



User Guide

April 9, 2008

About This User Guide.....	1
About NetSpeed Fast Tracks.....	1
Private content and NetSpeed Learning Solutions Content	1
Finding content.....	2
Finding Content Using Search.....	2
Finding Content Using Categories.....	3
Finding Content Using Labels.....	4
Searching for a Particular Label	4
Searching Content within a Label.....	5
PodSpots.....	6
The PodSpot page.....	6
How do I find a PodSpot?	7
Interviews	8
The Interview page	9
How do I find an interview?.....	9
Knols	10
The Knols page.....	11
How do I find a knol?	11
Blogs and Blog Posts.....	12
The Blogs Post page	13
How do I find a blog post?	13

About This User Guide

This Guide has been written for the general user of NetSpeed Fast Tracks. It covers topics such as how to find content in Fast Tracks and how to post comments.

A separate guide is available for people who wish to create their own content: the *NetSpeed Fast Tracks Author Guide*.

About NetSpeed Fast Tracks

NetSpeed Fast Tracks at <http://www.netspeedfastracks.com> is a searchable database of just-in-time information and training content that helps you manage your day-to-day workplace challenges and your career. Think of it as a learning-on-demand resource that is seeded by external professionals but grown and maintained by individuals throughout your company.

NetSpeed Fast Tracks offers four main types of content:

- **PodSpots:** Short audio podcasts, usually accompanied by an avatar or video.
- **Interviews:** Recorded conversations with authors and other experts on a wide range of issues. Listen to them in their entirety or hear short clips on key points.
- **Knols:** Concise articles written on practical topics like writing effectively, negotiating with others, delegating work, dealing with conflict, and other workplace issues you and your employees face every day.
- **Blog Posts:** More informal thoughts, observations and opinions that allow people to share what's on their mind about the world of work and stimulate discussion.

Private content and NetSpeed Learning Solutions Content

NetSpeed Fast Tracks was created by NetSpeed Learning Solutions. NetSpeed Fast Tracks combines content from your own organization, from outside experts, and from NetSpeed Learning Solutions.

Your company's NetSpeed Fast Tracks site license offers a private version of NetSpeed Fast Tracks. Employees of your company have Premium access to all NetSpeed Learning Solutions content.

Content that is specific to your organization is called *private*. Private content is accessible only to members of your organization. Private content can range from formal white papers on policy or processes to informal blog posts about breaking news to the capture of tribal knowledge that is not documented elsewhere.

Private content is indicated by an icon that based on the corporate logo, as shown in this example:



Content that is not private does not display this icon.

Any user on the Internet can navigate to the NetSpeed Fast Tracks site. Some of the NetSpeed content is accessible to anyone with a basic Member account. Some content is available only to those who have paid a subscription for the Premium account. Since your site license includes Premium access to all NetSpeed Learning Solutions content, you will have full access to all NetSpeed Fast Tracks content, in addition to all private content for your organization.

When you log into NetSpeed Fast Tracks, the system presents a view of the site that is customized for your organization. This view is available *only* to members of your organization. The look and feel of your private site may be co-branded for your organization, depending on the terms of your site license.

Finding content

NetSpeed Fast Tracks has a *tab* for each content type – PodSpots, Interviews, Knols and Blogs. Clicking each tab displays the “home page” for that content type. Home pages contain different sections that help you find the content you’re looking for. For more information on how to navigate the sections on the home pages, see the “How do I find...” sections for each content type in this User Guide.

When the amount of content is large, Search, Categories, and Labels can be used to quickly find what you’re looking for.

Finding Content Using Search

You can easily find specific NetSpeed Fast Track content by using the Search box at the top of page. Enter one or more words and press the **Search** button. The system will search individual words that match your entries within these areas:

- Title
- Summary or description (this varies depending on the content type)
- Author first name and last name
- *Keywords* entered by the author and/or Content Administrator
- *Labels* entered by the author when the content was created

In the following example, “art of selling” was entered into the Search field. The system found six PodSpots, one knol and one interview whose keywords, labels, title, summary or author names contained the word “art” or “selling.”



