



WEB STORY-BASED COMMUNICATION & LEARNING SOLUTIONS

Anticipating tighter times? Do you want to bring unique new value to your organization?

Be seen as an innovator who is not hindered by constraints.

Collaborate with our award winning team to design and deliver innovative communication and learning solutions. Discover how story-based design principles can transform short bursts of web communications and learning into measurable performance results.

THE SITUATION

Ken could hardly believe what was happening. First his staff got cut in half and now his training budget was being reduced by 30%. He had made a lot of commitments to internal clients to provide training. Should he just shrug it off as, “the nature of the beast?” His clients would understand – with everyone running around doing the job of two and three people no one was going to have time for training anyway. With another round of cuts Ken knew he better figure out how to bring value to clients or join the unemployed club.

Sarah’s life just got a lot more complicated. Managing one enterprise level initiative was tough enough. With cut backs everywhere she was inheriting two other projects with resources spread across the globe. When it all this unfolded four months ago she had been given a travel budget to spend time communicating and building relationships with her geographically dispersed teams. Now her hands were tied. Sarah needed to find effective ways to communicate and work with her project teams – and fast.

DESCRIPTION OF SERVICES

| SERVICE | DESCRIPTION |
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| Audience & Message Analysis | You talk we listen. We ask a lot of question and do everything we can to understand who your audience is and what needs to be communicated in order to lead to the concrete actions that will make a difference for your organization. |
| Story-Based Design | Few firms if any understand how to work with narrative (stories) the way we do. Our chief learning and communication architect has written four books on the topic, given countless international presentations and he has received an HR Leadership award for his ground breaking work in this area. We’ve got passion and expertise. What we do with stories is unlike anything you have seen before. |

| SERVICE | DESCRIPTION |
|---|---|
| Graphic Design | We have a team of talented artists. We draw upon a rich library of media assets to support your message. We are happy to work with your creative team. No ego from us and if it can save you time or money we're all for it. |
| Development | No analysis paralysis and lengthy or costly design rigmarole from us. We roll up our sleeves and get right down to the business of transforming everyone's ideas into web-based communications, job-aids, tools, and supporting pre and post event processes to achieve your objectives. Expect a project schedule with quick iterations and rapid deliverables. |
| Delivering | If you need one of our facilitators to deliver the learning or co-present with you we are happy to do so. Or if you just needs us in the wings juggling the technology that's fine too. Whatever helps you delivers the communication or learning with the greatest impact is what we want to do. |
| Facilitator Coaching | We'll make sure you shine as presenter/facilitator. Forget about being dependent on us. We've failed if after going through the design cycle once you feel like you need us. Of course we want to work with you again. However we learned long ago the best thing we can do for our clients and for our bottom line is to make ourselves disposable. |
| Recording | For live deliveries of your web-based communication and learning solution, we're happy to provide recordings. No need to worry about technology. We've got your back. |
| Hosting & Archiving | We have a platform for hosting your pieces and permanently archiving those for easy, 24/7, anytime, anywhere access. |
| Measurement Evaluation Plan | Let's not do anything we cannot find some creative and meaningful way to measure. We'll equip you with evidence-based communication and learning strategies. We'll help you manage the expectations of your stakeholder and give them tangible results. We want them to become your biggest allies and advocates. |
| Transforming Existing Courseware and Communication | Why start from scratch? We bet you've got great stuff lying around. We can turn any of your existing communications, presentations, or courses into chunk web-based nuggets of gold. Don't believe us...give us a call and challenge us with your toughest stuff. We'll be honest. It's true that not everything can be mapped over into short story-web-based bursts of learning but then again your materials may meet their match with out team. |

CONTACT US

We love what we do and we love to love our clients. Do you want to join our family of ecstatic clients? So what's on your mind? Give us a call or if you prefer drop us an email today and we'll send you links to some samples...

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