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# What is Your Business Doing About eLearning?

- ✓ Dealing With Competition
- ✓ Learning How To Use It
- ✓ And Making Money



By

By Diane Kramer, Ph. D.  
CEO  
PeakSkills Learning Systems  
Melville, NY 11747  
631.630.0570 x20

[www.peakskillslearning.com](http://www.peakskillslearning.com)

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## What is Your Business Doing About eLearning?

White Paper by Diane Kramer, Ph.D., CEO, PeakSkills Learning Systems

What is Your Business Doing About eLearning?

ELEARNING, DISTANCE LEARNING, ONLINE LEARNING – it's the buzz and clients are asking for it. Many trainers are telling us that they must add eLearning to their product mix right now or drown in the wave of competition. And the future is eLearning! Companies are telling us that more and more of their training will be online in the years to come.

Are you interested in learning how you can meet this challenge? In this white paper, you will learn about easy, low cost, high value eLearning and 'blended' learning solutions from PeakSkills – results-driven solutions that spread your brand and further your credibility with your client.

By the end of this white paper, you will have enough information to decide whether this set of solutions is the one to explore further for your clients.

PeakSkills In Brief

At PeakSkills, we have two successful models for working with Trainers, Training Companies and Learning Specialists to expand your businesses:

- PeakSkills Certified Developer Program - We train trainers, coaches, and learning specialists in results-driven eLearning course design and development using the PeakSkills Learning Method and our eLearning Platform (Learning Content Management System/Learning Management System).
- PeakSkills Strategic Partner Program - We work in strategic alliance with trainers, coaches and learning specialists, designing and developing results-driven eLearning and 'blended' learning solutions for your clients.

By working with us, you will both expand your business reach and add additional revenue streams from consulting, coaching, content creation and hosting royalties.

What's in it for your Clients?

For many trainers and learning specialists, eLearning is an added burden, a mystery or additional work they now have to do because clients are expecting a 'blended' solution.

So lets demystify eLearning a bit. What will it do for your clients if you adopt an eLearning solution from a company like PeakSkills?

You will be able to offer these clients:

- eLearning that is driven by business results.
- Fast and effective eLearning design and development to support your stand-up and coaching work.
- Timely delivery of new or required content. (laws, rules, regulations)
- Measurable ROI metrics through use of our Learning Management System.
- Variety of eLearning types and methods based on client need.

- Reasonable costs.
- Full learning plans including interactive self-paced eLearning, webinars and virtual classroom, all blended with stand up training/coaching as desired.

Sound appealing? There is more.

#### More Benefits to your Clients

Your clients will find that eLearning solutions are excellent for improving business results. You can provide them:

- eLearning sales seminars on products and services for collecting leads.
- eLearning for sales training on methods and products.
- Employee eLearning programs.
- eLearning for channel partners and clients.
- Customer Service eLearning programs to improve customer service delivery and shorten cycle times.

Now that we have reviewed some of the eLearning benefits to your clients, lets look at benefits to you and your company.

#### Benefits to You

What are the advantages to you as a trainer, training company or learning specialist to adopting an eLearning solution like PeakSkills? Such a solution:

- Gives you additional consulting, coaching, content creation, and hosting royalty revenues.
- Allows you to compete with the big companies.
- Makes you look highly credible in eyes of your clients.
- Re-purposes your legacy training work to the web for 24/7 availability, useful for new prospects and existing clients and as new revenue streams.
- Leaves your brand behind for companies to interact with on a daily basis.
- Gives you a flexible set of eLearning or 'blended' learning solutions to use with any type of client.
- Allows you to develop eLearning to high level of standards.
- And for those of you who are trainers within larger companies, you can now become a profit center through results-driven eLearning.

#### More Benefits to You

There is more...In addition:

- You will work with an award-winning design and development team in a high profile eLearning business since 1992.
- eLearning marketing advice is available from our consultants with national reputations.
- You will be able to offer 'blended' training, coaching, and eLearning packages.
- PeakSkills solutions are easy to use and manage.
- They provide you with low cost of entry.

- We team with you for client meetings as needed.
- We offer an award-winning training/coaching program to turn your staff into excellent eLearning designers/developers if you choose to do-it-yourself.
- And you can join our PeakSkills Users Group for a sense of community with other trainers and learning specialists.

Who is PeakSkills?

Next question??? Who is PeakSkills Learning Systems and how specifically do we work with you? We will answer those questions in the rest of this white paper.

PeakSkills is an eLearning company started by trainers and learning specialists in 1992.