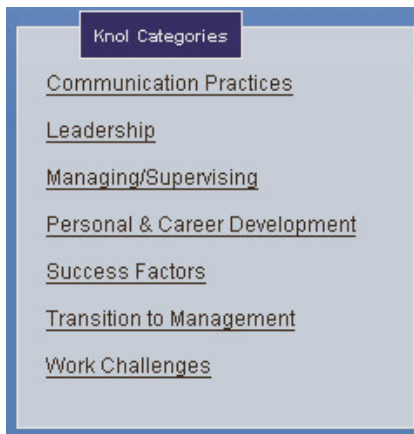
The actual content pieces are displayed on the same page directly below the Search Results Summary.

Here are some more details on how Search works.

- Small words like “of,” “and,” and “the” are ignored in the Search.
- If you enter multiple words in the search field, the words are searched individually and not as an exact phrase.

Finding Content Using Categories

Within each content section, you can search for content by general category. Each section may display different categories, depending on what is appropriate for that section.



To display content items associated with the category, click the category name, such as "Communication Practices."

Any content item may be associated with any number of categories, so you might find the same content via multiple categories.

Categories are pre-defined by the content administrators.

Finding Content Using Labels

You can also find content by using *labels* – words or phrases that describe the content. Labels can be used to “jump” from content to content because they are displayed at the end of each PodSpot, interview, knol, and blog post. In the example below, the knol contains the labels “art of selling” and “sales technique.”



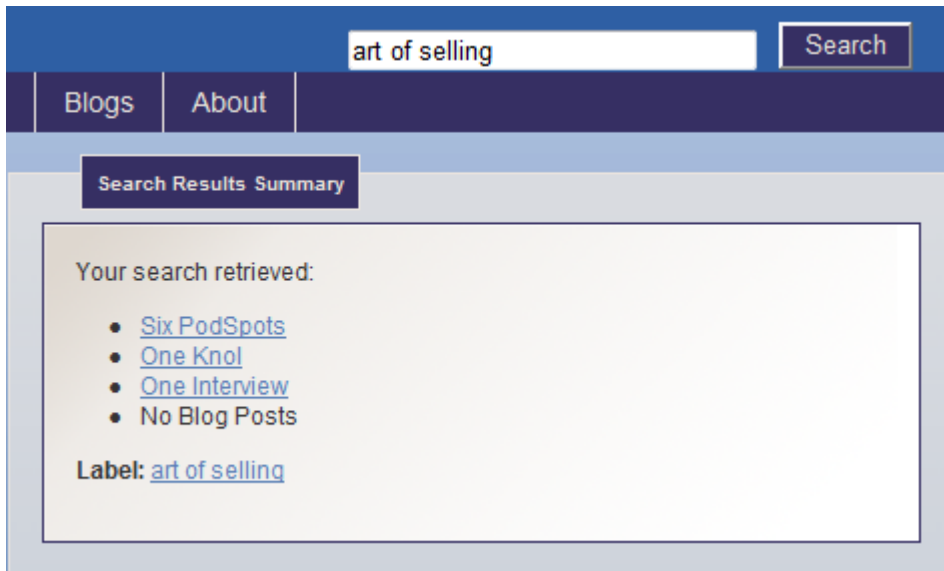
If you click a label, the **Content by Label** page is displayed showing all PodSpots, knols, interviews and blog posts that also include that label. This means that once you find one content item of interest, all content with that same label can be discovered one click away.

Unlike keywords, labels are explicit and should be unique to a particular set of content. If an author wrote a series of knols on time management, the author might give all of them the label "time management". A user who requests a list of all content items labeled "time management" would see only the content given that exact label.

In this way, labels actually work like categories, except that labels don't have to be predefined in the system by an administrator. They can be invented by any author. However, the authors take the responsibility for being consistent in their use of labels, and in not colliding with another usage of the label in a different context.

Searching for a Particular Label

If you already know that a certain label exists, you can quickly discover the list of content with that label by entering the label exactly in the Search box at the top of the page.



In the example above, the user entered "art of selling" in the Search box. The Search function returned various content items that matched the keywords "art" and/or "selling". In addition, the system found that the exact phrase "art of selling" is used as a label, and displays a link to that label. Clicking the label displays the [Content by Label](#) page that was described in the previous section.

Searching Content within a Label

You can combine both the power of search and the specificity of labels, by doing a search within only the content linked to a label. In this way, you can drill further into the content associated with the label.

In this example, clicking "art of selling" resulted in one knol and one blog post with the same label.



The Search function within the label page works exactly like the Search box that you'll find at the top of every NetSpeed Fast Tracks page, except that search results are limited to the content with the given label.


