



XCLNav

is a platform for college advisors and college students

Decide Better

"Good advising may be the single most underestimated characteristic of a successful college experience."

Richard Light (Harvard University)

HOW TO FIND A JOB

HOW

CAREER SERVICES

College advisors use Career Services to help students **how** to be successful in finding their first job

XCLNAV

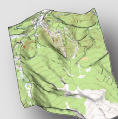
XCLNav helps students understand **what** are the factors that makes a long term career a success

"I looked at both of the links. Very Very good. A logical way to look at a business and to map experience. I think the models in the online course will be invaluable as a way to understand how a business works. They are obviously familiar, but I've never seen them presented that well and so completely. Should be a requirement for every business student. Keep at it -- you are doing some excellent and valuable work!"

Michael McGrath - founder and former CEO of PRTM - 2017

WHAT

WHAT IS A JOB



**Business
Genome
Map**



**Foundational
Career
Paths**

Patent Pending

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*Michael has decades of experience in management consulting thought leadership. He developed two of the most successful business frameworks - SCOR and PACE



Business Genome Map

For the first time in the history of college education, a student can have a single generic structured view of a business, with all its complexities. We call this the *Business Genome Map*.

XCLNav | Student

www.xclnav.net/student/showStudentExplorer

XCLNav Close Boxford College Joanna Carson

Explorer - Foundational career paths

Use Business Genome Map to display sample career paths

Click on the button and view the displayed sample Visual Resume on the Business Genome Map diagram.

100% 25% 50% 75% 150% Restore Map to Initial State

1 MAP

KNOW

AIM

DEVELOP

IMPLEMENT

PLAN

PLAN-MAKE

PLAN-DELIVER

PRODUCE

FINANCIAL PLANNING

HR

MIS

FINANCIAL OPERATIONS

HR

ASSETS

TRANSFORM

SERVICE

END OF LIFE / RECYCLE

Role(2)
Operative or Manager

Business Model(4)
Special Case - (CM or IM or PM)

Career Path(5+)

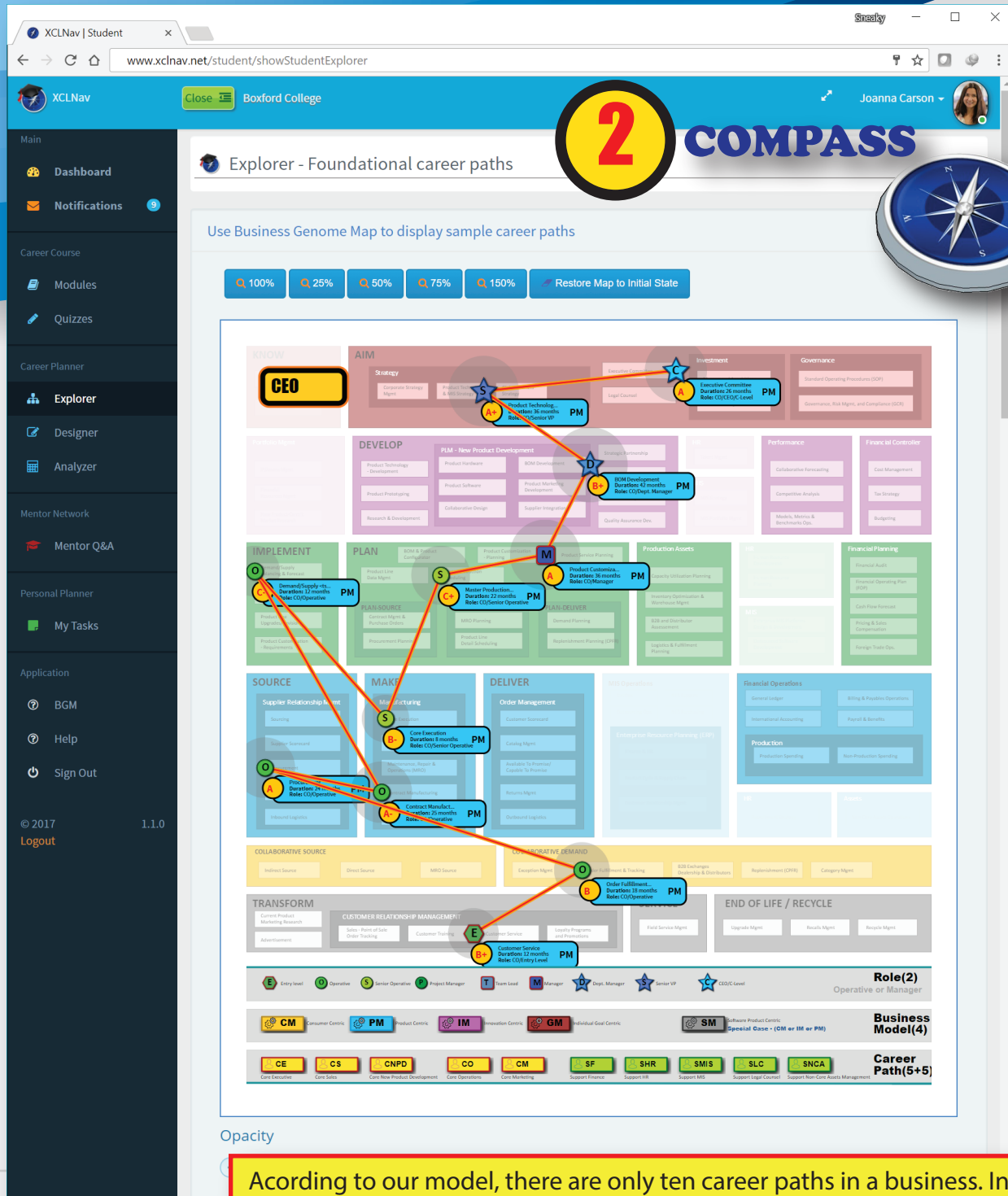
CE Core Executive CS Core Sales CNPD Core New Product Development CO Core Operations CM Core Marketing SF Support Finance SHR Support HR SMIS Support MIS SLC Support Legal Counsel SNCA Support Non-Care Assets Management

