



Web and Video Conferencing

Virtual Meetings / Virtual Classroom Consulting, Coaching, and Training

SERVICES

Assessments

We conduct light and comprehensive assessments to help organizations get more value with Web and Video Conferencing for Virtual Meetings, Collaboration, Learning, Blended Learning, Performance, and Work At Home.

Custom-Designed Solutions

Management Consulting and Implementation

- Strategy, Vision, Goals, Program Plan, Roadmap, Success Criteria, Business Case, Budget, Readiness Factors, Organizational Development
- Web and Video Conferencing for Specific Initiatives
- Virtual Team Development and Performance
- Technology Requirements
- Business Process Reengineering
- Implement the Plan and Scale the Plan
- Custom Design and Development for Virtual Meetings, Conferences, and Learning
- Evaluation, Measurement, and Continuous Improvement
- Documentation/Checklists for: (1) Week Before, (2) Day Before, (3) Same Day, (4) Day After, (5) Technical Support, (6) Rehearsals, (7) Pilots, (8) Testing, (9) Invitations, etc.

Coaching and Workshops

For new and experienced people:

- Instructional Design and Development
- Delivery Skills for Live Virtual Classroom
- Virtual Meetings, Large Audience Events, Conferences: Design, Agenda, Facilitation, Practice and Preparation
- Producer Role

REVENUE

Assess new revenue potential by delivering your Intellectual Property. Develop and implement plans for using web and video conferencing technology and practices. For training companies, consulting and professional services firms, non-profit organizations, and others.

MARKETING

Write success stories, case studies, and articles. Write award submission documents.



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QUALITY and REPUTATION

- Participant Experience. We assess and improve quality of the experience of your participants. We get input on strengths, weaknesses, and desired improvements.
- We help you resolve issues. Facilitate meetings to brainstorm and solve problems. Develop written action plans, with assignments. Monitor progress and follow-up.
- Create written documentation for repeatable processes.

COLLABORATION

- Learn how to use web and video conferencing software for highly interactive virtual meetings. Ideal for senior leaders, sales departments, problem-solving, force field analysis, brainstorming, and organizational development initiatives.

INSTRUCTIONAL DESIGN and DEVELOPMENT

For the virtual classroom and for blended learning:

- We convert YOUR **existing** courses & classes to the virtual format.
- We design YOUR **new** courses & classes to the virtual format.
- We design YOUR **refresher learning** and **training reinforcement** virtual classes.

ON THE VIRTUAL STAGE

- We co-facilitate YOUR virtual classes and virtual meetings and conferences.



Use Web and Video Conferencing in these areas

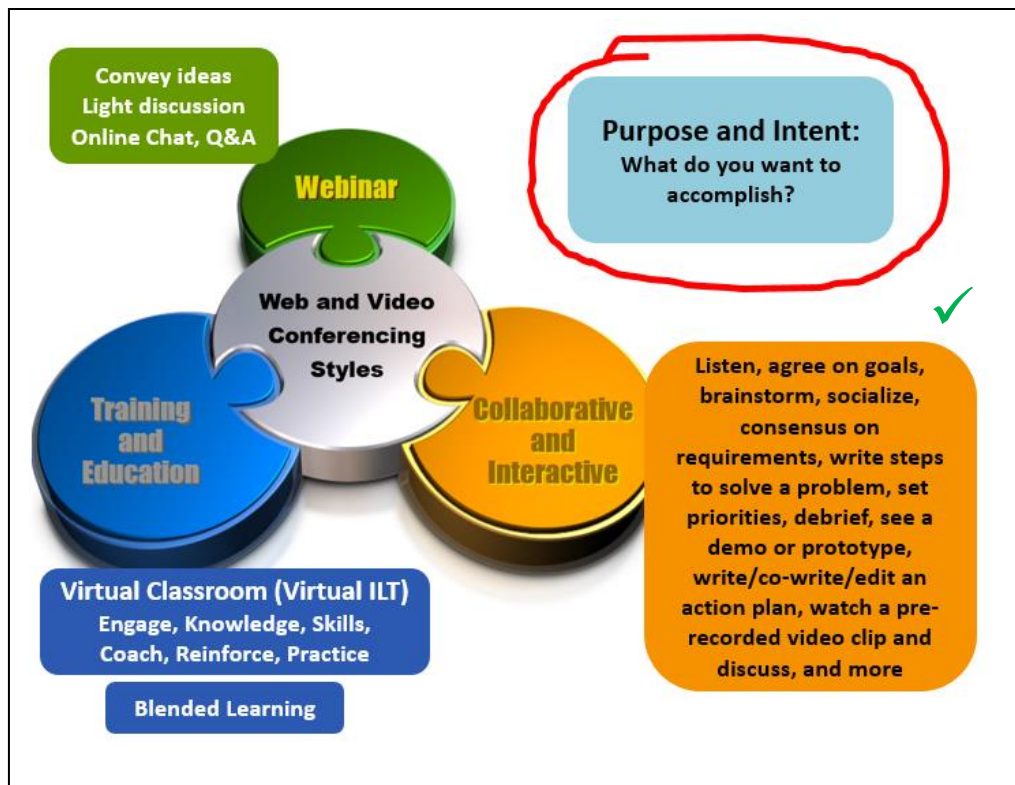
- Work At Home
- Sales, Customer Product Training, and Customer Support
- Literacy, Government, PK-12 Education, and Non-Profit Organizations
- Colleges, Universities, and Community Colleges
- Marketing, Finance, Manufacturing, IT, Legal, Operations, Call Centers, HR
- Consulting Services
- Teams – Global, National, Regional, State, Metro
- Healthcare, Home Health, and Telemedicine
- Talent Development (Training, Coaching)
- Agile and Scrum Coaching
- Culture Change/Organizational Development
- Customer Experience Management
- Community and Neighborhood Programs
- Volunteerism