PodSpots

A PodSpot is a short podcast, usually lasting between one and three minutes and presented in both an audio and visual format. The visual presentation may be in the form of a video or an avatar. The audio PodSpot can be downloaded for later play onto your computer, iPod or mp3 player.

Anyone within your organization – a regular user or the administrator – can create a PodSpot. All content created within your organization is considered “private.” Along with private content, additional PodSpots are provided by NetSpeed Learning Solutions.

The PodSpot page

Each PodSpot has its own page. Content submitted by your company will include your company logo. You can tell the permission level of the author as follows.

Permission Level	How to tell the Permission Level
Peer	The Peer icon  follows the author's name.
Content Administrator	No icon is displayed. If an author's name is shown, it may represent an expert who is not necessarily a member of your organization. The Content Administrator can also publish a PodSpot anonymously.

The graphic below describes different elements of the PodSpot:

PodSpot

Your company's logo appears above content that is private (that is, it was created by someone within our organization).

Getting Them to Say No

Sometimes the best way to sell someone is to suggest they don't need what you're hawking.

Length: 0:47

Posted by Angelica Dallas This icon appears next to a podspot when a peer is the author.
 angelica@dallas.com
 ABC Corporation

Watch
 Click to watch and listen:

You have four play options:
 1. WATCH: Podspots may include an avatar that talks in sync with the audio recording.

Listen
 Listen to the audio stream:

Download
 Download the audio file to your computer, to play later or to transfer to a portable device.
[Getting Them to Say No](#)

Read
 As a salesperson, sometimes the best sales transaction is the one you walk away from. Don't be afraid to suggest that your customer doesn't need what you're selling him.

2. LISTEN: Click the play button to listen;
 3. DOWNLOAD: Download to your computer or mp3 player;
 4. READ: Read the transcript

Posted on Thursday, March 6, 2008, 7:26 pm

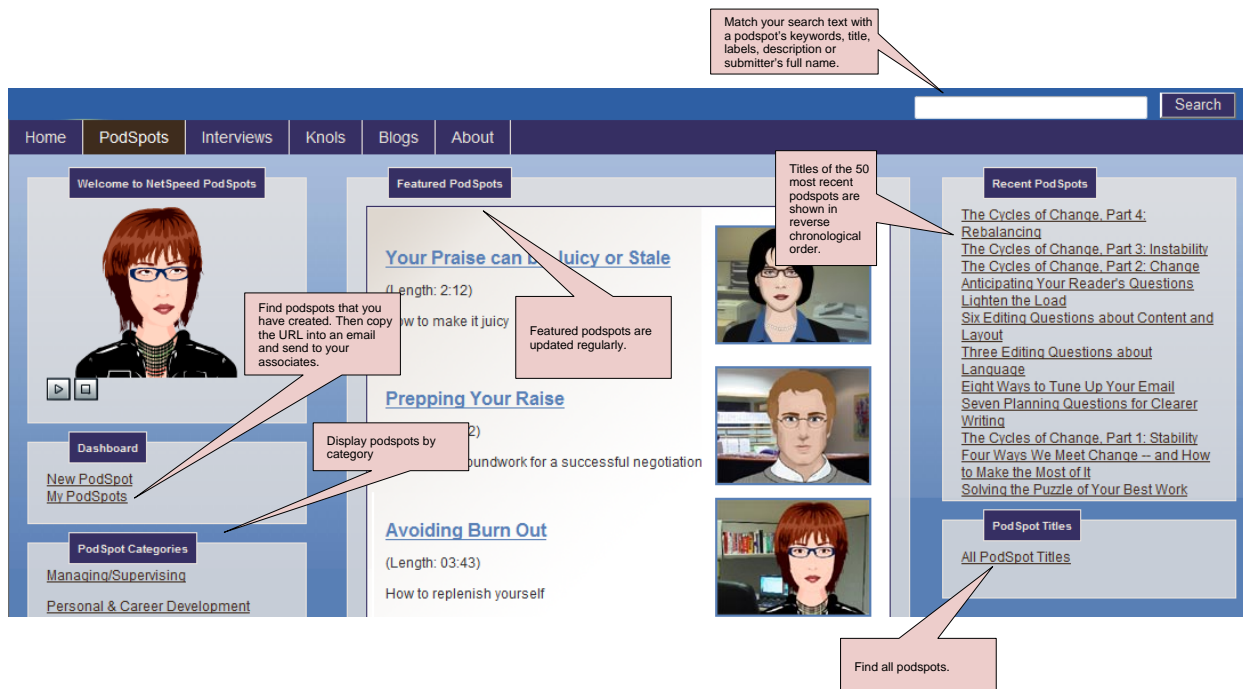
Labels: [art of selling sales technique](#) Click a label to find other podspots with similar content

[Edit](#) The Edit link appears if you are the author of the podspot

Comments

How do I find a PodSpot?

