth.

However, frontline workers' expertise is not being capitalized on due to limited career advancement opportunities and access to the corporate environment. We want to change that.



"Frontline employees are a company's core and providing opportunities for advancement not only reinforces and supports their personal goals & aspirations but also delivers positive returns to the business in talent pipeline diversification, performance and retention."

- Dave Wilkin, Founder, Ten Thousand Coffees

Frontline Workers want career development opportunities.

Here's what we know:

- ✓ **45% of frontline workers plan to leave their job in the next 3-6 months.**
- ✓ **If a company invests in employees' careers, 94% said they would stay at the company longer**
- ✓ **In a recent study, 79% of frontline workers said promotion - or job growth - was more important than pay**



The problem? A lack of formalized programs, along with other barriers to inclusion, mean Frontline workers often lack the skills & relationships needed to advance to a corporate environment.

Solution

10KC is a talent experience platform for inclusive mentoring, employee connectivity and skills development designed for the new world of work.

We help frontline employees get the skills and relationships they need to succeed. We do this by providing software that delivers:

REACH & SCALE

Scale your talent initiatives by matching 1000s of frontline employees in your organization with the click of a button

MEASURABLE RESULTS

We provide data on employee sentiments, skill development and program insights – all in real-time, making the feedback actionable.

MEANINGFUL CONNECTIONS

Create an equitable culture of opportunity through high-quality matches by delivering a 98% match rate.

FLEXIBLE DEVELOPMENT PROGRAMS

We provide off-the-shelf programs for your frontline employees. Already have a career mobility program? Great! Use our platform to deploy it.

EASY TO USE

Our software is easily embedded in your everyday life. We can use workers' personal emails for added convenience.

REWARDS PARTICIPANTS

Our platform recognizes the mentors that are advancing frontline talent at your organization in real time.

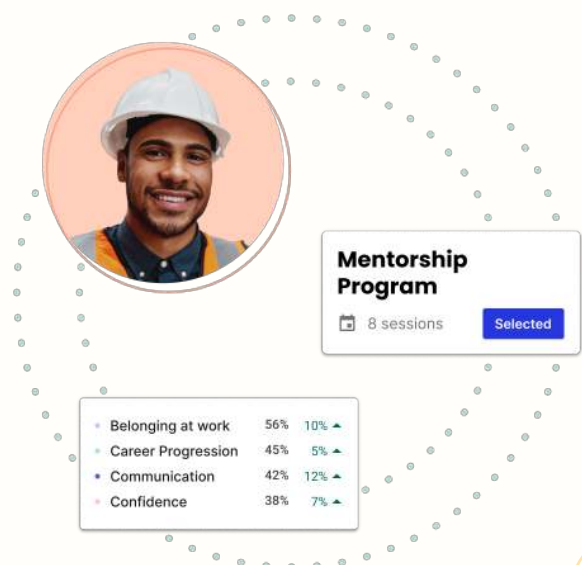
The best part? Participants love 10KC. Here's what our past participants say:

98% want to continue their relationship/ connection post program:

- **47%** as a mentor
- **31%** as an informal connection
- **20%** as a sponsor

88% said the program helped them make progress towards their development goals

93% want to be notified about future program offerings



How it Works

Empower your frontline workforce through high impact development experiences.

10KC Features



1. Development Programs

Initiate guided 1:1 conversations with a structured curriculum customized to meet the diverse goals, interests and experiences of frontline employees.

Already have a great program? Use our platform to deploy it at scale.



Outcome(s)

- ↑ Career Development
- ↑ See Growth Potential
- ↑ Cross-Team Collaboration

2. Office Hours

Provide frontline workers with the opportunity to discuss and learn various job-seeking strategies.

