

“Dynamic collaboration gets results”

I am a specialist in Web Conferencing and using the web and technology for Training, Education, and Virtual Meetings. I have helped my clients achieve results in these areas:

Increase / Improve
Sales and Revenue
Individual Performance
Virtual Team Performance
Value to their Clients

Decrease
Costs
Travel Time



Henry E. Liebling

The Web Conferencing Imperative

for Collaboration, Productivity, and Training



Henry E. Liebling

Assisted by
Ruth Ann Forrester

Henry is author of four books on Web Conferencing, covering such topics as cost savings, productivity improvement, behavioral techniques, virtual sales, virtual marketing, virtual teams, government operations, human resources, distance learning, and virtual meeting examples.

Catalog of Services & Publications

www.morevirtual.com/uploads/Catalog.pdf

Case Study – Training

www.morevirtual.com/uploads/CSS1-Training.pdf

Case Study – Consulting Firm

www.morevirtual.com/uploads/CSS2-Consulting.pdf

Web Site

www.morevirtual.com

Presentations

www.slideshare.net/hliebling

Henry’s Three Styles of Web Conferencing

I advise people to think about three distinct ways of using Web Conferencing. It is my hope that this helps overcome misconceptions, and even confusion, about different ways to use Web Conferencing,

■ **Webinar Style**

Use this style to convey information, with light discussion and Q&A.

Examples:

- Inform people about products, services, trends, legal changes, new programs, research findings, organizational announcements, etc.

■ **Collaborative and Interactive Style**

Use this style to make interactive, engaging, and meaningful connections with people. Use this style for:

- Assessments
- Coaching / Mentoring
- Facilitating Meetings
- Sales
- Account Mgt.
- Setting Goals
- Managing
- Brainstorming
- Consulting
- Financial Analysis
- Planning
- Listening / Collaborating

■ **Training and Education Style**

This style often includes both “webinar” style and “collaborative and interactive” style. Familiar terms for this style are “live virtual classroom” and “virtual instructor-led training.” Use this style for:

- Classes and Courses.
- Training Reinforcement to eliminate performance gaps.
- Blended Learning – use this style with other training delivery methods.

Services and Objectives

- **Assessments:** Current Situation. Identify opportunities that align to your organization. Gaps. Recommendations.
- **Workshops & Coaching:** Knowledge and skill development.
- **Custom Designed Solutions:** Strategy. Plan, lead, and implement organizational change. Assess technology. Reduce costs. Increase ROI.
- **Productivity & Reputation:** Design / implement processes so your virtual meetings / training start on time, with no glitches.
- **Virtual Selling:** Increase your capabilities and skills for virtual selling and virtual account management.
- **New Revenue:** Increase your revenue from virtual delivery of consulting and training services.
- **Training & Performance:** Design, develop, and implement effective virtual instructor-led training and blended learning.

Experience: Live Virtual Meetings and Distance / Blended Learning

- **Began using software for real-time meetings and training in 1992. Have used over 20 systems.**
- **Completed successful virtual working and distance learning projects for clients in United States, Australia, Kuwait, Saudi Arabia, and Finland, for:** Nokia, Microsoft, Linkup Consulting, BellSouth, Kuwait Airways, American Society for Training and Development (ASTD) chapter, Orkin-Rollins, Q2 Learning, Southeastern Assn. of Facilitators, Organization Change Alliance, State of Georgia telecommute program ("Work Away"), and Clean Air Campaign.

Highlights

Nokia: Converted a two-day instructor-led classroom course ("Collaboration for Product Creation Teams") to a 15-hour blended learning program that relied heavily on live virtual classroom. Reduced costs by \$9,000 per course. Excellent learning results.

Linkup Consulting: Catalyst, consultant, workshop leader, and coach to help the company increase their virtual working capabilities and skills. Results: increased sales, less travel costs, less travel time, people are more comfortable and effective in virtual meetings and when delivering virtual training.

Microsoft: Developed content for Sales Channel Collaboration and Account Planning initiative, delivered by Blended Learning. Result: Increased sales. Project won award from United States Distance Learning Association.

Kuwait Airways: Performed in "Producer Role" for a U.S.-based consultant to successfully deliver a live virtual program to 110 airline executives. Results: Started on time, no glitches, has opened up new business opportunities for the consultant.

Additional Experience: Videoconferencing, online workrooms (asynchronous) for learning & virtual teams, learning content management system, learning management system, EPSS – portals, and eCommerce. Currently researching telepresence.

Experience: Traditional

Training and Development, Leadership, Organizational Development, Culture Change

Project Management, Assessments, Instructional Design, Course Development, Delivery (Instructor Led Classroom), Evaluation. Instructor Guides, Student Materials, Presentation Slides, Train-the-Trainer, Job Aids, Self-Study.