Clicking the **PodSpots** tab on the menu displays the **PodSpots** home page, which presents an overview of all the PodSpots in your organization.



You can find the PodSpot you're looking for in several different ways.

- **By category.** When a PodSpot is created, it can be placed into one or more categories. Click one of the categories in the **PodSpot Categories** section to display only the PodSpots in that category.
- **By searching.** Enter one or more words into the **Search** field. The search results will include any PodSpots whose keywords, title, labels, description or submitter's first or last name (for Peer submitted PodSpots) match your entry.
- **By featured PodSpot.** The center of the page displays PodSpot titles that are currently being featured by your company. Featured items are changed periodically. Click any title to display that **PodSpot**.
- **Recently added.** The **Recent PodSpots** section at the right shows recently created PodSpots.
- **Your PodSpots.** The home page contains a **Dashboard** section that includes a link to PodSpots authored by you.
- **By label.** Clicking a label will display a page that lists PodSpots, interviews, knols and blog posts that also contain that label. Labels are a great way to jump between content types that contain similar themes.

Interviews

The **Interviews** section offers recorded interviews with authors and other experts on a wide range of issues. Listen to them in their [entirety](#) (usually around ten to fifteen minutes) or short clips on key points. Like the audio portion of PodSpots, interviews are downloadable to your mobile device.

Within your company, only Content Administrators can create interviews. Many of the interviews that you'll see have been provided by NetSpeed Learning Solutions.

The Interview page

Each interview has its own page. The graphic below describes different elements of the Interview page.

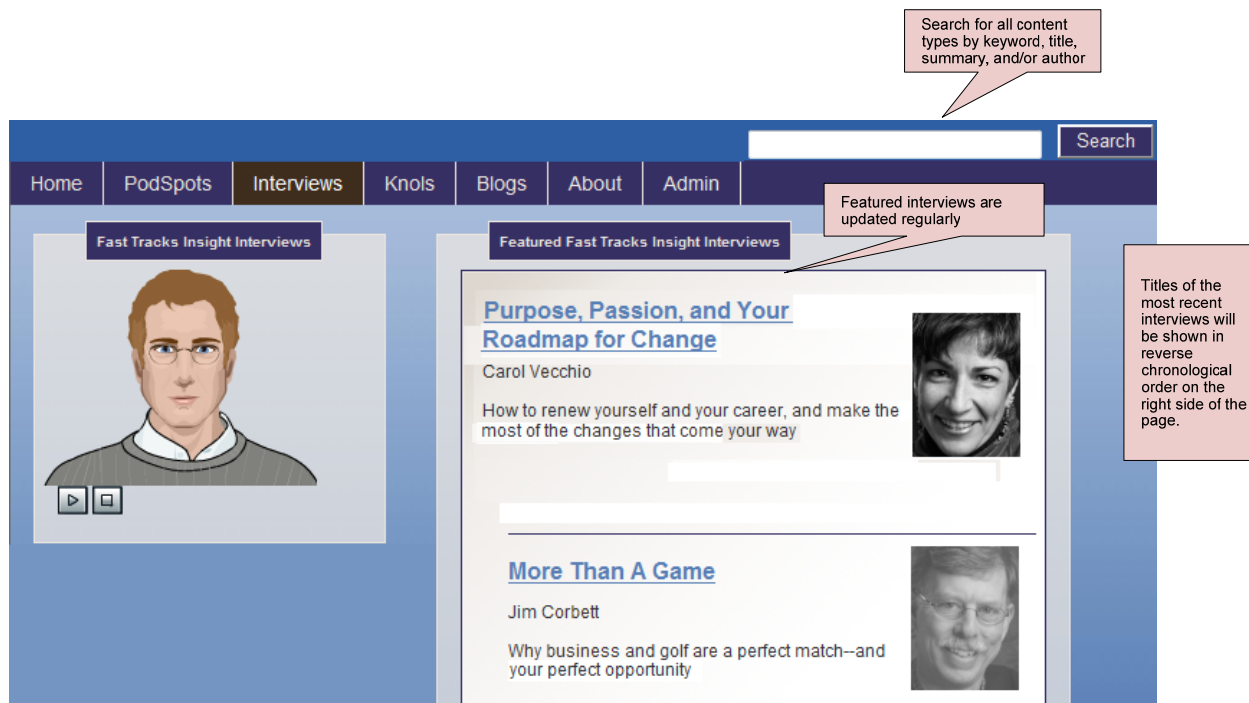
The screenshot shows an interview page titled "Fast Tracks Insight Interview". The main title is "How to Grow as a Leader" with a subtitle "An interview with Joe Folkman". A description states: "Research shows how building strengths rather than fixing weaknesses makes for powerful leaders". An excerpt reads: "To have a real impact at work, be open to feedback, fix your flaws, get clear about how to make a difference, and embrace your passions." Below this are three audio options: "Entire interview (16:56)", "Average leaders and extraordinary ones (01:05)", and "Examples of critical leadership competencies (01:27)". Each has a "Download" link and a play button. At the bottom, there is a book cover for "THE EXTRAORDINARY LEADER" by John H. Zenger & Joseph Folkman, followed by a bio of Joe Folkman, Ph.D., and his contact information: "folkman@zfco.com" and "http://www.zfco.com/index.htm".