Three years ago we set out to change the landscape of how learning was done. We wanted our learning methods and technologies accessible to 50,000 plus trainers and training companies.

We developed a simple eLearning platform (learning content management system/learning management system) where one person can build, launch and run highly interactive and media-rich online course and seminars.

We created a powerful eLearning instructional design methodology - based on solid research on how we learn from such disciplines as Cognitive Learning Theory, the Neuro-sciences, Neuro-linguistic Programming and Accelerated Learning.

We crafted that eLearning design methodology to systematically produce results-driven eLearning courses that are delivered 24/7 and can be integrated into 'blended' learning approaches.

Finally, we designed the eLearning instructional design methodology and eLearning platform to be easy, economical and elegant.

The result: the PeakSkills Learning Method and PeakSkills eLearning Platform for delivery of 'blended' and self-paced results-driven eLearning courses.

Ready to explore in more detail?

What is Results-driven learning and eLearning from PeakSkills?

Results drive business owners or top level managers to commit more money to training and learning. Learning and eLearning that produce business results will cause your clients to smile and give you back repeat business.

To develop results-driven eLearning, we start by finding out what result the client wants. Does your client need to drive more leads off his website? Train sales personnel in methods, products and services? Provide proprietary training to employees? Build channel programs and distribution systems? Offer 24/7 customer service?

Once we know the business result, we use the PeakSkills Learning Method to help you design/develop the eLearning or 'blended' learning program that leads to that result. Your client will measure effectiveness through use of the learning management system that is part of the PeakSkills eLearning Platform.

(Note: We have two models for working with trainers, training companies and learning specialists. We design/develop the eLearning for your client or we train you in the PeakSkills Learning Method to design/develop your own.)

Summary: PeakSkills Learning Method and eLearning Platform feature results-driven interactive, media-rich eLearning. Next, lets take a look at the importance of 'blended' learning solutions to your clients.

#### 4 Quadrant Model of Learning

Most of you already know what a 'blended' learning approach is. This quadrant model shows it in simplified form.

	Offline	Online
Synchronous or Live	<b>Classroom Training</b>	<b>Webinars and Virtual Classrooms</b>
Asynchronous	<b>Workbooks, Videos and Self-Study Guides</b>	<b>Self-Paced and Just-in-time Training</b>

The research demonstrates that a 'blended' model works best to produce business results, especially when a large percentage of the learning is in the asynchronous online quadrant so that learners can both reinforce what they have learned and do just-in-time learning on the job.

PeakSkills Learning Method and eLearning Platform work well with 'blended' solutions. Start by developing self-paced eLearning courses, add eCoaching, webinars and classroom training. Then administer and track all aspects of the 'blended' solution in the PeakSkills eLearning Platform Administration Area.

Lets now think more specifically about the different types of eLearning that go into a 'blended' or self-paced eLearning solution.

#### Types of eLearning

Not all clients are created equal. Their needs differ greatly. PeakSkills results-driven 'blended' or self-paced learning solutions answer those needs Here are the types of eLearning offered by PeakSkills to fit into a variety of client needs:

**Persuasive/Informational** - Persuasive/Informational eLearning is the type used for marketing demos and sales presentations. Its success lies in the vividness of the images and the excellence of the word-smithing.

**Procedural** - Procedural eLearning is the type used when learners need to master specific on-the-job procedures.

**Process Flow** - Process Flow eLearning is the type used to teach a general set of steps that gets applied again and again in different situations, such as in sales and in performance appraisal.

**Principle-based Problem Solving** - Principle-based Problem Solving is the eLearning type used to teach general principles and apply them in a variety of problem-solving situations, such as in management training or any type of professional training.

**Human Transformational** - Human Transformational eLearning is different from the other types. It is the method of changing basic beliefs or mindsets at a deep level that then shifts thoughts, feelings and behaviors. It is used to help people with sales, leadership, strategic planning and any push to the next level of success.

As some business results require pure self-paced eLearning that combine a number of types of eLearning while others require a full 'blended' solution, PeakSkills Learning Method and eLearning Platform are flexible. The PeakSkills eLearning Platform offers highly interactive templates and action plans, video and audio, as well as an instructor/coach area.

Intrigued! Lets summarize before considering the working arrangements between trainers and PeakSkills.