Far less comprehensive approaches like PRTM's PACE and SCOR, were implemented by more than 1,000 of the world's largest companies. Our framework includes and expands them while it takes a different view on integration.



Foundational Career Paths

The number of roles in a business and how they are organized can easily overwhelm any college graduate entering the workforce. BGM, together with **Foundational Career Paths** translates this complexity into simple, easy to follow concepts.



Main Features

ONLINE COURSE

What is a Business and its Structure - over 150 lectures split in five modules

The online course has four core modules, and one that covers special topics. The four modules are: **What is a Business**, **What is a Business Function**, **What is a Business lifelong career**, and **What is Business IT**. The online course uses a concept we developed called **Business Genome Map**, which we use to integrate all the business complexity in a single, unified framework. The 150 lectures covers the entire spectrum of topics relevant to modern corporation. We are continuously add new lectures and enhance the existing ones based on the feedback we receive.

SUPPORTING QUIZZES

Quizzes associated with each module - over 25 questions for each module

To help students validate their understanding, we developed for each module a set of questions that will cover the main topics. When we developed them, our goal was to reflect real situations which students will encounter either when looking for a job, or during their future employment. Similar to the online course, we are continuously adding new questions. To help with understanding, a student can retake the test many times. Each question has 'hints' associated, and if all the answers are correct, it unlocks the explanation

CAREER PLANNER

Explorer, Designer, and Analyzer - learn everything about career paths

This is a FIRST in career development. A student can use a simple set of tools helping to view, design, and analyze lifelong career patterns. They are:

Career Explorer - a student is able to navigate and display in details all the foundational career paths (there are ten) which can be found in a business. They can see the tasks associated with each business functions, with examples captured using a 'visual resume' concept.

Career Designer - a student can take the lessons from the online course and apply to designing a real lifelong career. On each step, an online complex business rules engine will guide him on the next best step, with simple and clear explanations. A student can save up to 10 careers which may take them to further analyze using the third tool.

Career Analyzer - this tool takes the career development to the highest level. A student can take a lifelong career path and analyze it across seven dimensions. This is done using a sophisticated business rules engine which will capture various mistakes made by a professional during various roles.

TASK PLANNER

Graduate Gainful Employment Score (GGES) - organize and improve your job-related activities

While a student learns about its future employment, with GGES our goal is to help him make better decisions in the present. A student can enter the tasks in their graduate planner, and we use a rule engine to calculate a score that will reflect the ability to get employment in the future. There are three dimensions which we use to calculate it:

Employer - we use the internship experience to calculate the employment dimension.

Job - we use the role a student played in various business-related activities to calculate the job dimension

Personal - we use individual achievements to calculate personal dimension.

