

COMPANY PROFILE

Digital 55 is a collective of award-winning designers, developers, researchers, and content strategists working together to create unique, **innovative** and actionable **digital interactive** products and **learning experiences**. What makes us most unique is our rebel spirit, rooted in interdisciplinary arts, such as music, film, design, and experiential builds.

Founded in 2015 and in full-time operations since April 2018, Digital 55 brings a fresh, authentic approach to learning experience design in the digital and interactive space. The studio operates out of downtown Toronto and follows a decentralized film-based model that books diverse and expert talent on an as-needed basis with eyes to a project's unique specs and requirements. Each project is completed under the guidance and creative direction of Digital 55 founder and Chief Creative Officer (CCO), Lauralee Sheehan.

COOL FOR SCHOOL

More than just content, we know that effective learning solutions must proactively address the conditions of the learning environment, understand the needs of the learners, and support the objectives of the organization. That is why our cross-functional teams are specially assembled to combine years of expertise in content architecture, design thinking, learning experience design, subject matter storytelling and web development practices. Our grounded and agile approach to digital learning embraces the foundational principles of UX design; defining, designing, prototyping, and implementing iteratively to ensure the creation of a total learning experience that engages learners, facilitates comprehension, and optimizes knowledge retention.

REBELS WITH A CAUSE

At Digital 55, we recognize the power of design to shape and transform the world around us-- and it is our goal to purposefully harness that power to design for good. We approach each new digital product as an opportunity to build an experience that broadens understanding, strengthens new skills, nurtures curiosity, critical thinking, and creates actionable change in a means that is accessible across diverse audiences and environments. We believe that everything is a learning experience and our commitment to producing human-centered, value-based digital learning products is reflected in our extensive & diverse portfolio working alongside multiple purpose-driven organizations, not-for-profits, and government agencies on issues as wide-reaching as:

- Equity, Diversity and Inclusion
- Social Justice
- Human Rights & Intersectional Issues
- Arts & Culture
- Responsible Gambling
- Healthy Eating and Physical Activity in Early Learning Environments
- Sun Safety
- Digital Skills



PROJECT

Athabasca University is rapidly developing new online non-credit professional development programming to meet the skill development needs of individual learners and the identified needs for organizations. The Essential Skills for Leaders digital project includes design and development of 4 online Power Courses for Leadership Skills that is modular, innovative and interactive for learners. #modernworldofwork



1

DIGITAL
LEARNING

2

WEB DESIGN +
DEV + MEDIA

CLIENT



www.athabascau.ca

1.2 Leadership

Leading with AUTHENTICITY



What is leadership?



Historically,
leadership has been
defined by the
presence of certain
innate traits or
characteristics.

Mentorship.



Add a caption

As a leader in the workplace, you've probably mentored-- or at least been approached to mentor-- someone on your team.

Mentorship Defined

Mentorship is a relationship in which a more experienced or knowledgeable individual provides support and guidance to another, helping them to establish new skills, improve their performance, and maximize their potential. Mentorship is an important part of leadership-- one we will discuss in further depth later in the series.

Select each number on the chart below to find out what makes a good mentor:



Add a caption

Let's Get Real

Watch this docu-series created to provide conversations about leadership experience from peers and fellow leaders across industries and experience. In this installment, you'll hear about some of the biggest changes experienced since starting their careers as well as "how, where, and when" they work has changed.



Leading with AUTHENTICITY



What is leadership?



Historically, leadership has been defined by the presence of certain innate traits or characteristics.

The New Work Frontier

Each of these transformations represents a different thread that together forms a complex, integrated fabric. Read more about the trends and case studies in our World of Work Handbook.



Download

Historic Examples



Change is the law of life. And those who look only to the past or present are certain to miss the future.

— John F. Kennedy