Callouts in the image identify the following elements:

- Title and name of interviewee
- Description
- Excerpt
- Listen to or download the entire interview...
- ... or just hear snippets
- Bio, contact info, and optional book of the interviewee

How do I find an interview?

Clicking the **Interviews** tab on the menu displays the **Insight Interviews** home page, which presents an overview of all the available interviews.



Here are some ways to find interviews on topics that you're interested in.

- **By searching.** Enter one or more words into the Search field. The search results will include any interviews whose keywords, title, description or submitter's first or last name match your entry.
- **By featured interview.** The center of the page displays featured interview titles. Click any title to display the page for that interview.
- **Recently added.** The **Recent Interviews** section at the right shows recently added interviews.
- **By label.** Clicking a label will display a page that lists PodSpots, interviews, knols and blog posts that also contain that label. Labels are a great way to jump between content types that contain similar themes.

Knols

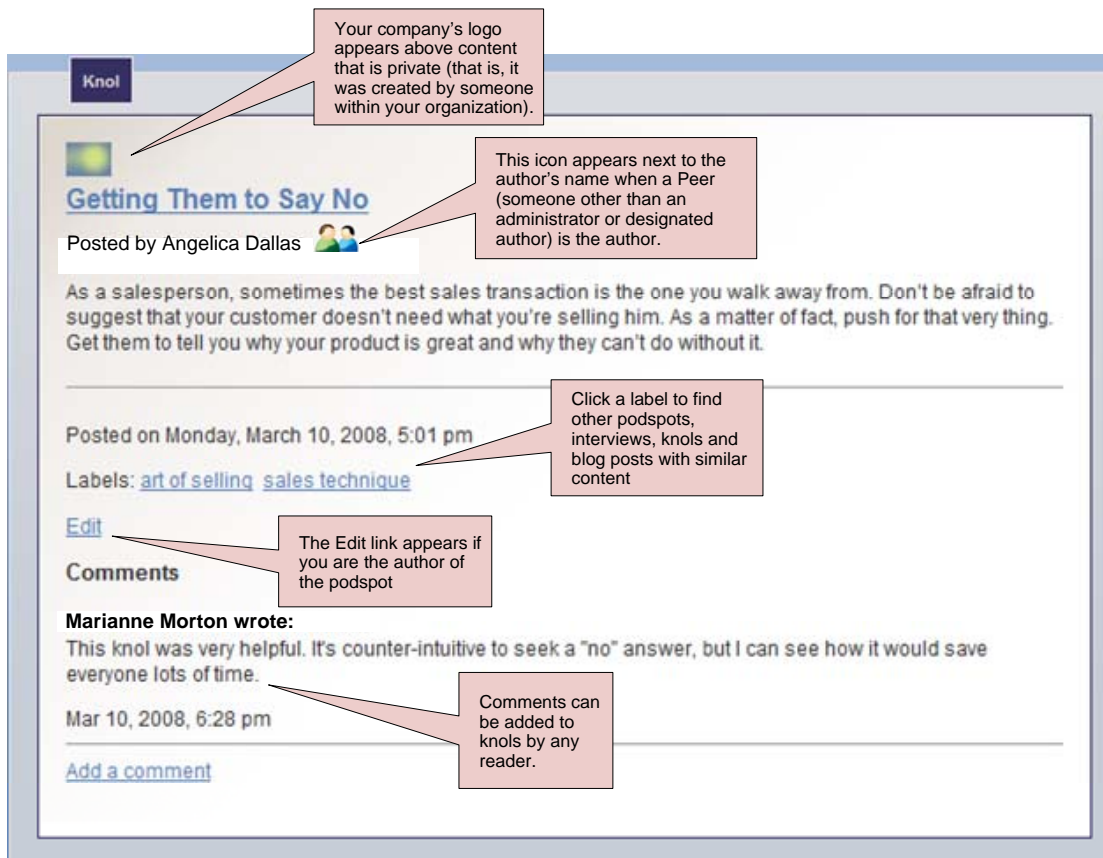
The word knol stands for "a unit of knowledge." You can think of it as a short, concise article that offers information on practical topics such as writing effectively, negotiating with others, delegating work, dealing with conflict, and other workplace issues you and your fellow employees face every day.