MENTOR NETWORKS

Share the knowledge efficiently - students and mentors interact using a simple, common interface

The most difficult aspect of sharing knowledge is the need to personalize the advice. Because of this personalization, it is very difficult for mentors to 'craft' each answer, but also to 'reuse' it for other students. Our Business Genome Map, makes it very simple not only to define a simple interface to make the exchange of knowledge relevant, but also to reuse it for all other students. Each question is created using a simple business context, and it is directed only to mentors with relevant experience. The entire process is anonymized.

ADVISOR ANALYTICS & NOTIFICATIONS

Student Tracking Tool & Integrated Notifications - advisor can track student progress and publish notifications

While students are using all these tools, their activities are tracked and can be viewed by a career adviser in real time. For each student we have metrics such as percentage of online course taken, or correct answers on quizzes.

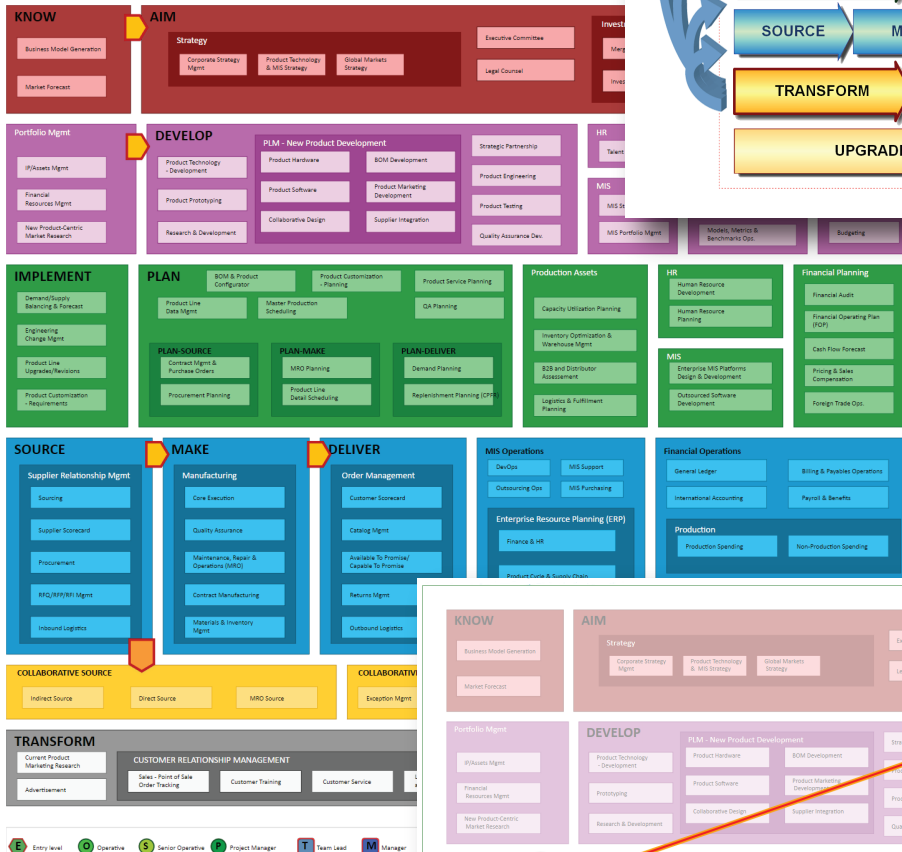
On notification, our goal is to have a simple, integrated system, which college advisors can use to inform students on relevant events and activities.





