

About Us

Experience with Web Conferencing, Internet Collaboration and Learning Technologies

More Virtual.com is a division of Strategic Business and Technology Alliances, Inc. (SBTA, Inc.), a private company.

SBTA staff has provided services to over 125 clients, in eBusiness, Education, Financial Services, Food Products, Franchise, Gaming, Government, Health Care, Hi-Tech, Hospitality/Lodging, Insurance, Manufacturing, Membership, Non-Profit, Retail, Software, Staffing, Systems Integrators, Telecommunications, VAR, Wellness, and Wholesale/Distribution. SBTA maintains excellent relationships with leading individuals and companies that specialize in collaborative and learning technologies.

Examples

- **Professional Meeting Facilitators.** These people already had strong classroom and offsite meeting facilitation skills. Purpose - teach techniques, tips, processes and related so they can use their meeting facilitation skills with their clients in dispersed locations.
- **Organizational Development Professionals.** These people wanted to learn basic information for using their OD skills using the web conferencing format.
- **Cost Savings and Optimization.** One part of the company was already using web conferencing. The business need was to decrease travel and driving expense. They wanted to better use web conferencing – in **sales, support, client relations, and between their own offices.**

Examples – See Details on next pages

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Project Management of Distance Learning (Blended Learning) Program

CHALLENGE: A global company decided to use Web Conferencing to eliminate travel expenses. A project plan needed to be developed and managed. This was their first Distance Learning (Blended Learning) program.

SOLUTION: We produced the project management outline, covering all tasks and timeline. It was used by the client and its consultants. We then co-managed the entire pilot program, including project planning and change management.

RESULTS: The project was delivered on-time and within budget. Learning objectives were met. Excellent ROI and participant learning was achieved. The company achieved its successful launch of distance learning. **"Participant Satisfaction:** *On a six-point scale, with one being poor and six being excellent, the sessions finished with nearly all 5's and 6's. Comparing these figures to similar ratings of classroom sessions, the elearning ratings were actually higher. Some of the participants actually said they felt the virtual sessions were better than their experiences with classroom sessions.* **Cost Savings:** *Calculation of costs showed a savings of \$9,000 per session over the traditional delivery scenario, not considering participant travel, which yields further savings.* **Learning:** *The same pre- and post-test was used in the in-classroom session and the virtual classroom sessions. The participants actually performed better in the elearning sessions, answering all questions correctly."*

Facilitating Virtual Meetings and Classes

CHALLENGE: The clients needed course facilitators for synchronous virtual classes, using Web Conferencing.

SOLUTION: Our staff facilitated and co-facilitated virtual classes using Web Conferencing.

RESULTS: Course learning objectives were met. Participants increased their comfort and confidence in using the Web Conferencing software and its interactivity tools.

Coaching Virtual Instructors

CHALLENGE: On multiple assignments, the virtual instructors and facilitators were new to Web Conferencing. They needed to perform at a very high level.

SOLUTION: We provided coaching, which included: (1) educating the instructors and facilitators about Web Conferencing, (2) providing tips and techniques, and (3) designing, leading and critiquing practice sessions.

RESULTS: Increased skills and comfort level. This led to their being effective at virtual instruction and facilitation.

Management of Learning Content Management System (LCMS)

CHALLENGE: Although the client had decided to use a new LCMS as the knowledge portal for its Blended Learning program, the client and the consultants had no experience with it.

SOLUTION: Our staff performed the role of system admin for the LCMS. Tasks included: using workflow for authoring, publishing, and setting up multiple user tracks.

RESULTS: Content was easily attained by the participants. Content developers understood the workflow.

Instructional Design for Distance Learning Programs

CHALLENGE: Multiple organizations needed to design the learning experiences for synchronous virtual classroom learning. using Web Conferencing.