The Knols page

Each knol has its own page. Content submitted by your company will include your company logo. You can tell the permission level the author as follows:

Permission Level	How to tell the Permission Level
Peer	The Peer icon  follows the author's name.
Designated Author	No icon is displayed.
Content Administrator	No icon is displayed. If an author's name is shown, it may represent an expert who is not necessarily a member of your organization. The Content Administrator can also publish a knol anonymously.

The graphic below describes elements of the knol.

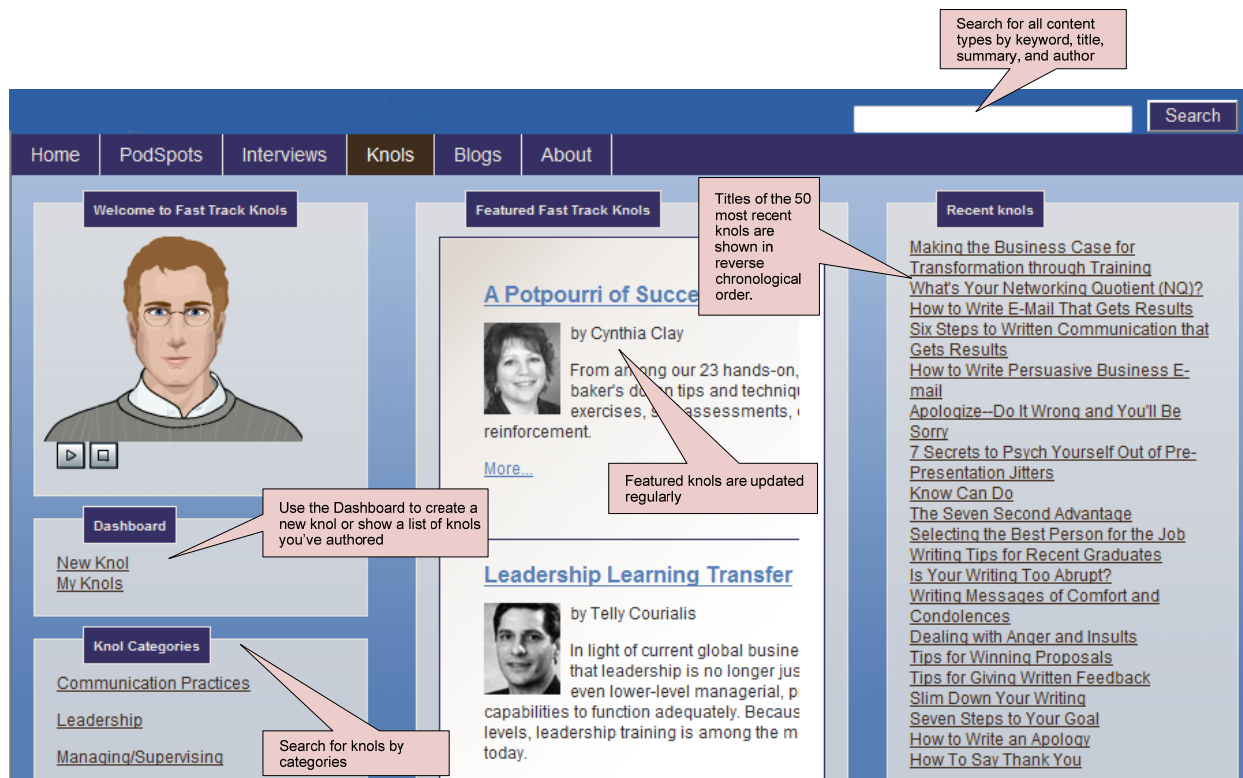


The screenshot shows a Knol page titled "Getting Them to Say No" by Angelica Dallas. The page includes a company logo, a peer icon, a post date of Monday, March 10, 2008, 5:01 pm, and labels for "art of selling" and "sales technique". There is an "Edit" link, a "Comments" section with a comment by Marianne Morton, and an "Add a comment" link. Callout boxes provide the following information:

- Your company's logo appears above content that is private (that is, it was created by someone within your organization).
- This icon appears next to the author's name when a Peer (someone other than an administrator or designated author) is the author.
- Click a label to find other podspots, interviews, knols and blog posts with similar content
- The Edit link appears if you are the author of the podspot
- Comments can be added to knols by any reader.

How do I find a knol?

Clicking the **Knols** tab on the menu displays the **Knols** home page, which presents an overview of all the knols in your organization.



There are several ways to find a knol with the content that you're looking for.

- **By category.** When a knol is created, it can be placed into one or more categories. Click one of the categories in the **Knol Categories** section to display only the knols in that category.
- **By searching.** Enter one or more words into the Search field. The search results will include any knols whose keywords, title, labels or submitter's first or last name match your entry.
- **By featured Knol.** The center of the page displays featured knol titles. Click any title to display that knol's page.
- **Your Knols.** The home page contains a Dashboard section that includes a link to knols authored by you.
- **Recently added.** The **Recent Knols** section at the right shows recently created knols.
