



Made For.

Part of The Customer Bureau

Helping organisations to close the skill gap through effective and outcome-focused learning design.

Made For.



It's our mission to build, develop and drive long-term skills & behaviour through learning experiences.

Founded in 2019, MadeFor. has worked with top-tier global businesses to build the capabilities for organisations to deliver the desirable customer experience.

As a result, we've transformed the skill sets and careers of hundreds since our inception.

MadeFor. offers a range of services, from off-the-shelf learning to full talent development strategy & execution.

Regardless of where your business is at in their talent development journey, MadeFor. can help to prepare, start, activate and solve the most pressing challenges to capability development.

Made **For.**

Talent at the center of profitability and growth

49% don't have the right skills

49% of Executives indicate they are concerned employees don't have the right skills to execute their business strategy.

50% believe the skills gap is getting bigger

When asked, just 19% of HR leaders indicate they are prepared to address a shortage of critical talent in their business. Meanwhile, 50% of L&D professionals experience the skills gap widening at their organisation.

Skills shortage enlarging in the last 2 years

Evolving changes in work policies are resulting in a flood of resignations, whilst skill shortages have risen across a wide range of industries over the past two years.

72% staff is overworking

72% of organisations with skill shortages indicate that their staff have an increased workload as a result, and 78% have seen reduced output, profitability or growth as a result.

Made **For.**

How we help companies close the skills gap.

We create and deliver training programs to develop people's long-term skills and change behaviour. We work collaboratively with our customers to figure out the right learning approaches and content to achieve their goals.

[LEARN MORE](#)



Our Services

01

Learning programs

Choose one of our off-the-shelf, immersive and effective learning programs to upskill and reskill your teams.

- Our off-the-shelf learning offering is perfect for organisations wishing to build a specific capability covered in MadeFor's bootcamp portfolio.
- We recommend and provide you with a selected bootcamp or bundles.
- This is hands-on, simulative and context-based learning. Either with our scenario or yours as a base for problem definition, which is solved at the end of the bootcamp.

02

Custom learning design

We help you to design learning experiences that are fit for your specific context and people.

- MadeFor has a proven learning methodology and key IP that helps you accelerate your business goals into engaging and immersive learning for your teams.
- We combine learning design and experience design expertise to build comprehensive learning experiences with participants at the centre, in order to effectively deliver upon set learning objectives.
- We transform your knowledge into learning experiences that your teams will enjoy.

03

Talent academies

We help you to build the teams, structures and skills to deliver your strategy successfully.

- In the war for talent, having the ability to create new talent is a critical success factor.
- Our team can develop and drive the talent academy for you, including targeted employer branding, candidate sourcing and selection, learning management system & content, learner experience design, learning delivery, learner evaluation and more.
- This path is collaborative, designed specifically for your needs whilst delivering very high success rates.

Made For.

Learning design principles

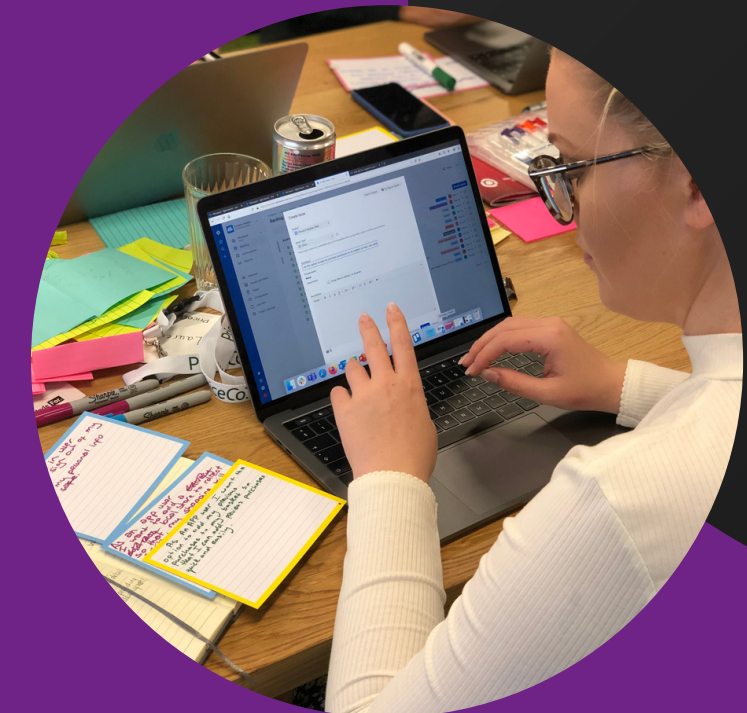
The learning experience doesn't just begin when a learner engages with educational content. We build our learning experiences considering the full learner journey – from discovery to advocacy.

01

The instructional design is based on a practical, contextual and hands-on learning style with a real life scenario (either simulated or built based on the customer's input).