#### Summary So Far

PeakSkills offers:

- Results-driven eLearning.
- ELearning for improving: sales leads, employee training, channel partner and client training, customer service.
- 'Blended' learning models.
- Multiple types of eLearning for varied business results.
- PeakSkills Learning Method - eLearning instructional design based on how people learn from Cognitive Psychology, Neuro-Linguistic Programming and Accelerated Learning.
- Do-it-yourself eLearning design and development training program.
- Or we do it for you.
- Efficient ASP-Hosting model for course deployment.
- Courses that can be left up and used for customer service or just-in-time learning.
- Administrative, Authoring, Instructor and Learner areas on the PeakSkills eLearning Platform.
- And increased revenue streams to you from consulting, coaching, content creation and course hosting royalties.

## Working With PeakSkills

PeakSkills is easy and economical to work with. We consider ourselves a win/win/win company. We offer two basic models for working with trainers, training companies and learning specialists:

**PeakSkills Certified Developer Program** – This is a training/coaching program delivered in person or online that trains you in both the PeakSkills Learning Method and the PeakSkills eLearning Platform. You will first get trained in the basics and then you will be coached through your first eLearning course to PeakSkills standards. During the program, you will have six months free access to the PeakSkills eLearning Platform to develop up to three demo courses.

**PeakSkills Strategic Partner Program** – If you prefer not to become an expert in eLearning design and development, we will partner with you and produce results-driven eLearning courses for your clients.

If you are a trainer in a medium to large corporation, you too can participate in the PeakSkills Certified Developer Program...or we can simply design/develop courses for your company.

**PeakSkills ASP Hosting Solution** - Once your courses are developed by you or by us, its simple. We offer a scalable ASP – hosting model for delivering courses to the targeted learners. Some of the features of that model include: ecommerce module, self-paced registration, and a sales demo area. In the sales demo area, you can attach eLearning sales and marketing demos to your or your clients' websites for stimulating leads generation.

## Pricing Model/Business Expansion

Our pricing model is deliberately affordable to allow a low cost of entry for trainers, training companies and learning specialists. We offer the PeakSkills Certified Developer Program for less than \$900. Hosted courses are charged at the price of \$12 per eLearning course hour (approx. 60 pages per course) per student with you getting a 25% commission. Or you can set your own price and pay us \$9 per learner per hour (scales down with volume).

When we team with you and we do the eLearning design/development work, we use a course pricing calculator that takes the guesswork out of our charges. We offer private custom branding and ecommerce as optional charges.

You can expand your business in a number of ways by teaming with PeakSkills:

- Add more consulting revenues through offering eLearning and 'blended' learning solutions
- Add more coaching revenues by coaching your clients in conjunction with using PeakSkills to deliver the self-paced interactive modules for self-study
- Add content conversion revenues
- Receive hosting royalties when your clients' courses are hosted on the PeakSkills eLearning Platform

Now lets take a closer look at the results-driven PeakSkills Learning Method - PeakSkills eLearning instructional design method based on psychological processes underlying learning and performance.

## PeakSkills Learning Method

The PeakSkills Learning Method guides you in moving from classroom to online learning. As you start the PeakSkills Certified Developer Program and become immersed in the PeakSkills Learning Method, you will learn to:

- Define the specific results that will drive the development of your course.
- Apply practical models of how we learn to your eLearning course designs - from the fields of Cognitive Learning Theory, Neuro-Linguistic Programming, Accelerated Learning and the Kolb Learning Cycle.
- Learn about and select the appropriate types and methods of eLearning to drive a particular result.
- Develop expertise in the PeakSkills eLearning Platform Authoring Area.
- Apply a range of interactive instructional methods to your course.
- Choose the correct media elements to make your course excellent.
- Brainstorm, chunk and sequence your content based on the business results you want to create.
- Storyboard and script your course.
- Develop the course on PeakSkills eLearning Platform.
- Finally text and revise.

Once you become an expert in the PeakSkills Learning Method and are a Certified Developer, you then develop your courses on the PeakSkills eLearning Platform to your clients' specifications.

## The PeakSkills eLearning Platform

Just as you have total control in the classroom, you will have total control of your PeakSkills eLearning Platform environment. And it is easy to learn and to use!

Here are some additional features of PeakSkills that interest trainers: The PeakSkills eLearning Platform has four areas...Administrative, Authoring, Instructor and Learner.

In the Admin Area, you can enroll learners, initialize courses, and check reports and results.

In the Authoring Area, you will find a broad range of interactive templates for results-driven eLearning. You can add audio, video, flash and simulations to make a complete eLearning solution.

In the Instructor Area, coaches and instructors can manage individuals and teams, check learner action plans, send assignments, and set up chats and discussions.