Our Motto

“Pay Attention to the People Side of Technology, Change, Adoption, and Quality of Experience.”

In short, listen to and have empathy and respect for the people involved.

What do you want to accomplish?





Writing and Publications Experience

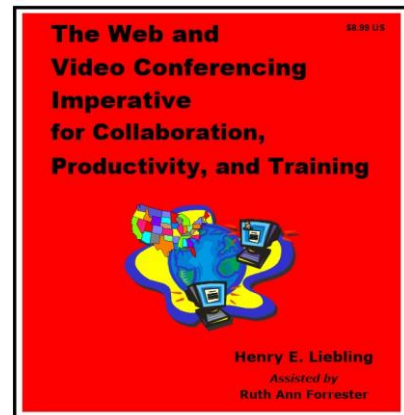
New eBooks at Amazon (Kindle edition) (8.99 USD each)

The Web and Video Conferencing Imperative for Collaboration, Productivity, and Training (March 2020 eBook Edition) (257 pages)

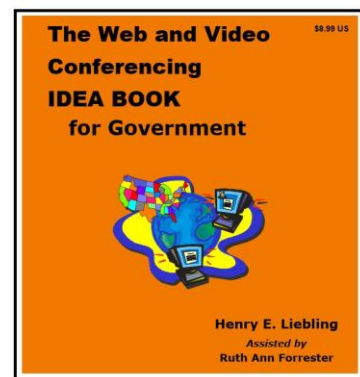
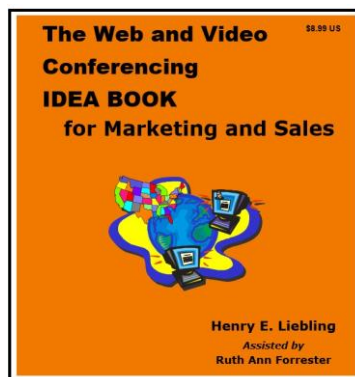
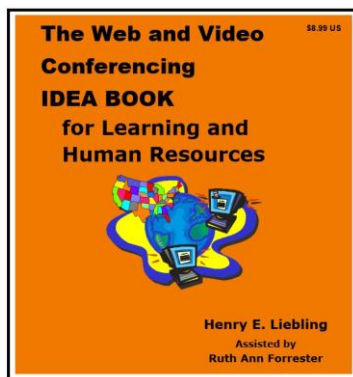
The Web and Video Conferencing IDEA BOOK for Learning and Human Resources (March 2020 eBook Edition) (165 pages)*

The Web and Video Conferencing IDEA BOOK for Marketing and Sales (March 2020 eBook Edition) (173 pages)*

The Web Conferencing IDEA BOOK for Government (March 2020 eBook Edition) (173 pages)*



*Derivative edition of the red cover book.