02

We design learning experiences whilst keeping in mind critical learning barriers – time, access, and context. Therefore, our learning experience usually is built on two-fers – working on an actual business problem while learning the skills; have on demand modules, in combination with active feedback from team members; and others



Made **For.**

*"Amazing introduction for any professional wanting to learn the basics about Customer Experience." - CX Fundamentals course graduate, **Veriteer***

*"Stakeholder management piece was critical to me – now I feel much more equipped and in control to deal with various involved parties." - CX Strategy Bootcamp graduate, **ALDI***

"The technologically advanced way supports the creative juices. Some of the practical exercises myself and colleagues have experienced, help not only in the course to break things down and get to a conclusion the proper way, but these learnings can be extrapolated on different sides of the business."

*- Digital Product Management Bootcamp graduate, **Hi-Tec***

"I'm telling other folks to hop on this one in the future."

*- UX Bootcamp graduate, **Hertz***

Our learners work at



Meet Our Team



Agnese Spona
Director & Coach



Barbara van der Linden
Learning Designer & Coach



Niall Lavery
Director & Coach



David Walsh
Growth Manager



Peter-Paul Oldenzeel
Coach



Clara Llamas
Coach



Tali Cahani
Coach



Maya Klimkova
Bootcamp producer



Ruairi Kennedy
Content Specialist



**MadeFor Coaches and
Industry Expert network**

Made **For.**

Contact Us



+31 6 5278 1091



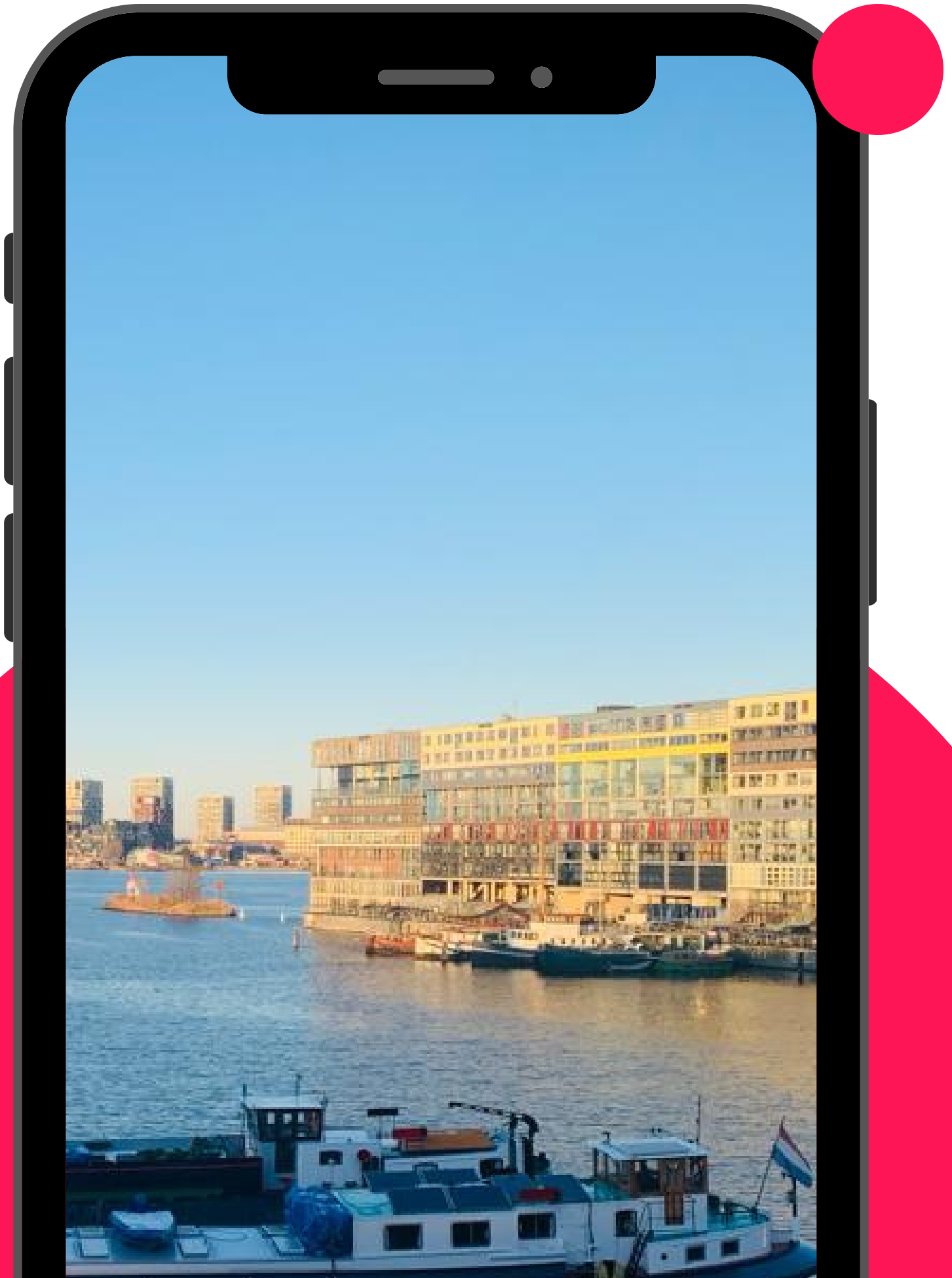
team@madeforcx.com



www.madeforcx.com



Van Diemenstraat 176, Amsterdam,
1013 CP, the Netherlands



Made **For.**

Thank You