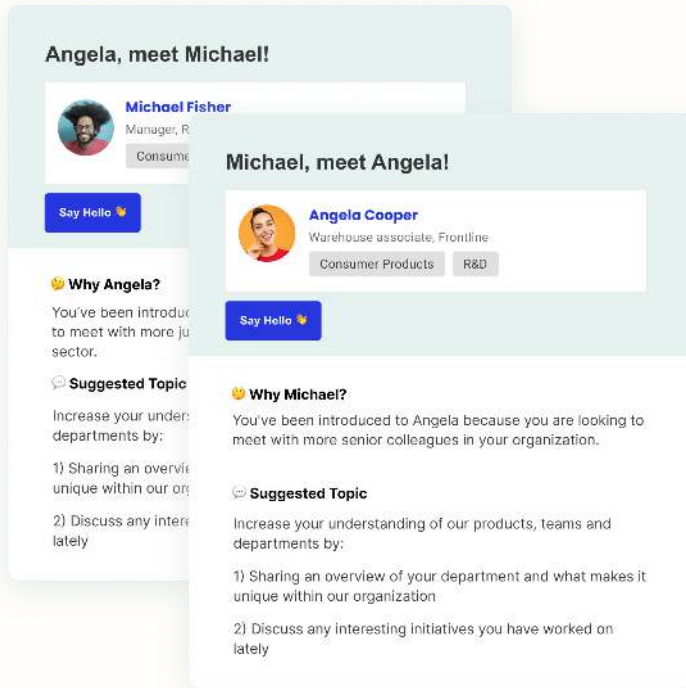
It's a win-win: frontline talent gains exposure to recruiters and intel, and companies get to build their diverse talent pipeline.



Outcome(s)

- ↑ Career Insights
- ↑ Professional Development
- ↑ Career Advice





3. Introductions

Automatically match frontline employees with colleagues, leaders and mentors based on their interests and goals.

Embrace DEI by giving diverse frontline talent opportunities to connect across teams and with ERGs.



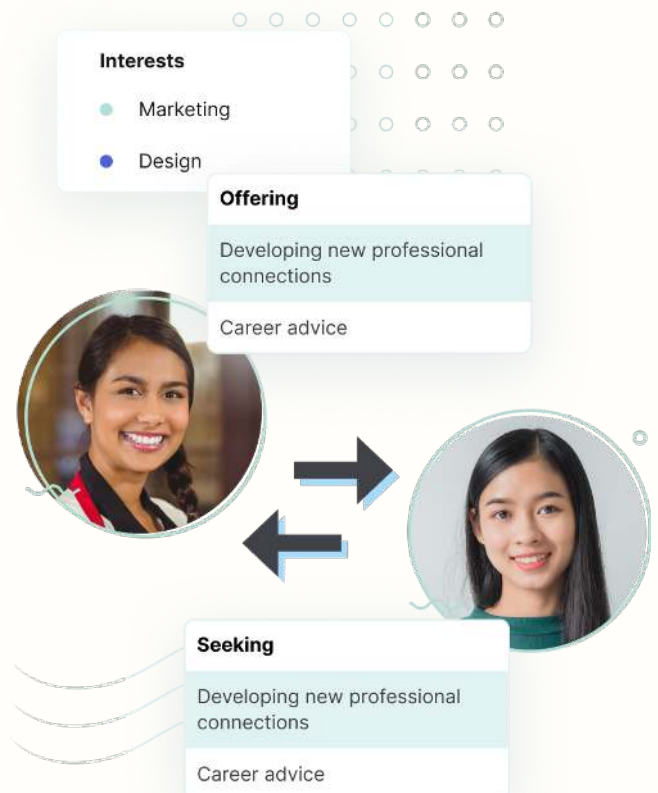
Outcome(s)

- ↑ Sense of belonging
- ↑ Connection to Colleagues
- ↑ Expanded Network
- ↑ Enterprise Understanding

Frontline workers can contribute to a positive corporate environment for their qualities of:

- ✓ Motivation
- ✓ Authenticity
- ✓ Empathy
- ✓ Patience
- ✓ Flexibility

Source: [AHA](#)



Employee Experience



Michaela Fisher (she/her)

Retail Sales Associate at CompanyCo

Sales / Frontline

New York

Before

This is Michaela.

