

Community Online Academy Newsletter

06.01.20



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10 Weeks of COA | A Look Back

Hello COA Community,

We recently celebrated our 10th week of running Community Online Academy. When we started COA as a response to our company and many others now working from home due to COVID-19, we couldn't have imagined the engagement and support we've received from the Perks at Work community.

What started with 100 people attending COA #1 has grown into:

- Thousands of highly engaged children from all over the world
- Thousands of adults pushing themselves outside their comfort zone in fitness classes each week
- Employees “sneaking” into leadership classes during breaks from work
- Adults and children attending from Singapore to West Africa

Most of all we've been uplifted by a new community across borders and circumstances, for both kids and adults (+ parents and kids attending together) which is why we've committed to continue running COA each week until 2021 (possibly longer).

Below are a few of the milestones, fun facts as well as what we've heard back from attendees as we look back over the past 10 weeks.

We hope to see you in future weeks—stay safe and take care,

Laura & Eric

The COA Team

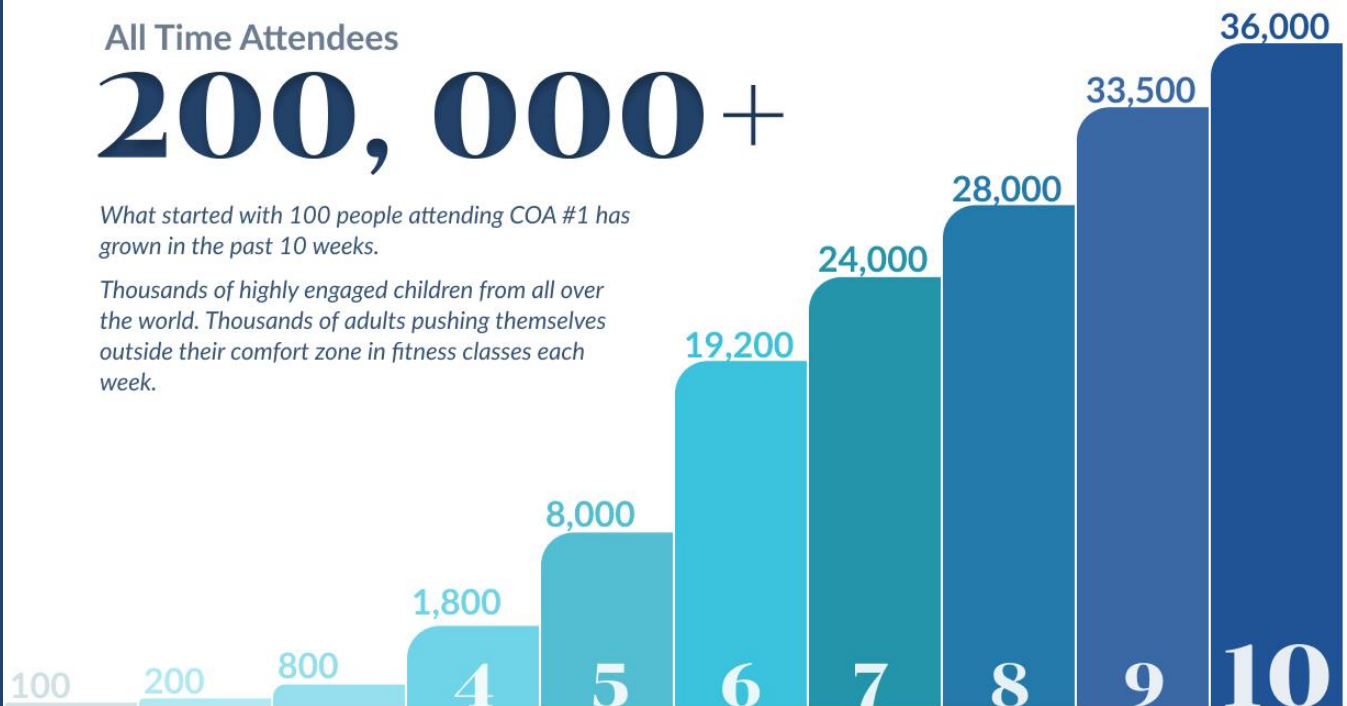


All Time Attendees

200,000+

What started with 100 people attending COA #1 has grown in the past 10 weeks.