- **By label.** Clicking a label will display a page that lists PodSpots, interviews, knols and blog posts that also contain that label. Labels are a great way to jump between content types that contain similar themes.

Blogs and Blog Posts

Blogs have become popular on the Internet as a place to document recent events or to capture a thought, observation, or opinion. Within NetSpeed Fast Tracks you use blogs for the same purposes. They are usually written in an informal style, and are sometimes relevant for just a limited period of time. That's why newer blog entries (called blog posts) are displayed first, with older posts under them in reverse chronological order.

And there is often reader participation – anyone can publish a comment about the blog post, or even a comment directed at other comments. Blogs are a great choice for starting a discussion about an intriguing topic.

Many blogs on the Internet read like a personal journal of a single individual. But some blogs revolve around a general topic, where different authors can post to the blog. NetSpeed Fast Tracks blogs can represent either an individual or a team. Examples of groups where team blogs might be appropriate are a functional area, a product group or an enterprise project team.

Here's some terminology: a blogger blogs, and a blog post is published on a blog.

The Blogs Post page

Each blog post has its own page. The graphic below describes different elements of a blog post.

Note that this blog post is for the "Sales and Marketing" blog.

Each post has a dateline and title – the author's name comes after the post.

Click a label to find other podspots, interviews, knols and blog posts with similar content

The Edit link appears if you are the author of the post.

Comments can be added by any reader.

Sales and Marketing Blog

Monday, March 10, 2008

Getting Them to Say No

Hey, fellow Sales folks! I just went to some sales training that offered some advice that was real counter-intuitive. They said that sometimes the best sales transaction is the one you walk away from.

Yeah, it didn't make too much sense for me at first. They said don't be afraid to suggest that your customer doesn't need what you're selling him. As a matter of fact, push for that very thing. Get them to tell you why your product is great and why they can't do without it.

That's when it clicked. They do the selling themselves. And if they really, really don't need what we're selling, why continue to waste everyone's time?