SOLUTION: On one project, our staff co-designed the entire program, creating the Instructional Design document which served as the storyboard. The two day course ("*Collaboration for Product Creation Teams*") was converted to four two-hour distance learning sessions plus five hours of traditional self-paced and team activities. The design included: virtual classroom (synchronous) sessions, self-paced activities, team activities, and an end-of-course evaluation. We also utilized video clips the client provided and Harvard Business School case studies.

On another project, we designed the Distance Learning program from scratch.

RESULTS: There was excellent balance between the virtual classroom learning, participant interaction, and individual and group activities that were performed on the job without using Web Conferencing.

Web Conferencing Consulting and Training

CHALLENGE: Multiple organizations needed assistance in purchasing a Web Conferencing platform and becoming trained.

SOLUTION: We provided assistance in a variety of ways, including: assessing functional, behavioral, and technical requirements and identifying a short list of candidate companies. We then project managed the process, including organizing demos and developing and implement a training plan.

RESULTS: Cost savings and improved communications. Clients were happy with the entire process, feeling it was very thorough.

Course Development for Distance Learning Program

CHALLENGE: Multiple companies needed course content for synchronous virtual classroom learning, using Web Conferencing.

SOLUTION: Our staff interviewed SMEs and co-created or created participant (learner) content. In some cases, we converted existing content and in other situations, we built-from-scratch. Development included: (1) presentation slides, (2) exercises, job aids, and pre-course materials, (3) instructor notes, and (4) end-of-course test.

RESULT: Materials had extensive content and were designed to be visually appealing. We met deadlines.

Sales Channel Communications and Joint Account Planning

This project won a top **AWARD** from United States Distance Learning Association. (Second Place Honors - more than 350 entrants - for the Best Distance Learning Program in Corporate Training.)

CHALLENGE: A major software company needed to open up lines of communication within its enterprise sales force and with its large account resellers. In addition, there was a need to improve the joint planning process.

SOLUTION: Our staff was on a team that designed and developed the distance learning program. We developed sales training content that was delivered in an innovative training program.

RESULTS: Enhanced channel communications and joint account planning. This led to increased sales results.

Leadership Development Program using Blended eLearning

CHALLENGE: A major financial services company wanted to ensure that managers developed leadership proficiency. The company was concerned that a "knowledge-oriented" model would not change behavior.

SOLUTION: We wrote user training materials to support an innovative asynchronous online "eCampus Platform" (provided by Q2 Learning). The eCampus provided a structured learning environment, online expert coaching rooms, peer learning rooms, threaded discussions, calendar of assignments, and tracking of completed assignments. The participants also completed self-paced leadership content provided on CD from a major content publisher.

RESULTS: Managers became proficiency in using the leadership skills. Most everyone liked this style of learning.

Knowledge Portal

CHALLENGE: A leading insurance company was launching its first knowledge portal. It was critical that underwriters were using the most up-to-date knowledge in their proposals. The business environment was one of rapid change and underwriting mistakes would put the company at financial risk.

SOLUTION: In a team environment, our staff provided consultant services that planned the launch of the knowledge portal. We worked with the company's project sponsor, project lead, and the technical consultant, to identify technical and content requirements, risks, and readiness.

RESULTS: Met tight deadline. Enabled the company to effectively manage critical knowledge that had a huge impact on their customers' satisfaction and the company managing its own financial risk.

Electronic Performance Support Systems (EPSS)

CHALLENGE: Companies had the challenge of converting paper-based content to robust intranet tools - EPSS.

SOLUTION: We provided design assistance and writing services on multiple projects.

For a global software company, we wrote on software license agreements; the tools had workflow diagrams, explanations, checklists, and fill-in charts.

For a global telecommunications company, we completed several projects. One, covering Human Resources Appraisals (Performance Management) and the other was for Quality Management tools.

RESULTS: All projects met deadlines and the clients were very happy. User comments were very positive.