Thousands of highly engaged children from all over the world. Thousands of adults pushing themselves outside their comfort zone in fitness classes each week.

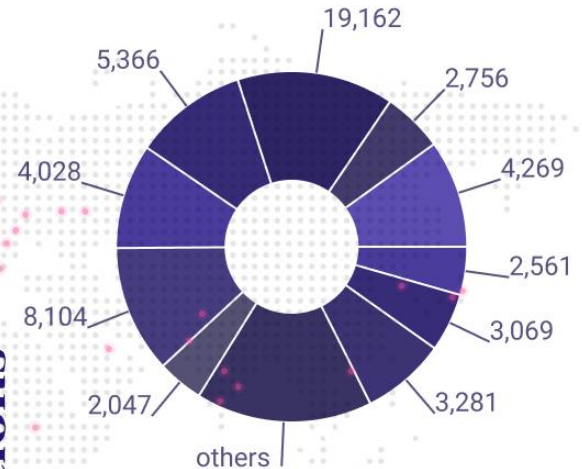


Growing Across the WORLD

30+
Countries



1,300+
Organizations



- | | |
|--------------------|--------------|
| #1 Bank of America | #6 Oracle |
| #2 Capital One | #7 BB&T |
| #3 Liberty Mutual | #8 Fidelity |
| #4 Home Depot | #9 HSBC UK |
| #5 NEA Member | #10 Barclays |

What To Know About Community Online Academy

10

#ThisisCOA

More than 100 classes weekly across Adult and Kids Track for learning and wellness. In addition, every week learn from some of the experts in the guest series

All time classes

918



All time hours

612 hours

COA classes run 19hrs a day, every thursday from 3am to 10pm EDT. All the classes are recorded and available to watch on demand through the video hub

Top 5 Most Attended Classes **Kid Edition**



Top 5 Most Attended Classes



COA #8 *Getting to Yes*

William Ury

Top global negotiation expert, co-founder of the Harvard Program on Negotiation, and co-author of global bestseller "Getting to Yes"



COA #10 *Attitude Reflects Leadership*

Kaleth O. Wright

18th Chief Master Sergeant of the Air Force, the highest enlisted level of leadership



COA #9 *Indistractable: How to Control Your Attention*

Nir Eyal

author of best-selling books "Hooked" and "Indistractable" and former lecturer at Stanford



COA #11 *Failosophy: Learning To Fail Well So You Can Succeed*

Gabe Zichermann

Author, public speaker, mentor and teacher who is best-known for his work in Gamification



COA #9 *Leadership Lessons from a Former Aircraft Carrier Captain*

Herm Shelanski

Vice Admiral (ret), 40th Naval Inspector 3-Star General, US Navy

Guest Speaker Highlights

We're excited to have many guest speakers speak within COA sharing their expertise and lessons learned from their experience over the years. These speakers represent some of the top leaders across all industries and backgrounds (military, corporate, education, and more).

Below is a snapshot of our recent guest speakers:



[Leading Through Adversity](#)
3-Star General (ret) Chris Miller
US Air Force, COA #7



[Leadership Lessons from a Former Air Craft Carrier Captain](#)
Vice Admiral (ret) Herm Shelanski 40th Naval Inspector 3-Star General, US Navy, COA #9



[Mentoring \(and Being Mentored\)](#)
2-Star Rear Admiral (ret) Peg Klein
Dean of Leadership & Ethics at Naval War College, COA #6



[Attitude Reflects Leadership](#)
CMSAF Kaleth Wright
18th Chief Master Sergeant of the Air Force, the highest enlisted level of leadership. COA #10



[27 Years in 27 Minutes: Learning in Leading](#)
Brig General Brook Leonard
Chief of Staff, #3 @ US Space Command, COA #12



[Getting to Yes](#)
William Ury
Co-founder of the Harvard Program on Negotiation, and co-author of global bestseller "Getting to Yes" (15mm copies sold globally). COA #9



[Indistractable: How to Control Your Attention and Choose Your Life](#)
Nir Eyal
Author of best-selling books "Hooked" and "Indistractable" and former lecturer at Stanford. COA #10



[The Culture Code](#)
Daniel Coyle
Author of best-selling books "The Culture Code" and "The Talent Code" and special adviser to the Cleveland Indians. COA #9



[Failosophy: Learning To Fail Well So You Can Succeed](#)
Gabe Zichermann
Entrepreneur, author, public speaker, mentor and teacher who is best-known for his work in Gamification. COA #11




[Immunity to Change](#)
Robert Kegan and Lisa Lahey
top experts in Adult Learning at Harvard University and authors of best-selling books "An Everyone Culture" and "Immunity to Change". COA #11

What's New? | Video Hub

COA has been built around the value of live and interactive classes, but we also know navigating different time zones and busy schedules can make it challenging attending all the classes you're interested in live.