Decide Better

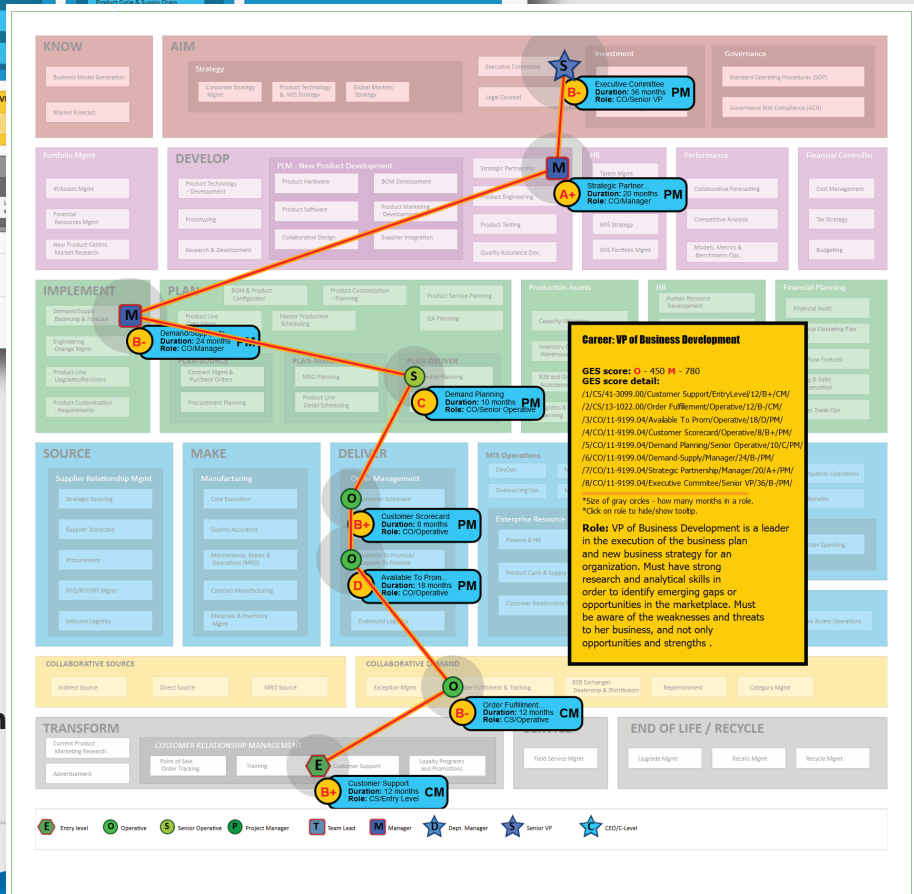
Main Concepts



Enterprise Adaptive Model

Business Genome Map

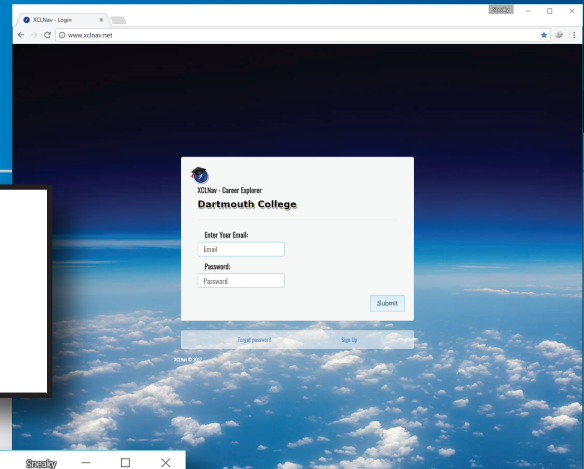
Foundational Career Path - Visual Resume





Course Screen

Application is deployed on a separate server on Amazon Web Services and customized to each college.



Course has four modules:

- **What is a Business?**
- **What is a Business Function?**
- **What is a lifelong Business career?**
- **What is Business IT/MIS?**



Quiz Screen

Decide Better

Quizzes are based on the course four modules. A career advisor can track student progress in completing the course.

XCLNav | Student

www.xclnav.net/student/showStudentQuizzes

Close Boxford College Joanna Smith

Modules

Quizzes

These quizzes are based on the course four modules. The first set of questions is related to the overall Business/Corporation structure and its relationship with other organizations from the socio-economic environment, such as consumers, investors, regulations, and even other businesses. The second set of questions is related to business cycles. How these roles are organized in specialties is covered to graduate to identify early in its career what are the options, and avoid common mistakes. An employee will never work in IT or in a function related to IT, it is important to know what business (software) applications he/she will use during employment.

Quiz Name: Want to learn about what is a business?

Topic: This quiz has questions about the business and its place in the socio-economic realm

This question is 2 of 25

Which one of next statements is NOT likely to be an advantage when you start your career in marketing?

- ☐ Learn about the product
- ☐ Learn about the customer
- ☒ Prepare for a manager role
- ☐ Prepare for a sales position

Hint: Marketing is very little involved with operations. Marketing may allow you to be flexible and learn about market.

If all answers are correct next pass will display also the answer explanation.