Additional

- Vision Paper: Increase Literacy and Organizational Capacity using Web and Video Conferencing
- Projects underway for: Non-Profit Organizations, Healthcare, K-12
- Telemedicine Report
- Beginners Guide to Microsoft Windows NetMeeting

Client Experience

Web and Video Conferencing and Learning Technology

AmericaSpeaks

AT&T Learning Services

BellSouth Managed Network Solutions

Clean Air Campaign

IBM Software Group

Learn.net

Microsoft Corporation

Organization Change Alliance

Rollins (Orkin)

State of Georgia Telecommute Program

ASTD (American Society for Training and Development, Niagara Frontier/Buffalo Chapter)

Bay Area Telecommute Association

Cisco Users Group

Credit Union 24

Kuwait Airways (Kuwait)

Linkup Consulting (Australia, US)

Nokia Learning Services (Finland, US)

Q2 Learning (Q2 Learning's xPERT eCampus)

Southeast Association of Facilitators

U.S. Security Associates



Services

INSTRUCTIONAL AND MEETING DESIGN

Skills: Learn how to **design for VIRTUAL MEETINGS and LIVE VIRTUAL CLASSROOM** (using Web and Video Conferencing). Make learning and meetings effective, interesting, engaging, and personal.

- Match the design to technology capabilities and objectives:
 - When everyone is at a computer, laptop, device
 - When you are at home
 - Use meeting rooms, conference rooms, auditoriums
- Incorporate the following in your design:
 - Behavioral objectives and interactivity
 - Video cams and pre-recorded video/audio
 - Polls, Discussions, Text box, non-verbal feedback
 - Breakout rooms, Presentations, Text Documents, Forms
 - Screen sharing, Application sharing, Desktop sharing, Web Sites, Portals, Intranet Sites,
 - Spreadsheets, Technical Diagrams, Workflow, Photographs
 - Co-Teaching / Co-Meeting Facilitation and use of Remote Experts

Are you interested in using Web and Video Conferencing for?

- Work At Home
- Sales & Sales Team Performance
- Virtual Dispersed Team Performance & Collaboration
- Leadership Development and Virtual Mentoring
- Customer Retention
- Software and Systems Training (Agile & Scrum)
- Government, Education, Literacy, and Healthcare
- Non-Profit Organizations
- Call Centers and Retail Environments

TEACHING and DELIVERY SKILLS

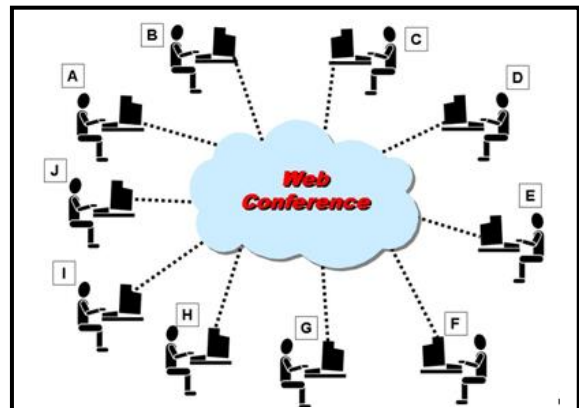
Gain knowledge, skills, comfort, and confidence.

- Transition from traditional classroom to virtual classroom
- Using Web and Video Conferencing software
- Voice Quality
- Polling Questions (launching, showing results, saving, ad hoc) and Discussions
- Questioning Skills (Open, Closed, Getting the Class Conversation Going)
- Debriefing Techniques
- Facilitator Rapport with Learners
- Facilitator Listening Skills



Use desktops, video cameras, laptops, tablets, projection systems, smartphones, and videoconferencing hardware

smartphones



Learn more at: <https://www.lessdriving.org>



Experience and Capabilities

[“Business Development Readiness Series” \(IBM Software Group\)](#)

The project - training program focused on selling cloud, mobile & big data with partners (Growth Initiatives). I was on an Alliancesphere LLC team that designed, developed, and delivered an innovative 14-hour blended learning program to business development (business partnering) professionals in US, Europe, Asia Pacific, China, Japan, Latin America, Middle East, and Africa. My responsibilities included virtual classroom consulting (WebEx), development of offline workshop materials, and testing the new tools, templates, and online gamification. Lead writer for IBM’s award submission to Information Technology Services Marketing Association (ITSMA). Project won the **GOLD Award**, for the Enabling Sales Channels category.