Our team built out a Video Hub with 600+ videos available for you to access all past class content whenever you can. New videos are added weekly on Fridays.


Most RSVPd Classes of All Time



GETTING TO YES
WITH WILLIAM URY
52:02

Getting To Yes
William Ury
ADULTS - Learning

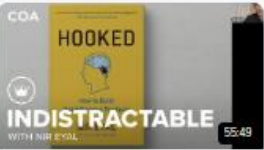
May 7, 1PM | 1,460 Views | 3.72 / 4 Rated



ATTITUDE REFLECTS LEADERSHIP
WITH KALETH WRIGHT
44:57

Attitude Reflects Leadership
Kaleth Wright
ADULTS - Learning


May 21, 1PM | 223 Views | 3.71 / 4 Rated



HOOKED
INDISTRactable
WITH NIR EYAL
55:49

Indistractable: How To Control
Your Attention And Choose Your
Life
Nir Eyal
ADULTS - Learning

May 14, 9AM | 398 Views | 3.6 / 4 Rated




**HARNESSING YOUR
BRAIN POWER**
WITH KAREN POLLARD
48:23

Harnessing Your Brain Power
Karen Pollard
ADULTS - Learning

May 28, 11AM | 75 Views | 3.14 / 4 Rated


Most Popular Kids Extra-Curricular Classes



**BECOMING A
YOUTUBER**
WITH DIVYA & FAISAL
32:27

Becoming A YouTuber: Series 3 Of
7
Divya Gurung, Faisal Patel
KIDS - Learning


May 21, 12PM | 31 Views | 3 / 4 Rated



**HIP HOP
DANCE**
WITH YO-YO
30:42

Hip Hop Dance
Yo-Yo Zeitinidis
KIDS - Wellness


Apr 30, 8PM | 76 Views | 3.79 / 4 Rated



**BASKETBALL
WORKOUT**
WITH COACH MACKEY
30:13

Basketball Workout
Mackey Bergman
KIDS - Wellness

May 7, 6PM | 42 Views | 3.73 / 4 Rated



ROBOTICS
WITH PAUL
31:40

Robotics
Paul Johnson
KIDS - Learning

Apr 30, 8PM | 37 Views | 3.56 / 4 Rated

Missed out on a class or want to share a video with your family members, colleagues, or friends?

Visit the Video Hub at <https://edu.perksatwork.com/video-hub/>
(100k+ views since launch)

In Your Own Words



"This was absolutely amazing for parents who are working. I could set the kids up on another device next to me so I could be aware of what was going on, but I didn't have to stop working during the class at all because the instructors were so engaged and well prepared. Thirty minutes is a great amount of time and breaking up the kids activities through the day gave them and me something to look forward to. This was a fantastic experience! Thank you!"

I honestly thought this was one of the best things to come of COVID. a community of individuals learning from very talented professionals and for those professionals to share is a great example of the world we live in. I was so impressed by the organization and dedication from the whole team, especially the organizers



"I attended three COA sessions today and saw several of my colleagues attending some of the sessions. I received personal notes from them and they commented on the high level content/discourse in their sessions as well as several messages of thanks for connecting them with COA. The COA platform and content is professional development that we normally cannot access because of funding."



"In these uncertain times, these classes not only were a lovely way to lighten up our day but also to get us moving. Mitchell energy, smiles and positive attitude was the highlight of my Thursday. Truly thankful for a good time. If you could relay the info would be great. I think he ought to know his 45 minutes are making a difference. The girls work out was superb too. My 8 year old was so pumped. She kept asking when the next class was. I have already signed up for next week and literally forced two other colleagues to sign up as well. Thank you for making an impact."



"This is a great perk for our employees and I hope it continues forever. I sit at a desk all day long and don't have time or sometimes the motivation to do something for my health. This was perfect and it made me feel like my company cared about my health, both mental and physical"