Cancel Next

Quizzes

Objective

These quizzes are based on the course four modules. The first set of questions is related to the overall Business/Corporation structure and its relationship with other organizations from the socio-economic environment, such as consumers, investors, regulations, and even other businesses. The second set of questions is related to business cycles. How these roles are organized in specialties is covered to graduate to identify early in its career what are the options, and avoid common mistakes. An employee will never work in IT or in a function related to IT, it is important to know what business (software) applications he/she will use during employment.



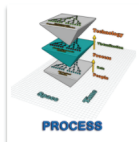
Workplace
90 minutes recommended
Quizzes: 4

Quizzes: What is a Business?

A business can be identified with a dynamic system that tries to remain viable while it competes on the market. At the same time it tries to follow guidelines from investors, and govern its operations according to the law. This quiz is testing the knowledge related to the overall structure and its relationship with the rest of economy.

Completed: 50% ♦ Correct: 2 out of 4

Open



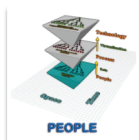
Function
90 minutes recommended
Quizzes: 4

Quizzes: What is a Business function?

A business has many internal functions, but almost all of them can be covered by ten main functions, which can be split further in over a hundred subfunctions. Each one has its own roles associated. This quiz is testing the knowledge associated with these subfunctions, and how they are related to each other.

Completed: 0% ♦ Correct: 0 out of 4

Open



Career
60 minutes recommended
Quizzes: 3

Quizzes: What is a Business life-long career?



Lectures are organized in chapters. Each one has a summary, and many times a relevant quote. The lecture text contains diagrams for easier learning. The student can also track progress.

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www.xclnav.net/student/Page
Open
Boxford College
Joanna Carson

Previous Lecture
Complete and continue

What is a Business?

Why we need a new model

- ☐ What is modern corporation
- ☒ Managers and Engineers
- ☒ Harvard Case Study was developed in 1920
- ☒ Economy as Complex Adaptive Systems - Eric Beinhocker
- ☒ System Dynamics - Jay Forrester
- ☒ MIS and Transactions - Jim Gray
- ☒ MIS and Enterprise Applications - Grady Booch

Business/Corporation as a Viable System Model

- ☒ What is a VSM (Viable System Model) - Stafford Beer
- ☒ Viability definition
- ☐ Value Chain/Operations and Adaptability
- ☒ Business and Consumer - The basis of our socio-economic environment
- ☒ Government, Investors/Owners, Business, and Consumer
- ☒ The four foundational cycles of the Business

Business/Corporation as a holonic system

- ☐ What is a holon
- ☐ What is a realm
- ☐ The three realms found in Business
- ☒ People - the foundation
- ☒ Process - the purpose
- ☐ Technology - the automation

What is the modern corporation

Summary:

The well-managed corporation is the most significant commercial invention of the 20th century-more significant than electrical lighting, the Model T, jet aircraft, the computer or the Internet. Without well-managed corporations, we could not have had these innovations in the first place, at least on a large scale. It can be defined as : "a corporation is a business that is legally independent from its members. Corporations may incur or pay debt, negotiate contracts, sue and be sued."

** click on 'Complete and continue' to advance to next lecture*

Education, in present management schools, trains operators of corporations. There is almost no attention to designing corporations... Almost never has anyone intentionally and thoughtfully designed an organization to achieve planned growth and stability.

- Jay W. Forrester, *Designing the Future* (1998)

In the last 100 years we invented many products and technologies which changed the way we live, but none of these inventions would have succeeded if not for the most important of all, which is the modern corporation. The enterprise, as a form of corporation is over 120 years old and is structured around layers of management, and most of those layers, if not all, are information relays. Peter Drucker in his book "Managing in the next society" predicts a future with fewer layers of management as their role as "information relays" become inefficient. The "information relays" role is to convey the decisions from top management into operational changes. However, fewer layers of management does not necessarily imply fewer processes. It only points to a decision chain that needs to become increasingly efficient and thus enabling a complex information exchange with less human interaction for relaying it. He also argues that businesses wanting to thrive in the decades ahead will have no option but to become not only more efficient but also more effective and adaptive.

The evolution of modern corporation was started very slow, but by last mid-century, it all changed. "Management" became a distinct and accepted concept, thanks in large part to the insight and writings of Peter Drucker. Many of our brightest young minds began to see management as a viable and legitimate career path. During the first half of the 20th century, visionary executives like Alfred Sloan from General Motors developed management into an understandable, repeatable activity. Currently, there are over 12,000 MBA programs worldwide generating hundreds of thousands graduates per year.