- Michaela has been working in Retail Sales for the past few years and is looking to advance her career.
- She is seeking a family-sustaining job but is unsure how her experience translates into the corporate world.
- Lacking confidence, how does Michaela get her foot in the door at CompanyCo headquarters?

Michaela's 12-month 10KC Experience

→ Development Program

Eight 1:1 Guided Conversations + Structured Curriculum with a Mentor (running 8 months) where Micheala will learn the art of networking, navigating the corporate environment and how to transfer her skills cross-functionally to advance her career.

→ Office Hours

In 12 months, she'll have connected with 4+ recruiters to learn about different parts of the business and the opportunity to provide insight to leaders about the frontline environment.

→ Introductions

In 12 months, she'll have met with 6 new targeted connections to support her career path and professional development goals. Connections can be entry-level employees and recruiters within or across functions, skills, and locations.

After

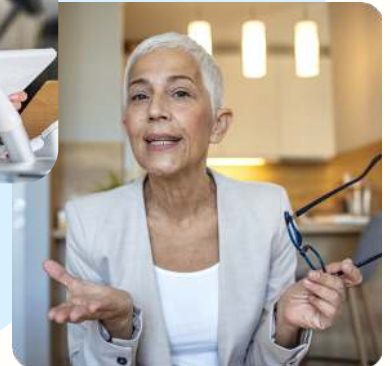
- Michaela has a strong network of connections.
- She can effectively position her experience as a value-add in the corporate environment.
- She's developed the skills and relationships she needs to best position her career prospects.
- **Michaela is confident that she can grow into a corporate role at Company Co.**

Sample Development Program

Taking the leap into the corporate world can be tricky. We make it easy by designing the experience and ensuring success using our SmartMatch technology and Discussion Resources.

Sample Frontline Mentoring Program

- ☐ **Meeting 1:** Getting to Know Each Other & Goal Setting
- ☐ **Meeting 2:** Establishing Your Personal Brand
- ☐ **Meeting 3:** Strengthen Your Resume and Cover Letter
- ☐ **Meeting 4:** Connection, Relationship and Network Expansion
- ☐ **Meeting 5:** Scouting Career Opportunities
- ☐ **Meeting 6:** Shine in Your Next Job Interview
- ☐ **Meeting 7:** Excelling in the Corporate World
- ☐ **Meeting 8:** Reflection



55% of U.S. frontline workers are dissatisfied with the relationships within their professional networks, 72 % report low sponsorship, and 69% report low mentorship.

Source: McKinsey Survey

20% of 10KC participants self-identify as wanting to sponsor mentees post-program, with 88% of participants reporting that 10KC helped them meet their development goals.

Effective Frontline Development

What makes an effective Frontline strategy?



Winning Ideas

Supporting ALL Frontline workers

41.6% of frontline talent are individuals from under-represented groups; yet frontline workers report the lowest overall levels of inclusion. Supporting diverse talent must start at the beginning.



10KC Solution

Inclusive pipeline development focused on Belonging

To create an inclusive, diverse environment that combats imposter syndrome, 10KC ensures that everyone is included by matching employees on shared interests and goals, bias-free.

Equitable Capacity Building

65% of frontline employees are unaware or unsure of how to advance in their careers, and the numbers are even higher amongst women, younger employees and those without a high school degree.



Skills-Based

Our program focuses on preparing frontline talent for positive career outcomes by determining how to transfer and expand their skillset for new opportunities.

Foster Connections

Many frontline workers feel disconnected from their colleagues and organizations, with only 10% saying they feel strongly connected.



Community Approach

When participants join 10KC, they are getting more than a single match. They get access to a mentor, senior leaders, recruiters and a network of peers. This works to drive a sense of belonging.

Skill Development

Frontline career mobility benefits your DEI strategy. In order to meet your DEI goals you need to diversify the talent pipeline. Yet, 65% of frontline workers say that they are unaware or unsure of how to achieve career advancement.