[“Collaboration for Product Creation Teams” \(Nokia Learning Services, US & Finland\)](#)

Co-project manager, co-instructional designer, co-virtual delivery of this course. I was systems admin for the Learning Content Management System. Project required converting a 2-day traditional classroom course for engineers and marketing managers (it had been delivered in 32 countries) to a 15-hour blended learning experience (including 10 hours of virtual classroom). We used live virtual classroom sessions (Centra software/Saba), Harvard Business Case, pre-recorded video clips, VoIP, and virtual breakout rooms. Participants also completed off-line assignments.

Result: Saved \$9,000 per course delivery. Some participants felt the learning was better than traditional classroom.

[Sales Training \(AT&T\)](#)

Developed Instructor Guides, Participant Materials, and slides for numerous virtual classroom courses delivered on AT&T Connect and Adobe Connect. Provided coaching to inexperienced virtual trainers.

[Workshops on Collaboration and Virtual Classroom Best Practices](#)

Designed highly interactive workshops (taught virtually and in traditional classroom) to teach participants how to use web conferencing for collaboration and virtual classroom training. Workshops included “basic” and “advanced” subjects. Delivered programs to corporate, government, non-profit, and association clients.

[Professional Services Delivered Virtually \(Linkup Consulting, Australia, US\)](#)

This Australia-based consulting firm had an objective of getting more value from web conferencing with their global clients and for internal teambuilding and communications purposes. I conducted a needs assessment, developed the project plan, and worked closely with their training manager to implement the plan. This included training, coaching, documentation, and creating checklists.

Result: Led to increased sales and value to their customers.

I wrote sales training tools that were used in this Joint Account Planning program between Microsoft and its reseller channel. On consulting team that designed, developed, and implemented a multi-media program that included off-line self-paced materials, online self-paced materials, online Web site, intranet activities, and leader-led traditional workshops.

The project earned Microsoft **Second Place Award**, presented by U.S. Distance Learning Association, for Best Distance Learning Program in Corporate America.



[Collaboration – 21st Century Town Meeting \(AmericaSpeaks\)](#)

Table Facilitator for a unique all-day workshop that actively engaged 3,500 citizens across 57 sites via satellite and the Internet. The program used videoconferencing, keypad voting devices (for each participant), and collaborative discussions.

[Learning Management System \(LMS\) and Virtual Classroom \(U.S. Security Associates\)](#)

I completed an evaluation of a vendor’s sales proposal to purchase a new LMS / Virtual Classroom system and then wrote a report to management.

Result: Client told me that my report was invaluable to them and that I raised important questions that they had not considered.

[Learning Management System \(LMS\) User Documentation \(Learn.net\)](#)

For a leading LMS / Interactive Distance Learning company, I developed user documentation, for Administrators of the system and for Instructors who use the system.

Result: The documents were successfully used for training and marketing purposes.

[Large-Room Videoconferencing \(BellSouth\)](#)

Project manager and course author (instructional design and course materials) for several training courses that were delivered in large videoconferencing rooms with touchpads for student feedback. One course was on Managed Internet Security.

[Social Learning / Blended Learning LMS Platform \(Q2 Learning\)](#)

Assisted company owner with sales proposals and presentations. Developed documentation for customers, system administrators, and users. (The platform included: online coaching rooms, learning path and learning path tracking, student activities tracking, and more.)

Additional Experience and Capabilities

- Professional Scrum Master I (certification)
- Customer Experience Management
- Customer Operations
- Customer Care Consulting
- Sales Consulting and Training
- Training Department Planning
- Interactive audience response system training
- Volunteerism: co-author of publication that promoted volunteerism (now out of print) – used by corporations, government, and non-profits
- Former manager for City of Simi Valley, California and City of Beaverton, Oregon
- Training programs, business analysis, and documentation covering:

CRM	Sales Funnel Data Analysis and Analytics
Sales Funnel Coaching	Competitive Research
Business Acumen	Sales Coach Advanced Training
Network Monitoring	Kiosks – hospitality industry
Cloud Services	Managed Internet Security Service
Managed Router Service	Managed Groupware Service
MPLS VPN Service	Customer Portal
Telecom Billing	eProcurement
Electronic Health Record software	
Mobility Solutions - Fleet Mgt., Sales Force Automation, Field Service Mgt., Location Based Services)	