- Restructure corporate training departments. (AT&T, The Equitable Group and Health Div.)
- Retail Store Manager Training Program, including Train-The-Trainer. (The Great American Cookie Company)
- Software Training – billing, accounting, customer care, CRM, eCommerce.
- Soft Skills Training – goal setting, time management, interpersonal communications, self-image, personal change.
- Delivery of leadership development programs and design / development of coaching programs for first-level managers.
- Instructional design, development, and delivery of training to support a large-scale culture change initiative. (Healthcare claims management centers, 25 million people served.)
- Conducted 360° interviews to support call center culture change initiative. (Telecom, 25 centers)
- Meeting Facilitation. (Corporate, non-profit, education, government.)

Sales and Service

- Develop sales coach advanced training program.
- Design, develop, and delivery of Sales Certification pilot course. (Microsoft's Large Account Resellers)
- Design, develop, and implement "Business Acumen for Sales Reps" courses. Training Reinforcement component. (BellSouth Small Business, Monster Worldwide)
- Design, develop, and implement classroom and on-the-job training program to support the opening of a new 7x24 call operations center. (American Bankers Association & National Westminster Bank)
- Develop Sales Manager Quick Reference Guide. (245 pages)
- Former Sales Administration / Customer Service Manager. (Equipment Manufacturer)

Business Processes

- Analyze, design, document, and train for pre- and post-sales, technical support, parts order delivery, delivery of professional services, customer care, CRM, eCommerce, network and hardware implementation, and business continuity. Industries: IT, telecom, manufacturing, at-home services, healthcare wellness.

Marketing

- Create documentation on "stage gate" product development process. Design / lead workshops to marketing managers.
- Design, development, and delivery of New Product Sales Training courses. (15 products & services)
- Script writing / storyboards for product promotion CD-ROMs.

Non-Profit, Education, Government

- Co-wrote volunteer publication (Volunteer Be Proud!). Train volunteers.
- Training programs (leadership & management). Facilitate meetings – board and community.
- Youth Development. (Hoboken High School, Boys and Girls Clubs of America – "On Solid Ground")
- Former Board Member, Community Education Partnership.

Education: Bachelor of Arts and Masters of Public Administration, Syracuse University.
Studied Organizational Development and Behavioral Science, University of California.

Testimonials: Virtual Meetings and Distance Learning

Senior Consultant and Training Manager International Consulting Firm

"Henry was a great catalyst ... new skills enhanced our virtual meeting effectiveness and results...."

American Society for Training and Development Chapter Vice President

"... a great program ..."

Reduced Costs - Blended Learning Evaluation Report Global Co.

"Calculation of costs showed a savings of \$9,000 per session"

Learning: *The participants performed better in the blended program.*

Lean Six Sigma Black Belt and Champion, PMP Defense Contractor

"... Henry provided an excellent session on facilitation in virtual environments. ... He is an expert on interpersonal virtual communications, meeting dynamics, and technology trends and getting the absolute best out of virtual teams...."

Chairman and CEO IHS, Inc.

Chairman and CEO, Ingram-Micro, Inc. (1996 - 2000)

Former CEO of Square D Co. and AT&T Global Information Systems (NCR Corp)

"... This book will help all of us use a wonderful productivity tool to do a much better job of collaboration, group learning, and communication."

Former Science Advisor to the President of the United States

Former Director, White House Office of Science and Technology

Former President, Exxon Research & Engineering Co. Former, Executive Director, Bell Telephone Laboratories

"Henry Liebling's Web Conferencing book is a tour-de-force for those of us who need a way to communicate economically and effectively. Congratulations on your book ..."

Southeast Association of Facilitators

Chairperson: *"Henry's tips and tricks for facilitating virtual meetings provided new information and special tools to enable facilitators to improve the preparation, coordination, and facilitation of virtual meetings."*

Information Technology and Services University Vice President

"Successful collaborations and effective meetings can be difficult when people meet in person. Conferencing in cyberspace presents a whole new set of challenges that are often not well-understood by organizers. Henry Liebling's latest book addresses this gap nicely by presenting a clear set of guidelines that help meet the unique challenges of facilitating virtual meetings that get business done."

Columbus State University President

Kennesaw State University, College of Business Former Dean

"The Web Conferencing Imperative for Collaboration, Productivity, and Training' is a timely, insightful and thorough treatment of an online application that will make enormous productivity contributions to any enterprise, public or private, that uses Liebling's tips successfully. Includes dozens of outstanding tips."

Testimonials: www.morevirtual.com/Testimonials.html