Video Conferencing: Training Value-Added Resellers

CHALLENGE: The company wanted to reduce travel expenses and get the new product courses delivered more quickly. They needed the course delivered through large-room video conferencing.

SOLUTION: On multiple projects, we converted ILT (leader-led classroom) courses into a video conferencing format. We designed and developed "learner" and "instructor" materials, which included questions and answers for a touchpad answering system.

RESULTS: There was a reduction in training delivery and travel expenses. The approach also reduced the time to revenue for these new products because the courses were rolled-out in a relatively short time frame, not over many, many months. Certification rates were high, similar to the rates when the course was delivered face-to-face in classrooms.

Synchronous Tools Research

CHALLENGE: A leading LMS consulting company wanted a listing of companies that offered synchronous tools.

SOLUTION: Our staff conducted the research and produced a listing.

RESULTS: The project was completed on time and within budget. We identified over one hundred companies.

Video Conferencing Management

CHALLENGE: The global telecommunications carrier wanted to add a managed service for customers to manage high end video conferencing rooms and facilities.

SOLUTION: Our staff developed a managed service for scheduling the use of rooms and the associated communications facilities. Carrier personnel were able to remotely access equipment, set up the conference call, and rapidly troubleshoot any issues.

RESULTS: The mystery of setting up a video conference was removed for senior executives in major companies. Their assistant would schedule the conference room. When the attendees arrived, the conference call would already be up and running and ready for them to conduct business. Ease of use facilitated more use by client companies and was praised for increasing the productivity of senior executives.

"The Collaboration Forum"

CHALLENGE: A company identified the importance of educating its global associates and clients about the power of Web Conferencing and Real-Time Collaboration.

SOLUTION: Our staff co-facilitated Web Conferencing sessions over a two year period, with people from around the globe. This became "The Collaboration Forum."

RESULTS: Everyone developed an appreciation for Web Conferencing and they developed advanced Web Conferencing skills. In addition, we had numerous creative and collaborative discussions on a wide-range of professional and organizational topics.

Conference Keynote

One of our staff is an accomplished keynoter at Distance Learning and Training Conferences, for corporations and the Federal government.

Traditional Experience

Marketing – Interactive Marketing, Kiosks, New Product Training, Product Development Methodology, Reseller Channel Certification, eProcurement Marketplace. Course: "Collaboration for Product Creation Teams."

Customer Service Operations and Customer Care – Opening of 7x24 Ops Center, Insurance Claims, Employee Involvement, Customer Retention, Culture Change & Organizational Development, Order Entry Requirements, Senior Leadership Team Building.

Sales – Business Acumen for Sales People, CRM Processes, New Hire Orientation, Initial and Advanced Training for Agents, Call Center Culture Change, Sales Manager Quick Reference Guide.

Government, Education, and Non-Profit Sector – Team Building for University Leadership, Grant Writing, Business Analysis for Health and Wellness co., Government Budgeting, Creating a New Police Department, Ombudsman and Citizen Involvement, Job Training, Citizen Services, High School Youth Achievement program.

Training, Workforce Performance, Organizational Development – Department Restructuring, Needs Analysis, Instructional Design, Course Development, Course Delivery, Train-The-Trainer, Certifications, Coaching and Mentoring, Instructor Recruitment and Selection. **Courses** – Business Acumen, Leadership, Change, Team Building, Performance Management, Management and Supervisory Development, Project Management, Software Training, and more.

Process Workflow and Documentation – Pre-Sales, Post-Sales, eProcurement Portal, Accounting Software, Repair Depot, Field Services, Software Usability Lab.

Information Technology – Network Operations Center (startup and management), Research and Writing on First Responders using Wireless Networks, Disaster Recovery/Business Continuity Planning.