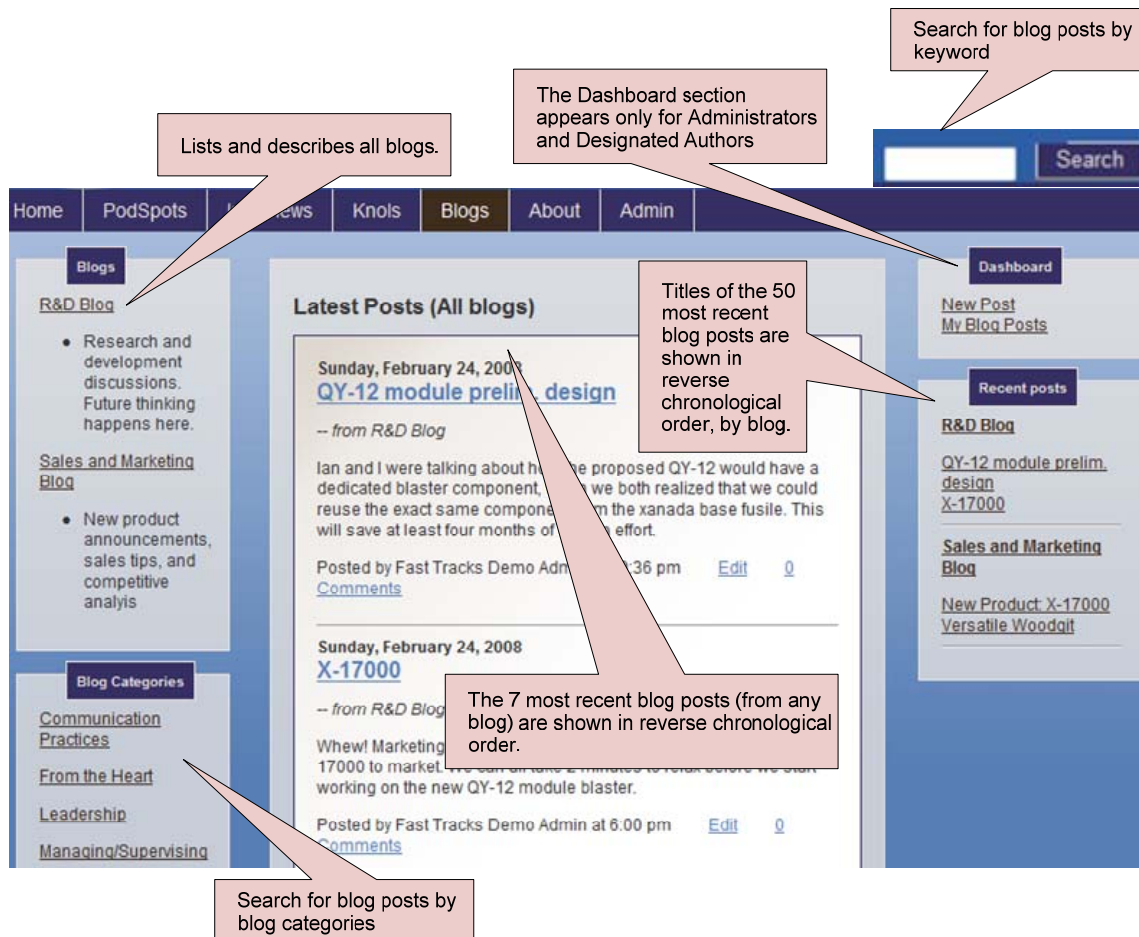
Posted by Marianne Member at 6:52 pm [Edit](#)

Labels: [art of selling](#) [sales technique](#)

Comments
[Add a comment](#)

How do I find a blog post?

Clicking the **Blogs** tab on the menu displays the **Blogs** home page, which presents an overview of all the blogs in your organization. Recent posts from all the blogs are presented in a rolled-up view.



Blog posts can be found in several different ways.

- **By blog.** The **Blogs** section of the home page lists and describes all blogs. Click any blog name to display the posts for that blog only.
- **By creation date.** The **Latest Posts** section in the center of the home page lists blog posts from across all of your organization's blogs, in reverse chronological order. The **Recent Posts** section at the right shows recent blog posts by blog.
- **By category.** When a blog post is created, it can be placed into one or more categories, according to subject. Click one of the categories in the **Blog Categories** section to display only the blog posts in that category. (However the **Recent Posts** section on the right continues to show recent posts for all blogs, regardless of category.)
- **Your blog posts.** For Administrators and Designated Blog Authors, the home page will display a Dashboard section that includes a link to blog posts written by them.
- **By searching.** Enter one or more words in the Search field. The search results will include any blog posts whose keywords, title, labels, or submitter's first or last name match your entry.
- **By label.** Clicking a label will display a page that lists PodSpots, interviews, knols and blog posts that also contain that label. Labels are a great way to jump between content types that contain similar themes.