Modern Corporation is Adaptive



Mentor Network Screens

This is one of the most important features. It makes use of BGM concept to create a highly efficient knowledge exchange between mentors and students. The participants are anonymized and answers can be shared freely because of their common context.

The screenshot shows the 'Mentor Network - Request advice' page. On the left is a sidebar with navigation links: Main (Dashboard, Notifications), Career Course (Modules, Quizzes), Career Planner (Explorer, Designer, Analyzer), Mentor Network (Mentor Q&A), Personal Planner (My Tasks), and Application (BGM, Help, Sign Out). The main content area is titled 'Q&A List' and includes a paragraph explaining the BGM context. Below this is a table of questions.

Question Title	Description	Answers	
Apple Supply Operations	How Apple can optimize their supply chain when they transition to a new model	★★★★☆ (3)	View Details
Electric Car Manufacturing	Is the software development cycle driving the electric car product development	★★★★★ (1)	View Details
Software-centric business model	Does a startup requires all the processes found in traditional business		

Below the table is a 'Search Questions' button. At the bottom, a 'Question : Apple Supply Operations' is displayed with details: STUDENT ID: XNVBX-S4356, Description: How Apple can optimize their supply chain when they transition to a new model, Asked: a month ago, and a BGM Context section with checkboxes for Business Process, Career Path, and Employee Role.

The screenshot shows the 'Question : Apple Supply Operations' details page. It includes the student ID (XNVBX-S4356), description, and a 'Text' section. Below this is the 'Question BGM Context' section with checkboxes for Business Process, Career Path, Employee Role, Business Model, and Stage of Excellence. The page also displays two answers from mentors.

Answer 1: MENTOR ID: XNVBX-M6769, Answered: 14 days ago. The answer discusses Apple's organization around consumer demand and the impact of outsourcing supply chain costs.

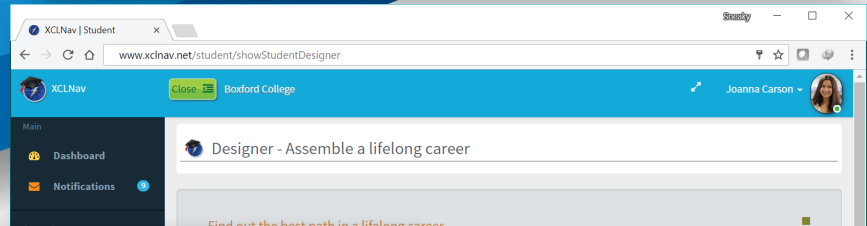
Answer 2: MENTOR ID: XNVBX-M6382, Answered: 22 days ago. The answer discusses Apple's supply chain strategy, noting that while labor costs in China are increasing, the overall supply chain cost will have a positive impact on profits.



Career Planner Screens

This unique service teaches students all the complexities associated with planning for a lifelong career path. It uses three tools: **Explorer** - to view details on the ten main career paths, **Designer** - to help craft a lifelong career, and the **Analyzer** - to get feedback on designed careers. All tools are calling into our back-end business engine which helps with decisions.

Career Designer Tool



On each step you may use the wizard for guidance on what would be the best option

Design a career path and use the analyzer tool to evaluate it

This approach to analyze a career is based on BGM. Instead of using job seeker's narrative to understand work experience, we use the business-centric function map as a starting point. Each business function requires by definition a certain skill set, and it has associated pre-defined tasks. Then the only effort is evaluating a career is in matching various job seeker roles with business functions. The result of these matches is captured in a Graphical Resume on the Business Genome Map. This section describes the elements we use to analyze a career path.

Career Path Name	Description	
Marketing Software	Marketing career path in software company	View Career Path
HR - Recruiting	Career in recruiting services	View Career Path
Engineer manufacturing	Career in product development and design	View Career Path