People

Henry E. Liebling

Henry E. Liebling is co-founder of Strategic Business and Technology Alliances, Inc. and the thought-leader for MORE VIRTUAL.com. He is a seasoned training professional, management consultant, researcher, and speaker who has designed and implemented programs for business and industry, government, education, health care and non-profit organizations. He has completed projects for companies in U.S., Europe, Mexico, and Middle East. He advises organizations how to leverage the use of Web Conferencing and collaborative tools and best practices to conduct business across distance and how to leverage Web Conferencing to accelerate learning/workforce performance. In 1992, he began using "real-time, different place" collaborative software for virtual meetings and distance learning. He is author of (1) **The Web Conferencing Imperative for Collaboration, Productivity, and Training** and **The Web Conferencing IDEA BOOKS series**, (2) **for Government**, (3) **for Marketing and Sales**, (4) **for Learning and Human Resources**.

His career began with an internship on United States Capital Hill followed by government employment.

For the past fifteen years, he has mostly consulted in the private sector, serving well-known global, regional, and entrepreneurial companies. He has consulted on training, product development processes, business acumen, customer service operations and retention, personal and team productivity, organizational development, operational efficiency, and e-Commerce. He has written on such topics as increasing volunteerism and personal and team productivity. He is a colleague member of WWW.NEWWOW.net.

AWARD. Mr. Liebling developed training materials and played a key role on a team that won Second Place Honors (more than 350 entries) from United States Distance Learning Association for Best Distance Learning Program in Corporate Training. (Program was for Microsoft Corporation)

Henry has provided services to American Bankers Association (Center for Bank Training), AT&T, BellSouth, Blue Cross Blue Shield, City of Syracuse, Clean Air Campaign, The Equitable Group and Health Division, The Great American Cookie Company, Los Angeles County, Monster Worldwide, Inc., National Urban League (HQ), Nokia Learning Center (N.A.), State of California, Monroe County NY, Servigistics, and Temple University.

He holds a Masters of Public Administration and a Bachelor of Arts degree from Syracuse University. He has studied Behavioral Science and Organizational Development at University of California. He has been a volunteer and/or Board member for community organizations, one of which was a Business-Education Partnership. Henry and his wife (Ruth Ann Forrester) have conducted youth development for Boys and Girls Clubs of America.

Ruth Ann Forrester

Ruth Ann is co-founder of Strategic Business and Technology Alliances, Inc. She began working with technology early in her career. She partnered in the writing and design of **The Web Conferencing Imperative for Collaboration, Productivity, and Training** and **The Web Conferencing IDEA BOOKS series, for Government, for Marketing and Sales, for Learning and Human Resources**. In 1992, she started using "virtual tools." She partners with our clients in developing publications, training materials, and media on collaborative work and blended learning. Ruth Ann is highly skilled in instructional design, materials development, and delivery of custom-designed, performance-based training programs. She is a meeting facilitator of Neuro-Linguistic Programming principles. Her career experience includes 12 years with MONY Financial Services where she was part of the team that developed their Sales Office Manager Training Program and Employee Assistance Program. She also assisted in the development and delivery of end-user training for MONY's computer systems and applications. She was Director of Usability Assessment and Training for a software company. She has been recognized for her active community involvement and attended a college in northeast Georgia. Ruth Ann and her husband (Henry Liebling) have conducted youth development for Boys and Girls Clubs of America.

Dr. Jolly T. Holden

Jolly is a learning consultant and Associate of SBTA, Inc. Jolly has extensive distance learning experience with corporations and government and has received numerous recognitions. He is an e-learning consultant and serves as an Adjunct Faculty to the American InterContinental University Online Master's of Education degree program in Instructional Technology.

Previously, he held positions as the Senior Projects Manager for Training and Development, StarBand Communications Inc., Chief Learning Strategist at Spacenet Inc. and GE Spacenet, and was the Executive Marketing Manager for Distance Learning at AT&T Tridom. During his career, he was Chief of the Evaluation and Technology Branch and Graduate Education Program Manager for the United States Air Force Institute of Technology. For the past twelve years, he has been actively involved in researching and promoting distance learning throughout the federal government and corporate community. He is Chairman Emeritus of the United States Distance Learning Association (www.usdla.org). He co-founded the Federal Government Distance Learning Association. He received his Doctorate in Education from the University of Southern California.