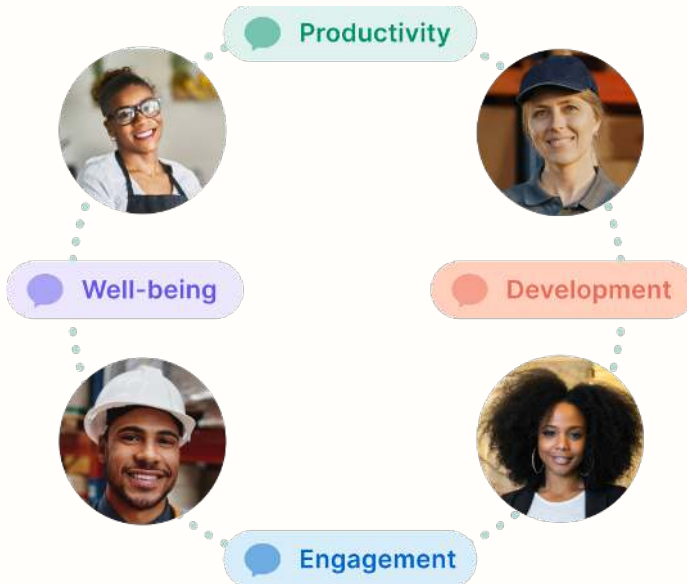


Real-Time Data & Talent Pipeline

With a program that is skills-focused, our dashboards provide insights into which members of your frontline are engaged and point out targets for promotion.

Business & Program Outcomes

At 10KC, we pride ourselves on delivering a solution that drives measurable outcomes.



Key Business Outcomes

- ↑ Engagement
- ↑ Promotion
- ↑ Retention
- ↑ Inclusion
- ↑ Diverse Talent Pipeline

3/4 frontline workers want to be promoted, but currently, less than a quarter achieves it.

Source: McKinsey & Company

Participant Outcomes

- ↑ Role Effectiveness
- ↑ Cross-Team Collaboration
- ↑ Enterprise Understanding
- ↑ Leadership Skills
- ↑ Networking Skills
- ↑ Mentoring Skills
- ↑ Career Advice
- ↑ Professional Development
- ↑ Career Insights
- ↑ Career Development
- ↑ See Growth Potential
- ↑ Feeling Valued
- ↑ Connection to Colleagues
- ↑ Sense of Belonging
- ↑ Intent to Stay
- ↑ Mentor Recognition



Client List & Testimonials

Join the hundreds of companies who've trusted 10KC with scaling their Frontline Solution to drive career development, retention and advancement.



"The modern approach to mentoring is leveraging technology. Often times mentoring programs are pen to paper, or Excel files - it's a manual process. With Ten Thousand Coffees' smart algorithms and data matching we have an opportunity to capitalize in a really meaningful way, and embed this in our wider talent management systems. We're able to track progress and success."

Elizabeth Nelson
Director, Diversity & Inclusion



THOMSON REUTERS

"We're building a diversity and inclusion roadmap that's focused on impact, that'll be measured and communicated to our employees. Through technology and tools like Ten Thousand Coffees, our hope is that we'll democratize access to networks. We're looking to scale up because everyone needs to be part of the conversation."

David Simmonds
SVP Communications



Our Solutions



10KC is an all-in-one enterprise platform for Mentorship, Connectivity, DEI, Onboarding, Early Talent and Leadership Development.



Mentorship

Enable employees to reach their career goals through effective mentor-mentee relationships.



Connectivity

Build culture and a sense of belonging by fostering connection among employees.



Diversity, Equity & Inclusion

Advance the development and careers of diverse employees and allies.



Onboarding

Accelerate employee productivity and belonging through buddy programs, networks and culture-building solutions.



Early Talent

Give Early Talent (interns, new grads) the connections, skills and support needed to jumpstart their career.



Leadership Development

Develop and grow high potential talent and people managers to lead in the new world of work.



Trusted by the world's leading
employers to create best-in-class
talent development experiences