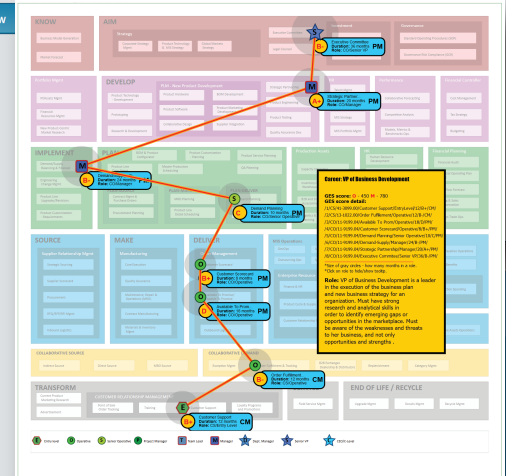
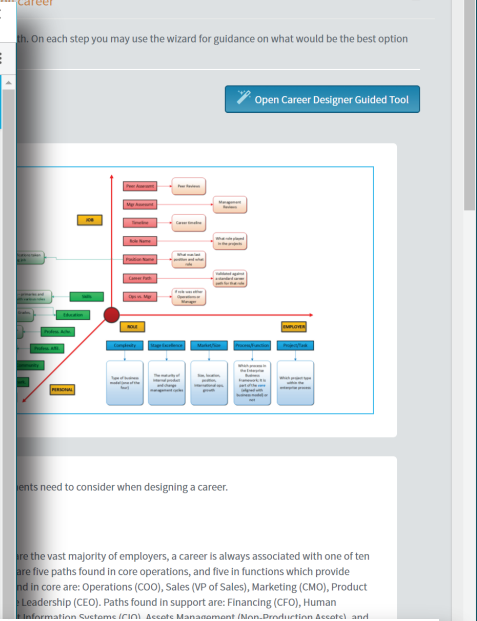
[Analyze Career Path for Selected Row](#)

VP of Business Development

Next we describe seven main elements we use in analyzing a career.

1. Major Career Path

► All job roles fit in one of ten career types: There are only five core and five support career path in a traditional business. All job roles can fit in one of these career paths. Each path has focus on a set of specialized skills with little overlap between them. The overall job seeker set of skills can be analyzed from the type of career



Career Analyzer Tool



Advisor Notifications Screen

College advisors can use XCLNav to manage users, view mentor network activity, and post notifications to students subscribed.

The screenshot shows the XCLNav Advisor interface. The top navigation bar includes the XCLNav logo, a 'Close' button, the college name 'Boxford College', and the user's name 'Celline Robson'. The left sidebar contains a 'Main' section with 'Dashboard' and 'Notifications' (highlighted), and a 'User Management' section with 'Advisors', 'Students', and 'Mentors'. Below these are 'Mentor Network' and 'Mentor Q&A'. The 'Application' section includes 'BGM', 'Help', and 'Sign Out'. At the bottom of the sidebar, it shows '© 2017', 'Logout', and the version '1.1.0'. The main content area is titled 'Notifications'. It features a section for 'Add or Remove Student Notifications' with a description and an 'Add New Notification' button. Below this, there are two notification cards. The first card is for 'Professions Week 2017', scheduled for September 12-16, 2017, from 9:30 AM to 2:00 PM in the Science Auditorium. It includes an image of the event and a 'Remove this Notification' button. The second card is for 'Fall Job and Internship Fair', scheduled for October 7th, 2017, from 9 AM to 2:30 PM in the E-Science Building. It includes a map of the campus and a 'Remove this Notification' button.



Advisor Dashboard Screen

College advisors can use XCLNav to manage students and track their progress.

XCLNav | Advisor

www.xclnav.net/advisor/showAdvisorHome

XCLNavCloseBoxford CollegeCeline Robson

Main

Dashboard

Notifications9

User Management

Advisors

Students

Mentors

Mentor Network

Mentor Q&A

Application

BGM

Help

Sign Out

© 2017

Logout

1.1.0

Advisor Dashboard

Manage Students

+ Add Student

ID	Status	Name	Email	Cou...	Quiz	
XNVBX-S.DG1001	Active	Joanna Carson	student@xcl.com	2 %	15 %	Edit View
XNVBX-S.LH1005	Active	Stephanie Rosenbaum	Stephanie.Rosenbaum75@boxfordcollege.edu			Edit View
XNVBX-S.RX1006	Active	Marilene Abernathy	Marilene.Abernathy69@boxfordcollege.edu			Edit View
XNVBX-S.YE1007	Active	Ronny Lakin	Ronny.Lakin10@boxfordcollege.edu			Edit View
XNVBX-S.HC1008	Active	Asia Kreiger	Asia.Kreiger17@boxfordcollege.edu			Edit View
XNVBX-S.HJ1009	Active	Arnold Cronin	Arnold.Cronin25@boxfordcollege.edu			Edit View
XNVBX-S.MA1010	Active	Myrtle Kuhic	Myrtle.Kuhic17@boxfordcollege.edu			Edit View
XNVBX-S.JF1011	Pending	Amber Miller	Amber.Miller26@boxfordcollege.edu			Edit View
XNVBX-S.DZ1012	Active	Zella Koelpin	Zella.Koelpin03@boxfordcollege.edu			Edit View
XNVBX-S.PR1013	Active	Lavern Bradtke	Lavern.Bradtke66@boxfordcollege.edu			Edit View

1 - 10 of 101 items

Quiz Not Started

Quiz In Progress

Quiz Completed

Quiz > 90%

Quiz 100%

Course Not Started

Course In Progress

Course Completed

Notifications



Some of topic lectures

All four main modules have over 150 lectures. We continuously update their content and the quizzes associated.