Daniel C. Hunt

Dan is a business veteran and proven management consultant with a broad background in information technology and telecommunications, acquired over 25 years of successful experience in sales, marketing, product management, and operations in organizations ranging from new start-ups to Fortune 50 corporations. For a global telecommunications company, Dan created the videoconferencing management service, including reservations/scheduling of rooms and equipment, management of bridging equipment, management of network facilities, call set up including initiating the calls remotely so that users entered an active conference. In addition, he developed services and support for the outsourcing and management services units of AT&T including on site network management centers for the AT&T's 100 largest customers.

The last ten years of his career has been spent in management consulting, first as an independent consultant and most recently as a Partner in a small firm. During this time he has successfully completed, led, or managed more than 60 engagements ranging in length from a several days to over 15 months as an interim executive. He is highly skilled in the creation and launch of new business lines and products. Mr. Hunt's experience includes serving as: (1) Partner and Chief Administrative Officer for a professional services firm, (2) Vice President Joint Ventures for an international telecommunications service provider, and (3) Founding Executive Vice President of international carrier. Dan has also held key positions with Execucom Systems, and Chase Decision Systems. Dan graduated Cum Laude, from St. Mary's University, San Antonio, Texas, and attended the United States Naval Management Institute. He holds certifications as Certified Business Continuity Professional (CBCP), from DRI International (Disaster Recovery Institute) and Project Management Professional (PMP) for the Project Management Institute.

Gary Wetherbee

Gary has over 20 years of experience as an accomplished trainer and organizational development specialist. He focuses on helping individuals and organizations achieve their strategic performance goals, working primarily in the areas of Organizational Leadership (Strategy Deployment, Leadership Theory and Skills, Team Building, Change Management, Creating Customer Service Organizations), Supervision (Coaching and Feedback, Supervision and Motivation, Performance Management, Dealing with Conflict and Difficult People), and Personal Development (Communication Skills, Time Management, and Covey's Seven Habits). Gary has provided services to key personnel with Anderson Consulting, Alcoa, Scottish Rite Hospital, Washington University Medical School, Big Brothers/Big Sisters, Deloitte and Touche, Annerundel Hospital, BellSouth Mobility, BellSouth.net, Salvation Army, and Southeastern Association for School Principals and Superintendents. Gary is an alumnus of Georgia Tech and has a M.Ed. from Georgia State University in Behavioral Sciences.

Rodney Bogash

Rodney has 18 years of experience as a consultant, mentor, and executive coach that has enabled him to improve the operating efficiencies and overall productivity of his clients. He was a Director of Quality at a Fortune 100 company and he has held senior management positions in the areas of Sales, Marketing, Product Management, and Operations. He has extensive corporate experience in Business Process Management, Six Sigma Methodology and Six Sigma Audits. He has worked with clients in such diverse industries as Telecommunications, IT, Software Development, Health Care, Government, and Non-Profit. He has presented to national groups and local business associations on such topics as "Six Sigma: The Road to Customer Satisfaction" and "The Role of Quality in Performance Excellence." Rodney is a GE trained Master Black Belt, an ASQ Certified Quality Manager (CQM), and a Quality Assurance Institute certified Quality Analyst. He has managed and coordinated Six Sigma Black activities in the areas of process improvement and leadership, managed post-AT&T Divestiture merger activities, and he was successful in forging mutual gains partnership for change with union local presidents and management leaders. Rodney is a Malcolm Baldrige National Quality Award Examiner and was a Senior Examiner for the Georgia Oglethorpe Award. He earned his Bachelor of Arts Degree from the Pennsylvania State University and was awarded a Masters of Business Administration from Fordham University.

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