

An Addendum to GA's 2021 Tone of Voice

GA 2021 Audience Content Pillars

A large, faint graphic of a gear with the letters 'GA' inside it, positioned in the bottom right corner of the slide.

GA

GA's Tone <> GA's Content

- **GA's tone is "Human, Confident, and Curious"** across all channels and audiences. Our 2021 Tone of Voice Guide can be found [here](#).
- **But, what about GA's content across all audiences?** A definitive tone is helpful, but definitive content is key. **How** we talk to audiences (tone) relies on both **what** we speak about (content) + **who** we speak with (audience).
- After speaking to varying audience stakeholders (B2G, B2C, B2B), the following content breakdowns have been established yet retain fluidity — they can be corrected and changed >>>



GA <> Government Content

We listen to the world to lead.

GA's B2G Purpose & Branding Content

Our purpose in the global B2G space:

We build global coalitions to support workers in underserved and underlooked communities.

How do we do this in the global B2G space?

- We initiate upskilling/reskilling coalitions with collective community effort.
- We are a pioneer and a leading expert in global Edtech, but we are early adopters, never stealthy enforcers.
- We meet all people where they are — culturally, socioeconomically, educationally.
- We are seasoned, real-world practitioners who replicate the world of work in our curriculum and practice what we teach.

These elements are reflected in all of our B2G purpose-driven content.



GA's B2G DEI Content

Our DEI content in the global B2G space:

- We are open to all challenging conversations and perspectives — even if they are provocative, upsetting, or confrontational — with inclusive content and a neutral stance.
- We are respectful to global history and diaspora, so our DEI content has an objective, fluid POV — never subjective.

These elements are reflected in all of our B2G DEI content.



GA's B2G Conversation Tactics

How do we have meaningful conversations in the global B2G space?

- We speak with asset-based language (it's not what you *don't* have, it's what you do have).
- We speak about curiosity and high human potential to build on ignition, encouraging inclusivity and advancement.
- We speak about early pioneering elements from potential learners (their MySpace ventures, personal tech initiatives), so that we can also assess where people really are, build them up, and set them up for real, sustainable success.
- We do not always lead conversations. We listen first, and feature neutral, open-minded content.



GA's B2G Content Credibility

How do we build content credibility in the global B2G space?

- We "speak the language," i.e., use knowledgeable stats and terms that show our breadth and depth of knowledge.
- We utilize ethical discernment in our decision-making and following communications, e.g., we have opted out of certain (beneficial) financial practices to maintain integrity, which bolsters our credibility that's sometimes mitigated by our "for profit" status.



GA <> Consumer Content

We lead people to careers they love.

GA's B2C Purpose & Branding Content

Our purpose in the global B2C space:

- As the leader in bootcamp training, we've transformed thousands of careers by preparing learners to solve real-world problems at the speed of change — our "Why GA" value prop.

How do we do this in the global B2C space?

- We equip students with work-ready soft skills and prepare them for the post-training job searches and to solve real-world problems.
- We meet all people where they are. Regardless of where someone is in their career, we provide them with the technical skills to reach *their* goals, i.e., changing careers or leveling up, continually throughout your life journey.

These elements are reflected in all of our B2C purpose-driven content.



GA's B2C Purpose & Branding Content Cont.

How do we do this in the global B2C space? cont.

- We impart valuable, real-world, real-time knowledge: "You can't love what you don't know," i.e., knowledge is key to a satisfying career and life and overall happiness.
- We help people navigate radical change with ease, as the world — and the world of work — are changing fast.

These elements are reflected in all of our B2C purpose-driven content.



GA's B2C DEI Content

Our DEI content in the global B2C space:

- Learning is about access and access is about opportunity. Without learning, there is no access or opportunity.
- Innovation is inclusive and learning opportunities should be too through financial payment plans that support and span the GI Bill, See her Excel, and varying other socioeconomic initiatives.

These elements are reflected in all of our B2C DEI content.



GA's B2C Conversation Tactics

How do we have meaningful conversations in the global B2C space?

- We quote statistics and data that clearly show a constant and growing demand for skills in areas XYZ.
- We acknowledge that it's nerve-wracking and bewildering to explore and embark on a career change — and provide constant support.
- There's a gentle but positive suggestion of fear of missing out; i.e., "The future won't wait, You can't love what you don't know, What if you're great at X?" to propel people to their goals.



GA's B2C Content Credibility

How do we build content credibility in the global B2C space?

- Through our Outcomes report showcases incredible success metrics and the amazing relationships students have with their career coaches.
- Through our students' validations of positive experiences — reflected in NPS, by word of mouth, etc.
- Through our multiple employer partners. We associate with quality brands and local organizations via partner events (community growth/local marketing).
- Through our longevity and tenure.
- Through our nimble mindset and future-forward communications when decision-making — that's what's kept us here so long and strong.



GA <> Business Partner Content

We lead the industry — *together.*



GA's B2B DEI Content

Our DEI content in the global B2B space:

- DEI is more than what we say, it's what we *do*: We are passionate about the work we do with businesses to create more diverse teams and accelerate the careers of underrepresented employees for sustainable diversity — on a global scale.



GA's B2B Purpose & Branding Content

The purpose of our branding/ethos content in the global B2B space:

- We help businesses understand how the proper allocation of specialists, leadership, and AI/tech can accelerate, elevate, and expedite business goals.
- We meet all people where they are — by knowing what skills of all levels need through our experience/expertise — in this new digital-driven world.
- We inform businesses that digital transformation goals require talent. Our role is to help organizations take talent into account by building learning journeys that accelerate business growth and careers.
- We assure businesses that we are instrumental to the future of work, innovation, and strategic, customized plans for success.

These elements are reflected in all of our B2B purpose-driven content.



GA's B2B Purpose & Branding Content Cont.

Our branding content in the global B2B space:

- We are partners — we form partnerships with leaders to help *them* lead.
- We offer a white-glove, customized delivery service of our products — we have flushed teams to assist meeting goals.
- We are consultative and constantly quality testing and receiving feedback to back up our expertise.

These elements are reflected in all of our B2B purpose-driven content.



GA's B2B Conversation Tactics

How do we have meaningful conversations in the global B2B space?

- We never speak autocratically — we speak with an authority that's based on expertise through our industry-driven experience, consultancies, insights, and initiatives. **TK**
- We speak about **total** transformation throughout the org through upskilling/reskilling internal talent for digitization **and** DEI inclusivity for cultural shifts. **TK**
- We always listen to our partners — first and foremost. **TK**



GA's B2B Content Credibility

How we build content credibility in the global B2B space:

- We are experts at delivering multi-modality experience (on-demand, in-person, remote...) and have the data and context to back things up.
- We offer expert-level training, consultancies, and thought leadership (standards boards, leverage thought leadership from top business leaders, etc.) to further reiterate our content.
- We offer prototypes/testing vetted by real-life leaders/instructors to validate credibility, i.e., SMEs and instructors work together and inform each other in a feedback loop.