Also available from PeakSkills is our ecommerce module for selling eLearning on the internet, a self-registration system for learners, and a way to launch your own or your client's eLearning marketing demos off yours or their website for collecting warm leads. In addition, you can leave your eLearning courses up for a year for customer support and just-in-time learning.

We also offer a PeakSkills Users Group for support and cross-marketing of courses.

Lets next take a look at PeakSkills credentials.



## Who We Are Over the Years

Our clients have included the big and the small...including GE, San Francisco Airport, KeySpan Energy, Con Ed, the World Bank, and Barnes and Noble. Currently we are working with one of the largest manufacturers of leadership materials in the world and with small startups that don't want to be left out of the eLearning opportunity. We are used to working with trainers, consultants and subject matter experts in producing expert results for your clients.

## Conclusion

PeakSkills Learning Systems provides result-driven eLearning or 'blended' learning solutions for your clients. We offer two models:

- PeakSkills Certified Developer Program - We train trainers, coaches, and learning specialists in eLearning course design and development using the PeakSkills Learning Method and our eLearning Platform (LMS/LCMS).
- PeakSkills Strategic Partner Program - We work in strategic alliance with trainers, coaches and learning specialists to design and develop eLearning and 'blended' learning solutions for your clients.

## Your Turn

Have we answered your questions? Dealt with the knowledge gap? Or do you have more questions? Contact us ([dkramer@peakskillslearning.com](mailto:dkramer@peakskillslearning.com)) and we will be happy to guide you through a demo, discuss your needs and/or send you more detailed information.

## Contact:

Diane Kramer, Ph.D.  
CEO  
PeakSkills Learning Systems  
734 Walt Whitman Road  
Suite 307  
Melville, NY 11747  
631-630-0570 x20  
[www.peakskillslearning.com](http://www.peakskillslearning.com)

## About PeakSkills and Dr. Kramer

Diane Kramer, Ph.D., learning specialist and cognitive psychologist, has led the award-winning design and development team at PeakSkills Learning Systems since 1992. Her coaching and training programs in eLearning design and development are truly exceptional as evidenced by the following quote:

*"...I attended Diane's workshop on Breakthroughs in eLearning at the eLearning Guild Conference in Boston, 2005... The content of that workshop was really stimulating, informative and full of practical techniques that you can use on your job as an Instructional Designer. I thought it was an excellent session that I highly recommend." – Sandrine Beky, IT Learning Project Manager, Cisco Systems*

### PeakSkills Learning Systems - Deep and Transformational

Our team at PeakSkills has accomplished its mission of developing a breakthrough method of eLearning instructional design paired with a state-of-the art affordable eLearning Platform (LMS/LCMS). Our offerings are easy-to-use, affordable and serve as a gateway for trainers to add their expertise to the eLearning world. The PeakSkills eLearning Platform includes four areas: administration, authoring, learner and instructor. The platform is excellent for blended learning and coaching approaches.

### PeakSkills Benefits

Benefits include:

- **Ease-of-Use** – PeakSkills eLearning Platform was totally designed by trainers for trainers. Trainers love the way the system "just makes sense". If an instructor can handle PowerPoint, this system will take them to a whole new level of eLearning development within a few days of training.
- **Intuitive Content Development** – This template-driven system naturally leverages NLP and Accelerated Learning techniques. By combining a Knowledge Management system with learning methodologies, exceptional quality course building is rapid, easy and inexpensive.
- **Total Control** – The instructor can change any lesson content at any moment.
- **Highly Economical** – PeakSkills eLearning Platform is priced on a simple price per seat program. Pricing is predictable. There are no hidden costs.
- **Flexible** – PeakSkills eLearning courses are used for: pre-sales learning demos, employee, partner and customer training, customer service tutorials.
- **Turnkey Solution** – Everything you need to get started: training, content development and hosting.

PeakSkills is a full service channel driven eLearning company offering the following services:

- eLearning Marketing and Strategic Consulting
- eLearning Content Development
- Training on transformational learning and eLearning Methods
- ASP Hosting of eLearning courses and programs, developed by us or by your team, on the PeakSkills eLearning Platform.

For a demonstration, training and more information, contact:

Diane Kramer, Ph. D.  
CEO  
PeakSkills Learning Systems  
734 Walt Whitman Road  
Suite 307  
Melville, NY 11747  
631.630.0570 x20  
dkramer@peakskillslearning.com  
[www.peakskillslearning.com](http://www.peakskillslearning.com)