◀ What is a Business Module

XCLNav | Student

localhost:8080/student/courseModule/MOD_BUS

Joanna Carson

Start next lecture → System Dynamics - Jay Forrester

Why we need a new model

- ☐ What is modern corporation
- ☒ Managers and Engineers
- ☒ Harvard Case Study was developed in 1920
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- ☐ People - the foundation
- ☐ Process - the purpose

XCLNav | Student

localhost:8080/student/courseModule/MOD_IT

Joanna Carson

Start next lecture → What is Sales applications

Why IT is different realm

- ☒ Grady Booch and Jim Gray
- ☒ What is MIS
- ☒ Value and drivers for MIS
- ☐ Information - the bridge between managers and engineers
- ☒ What is virtualization
- ☒ IT as a business is different from IT as a function

Enterprise applications and software utilities

- ☐ Main concept
- ☒ What is a Enterprise Application
- ☒ What is ERP
- ☒ What is CRM
- ☒ What is Sales applications
- ☐ What is HR applications
- ☐ What is PLM
- ☐ Reporting and Forecast
- ☐ Defining software utilities

MIS Operations

- ☐ Introduce a new application
- ☐ Integrate multiple applications

MIS Concepts

- ☐ Hardware

▲ What is IT Module

▼ What is a Function Module

XCLNav | Student

localhost:8080/student/courseModule/MOD_FUNC

Joanna Carson

Start next lecture → Investment Strategy - M&A

Business as Viable Complex System

- ☐ What is VCS
- ☒ The five layers of a VCS
- ☒ Action verb model of the Business
- ☒ Core and Support foundational area
- ☒ Change cycles - IMPLEMENT and TRANSFORM

KNOW Action Verb

- ☐ Main concept
- ☐ Anticipate the future and adapt the operational model
- ☐ Anticipate the market size

AIM Action Verb

- ☐ Main concept
- ☒ Strategy Management
- ☒ Investment Strategy - M&A
- ☐ Legal Counsel - the link to the law
- ☐ Governance

DEVELOP Action Verb

- ☐ Main concept
- ☐ Portfolio Management
- ☐ New Product/Service Development
- ☐ Talent Management
- ☐ MIS Strategy and Portfolio Management
- ☐ Business Performance

▼ What is a Career Path Module

XCLNav | Student

localhost:8080/student/courseModule/MOD_CP

Joanna Carson

Start next lecture → Main concept

What is a career path

- ☒ Career path is a learning path as interrelated skills
- ☒ Management and Engineers
- ☒ Core functions
- ☐ Support functions
- ☐ Technical Roles and Business Roles

Core Career Paths

- ☐ Main concept
- ☒ Executive career path - CEO
- ☐ Sales career path - VP of Sales
- ☐ New Product Development - CTO
- ☐ Core Operations - COO
- ☒ Marketing - CMO

Support Career Paths

- ☒ Main concept
- ☐ Financial career path - CFO
- ☐ Human Resource - VP of HR
- ☐ Management of Information Systems - CIO
- ☐ Legal Counsel - CLO
- ☐ Non-Core Assets Management career path - VP of Assets Management

Why VP of Sales cannot fire CEO

- ☐ Main concept

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Decide Better

"I looked at both of the links. Very Very good. A logical way to look at a business and to map experience. I think the models in the online course will be invaluable as a way to understand how a business works. They are obviously familiar, but I've never seen them presented that well and so completely. Should be a requirement for every business student. Keep at it -- you are doing some excellent and valuable work!"

Michael McGrath - founder and former CEO of PRTM - 2017

XCLNav - About Us

XCLNav focus is on creating a platform that acts like a bridge between college education and employment. This platform revolves around two elements: a MAP - Business Genome Map - and a COMPASS - Foundational Career Paths.

