



# Web and Video Conferencing Consulting, Coaching, and Training

## SERVICES

### Assessments

We conduct light and comprehensive assessments to help organizations start using and/or get more value with Web and Video Conferencing for Virtual Meetings, Collaboration, and Learning, Blended Learning, and Performance.

### 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

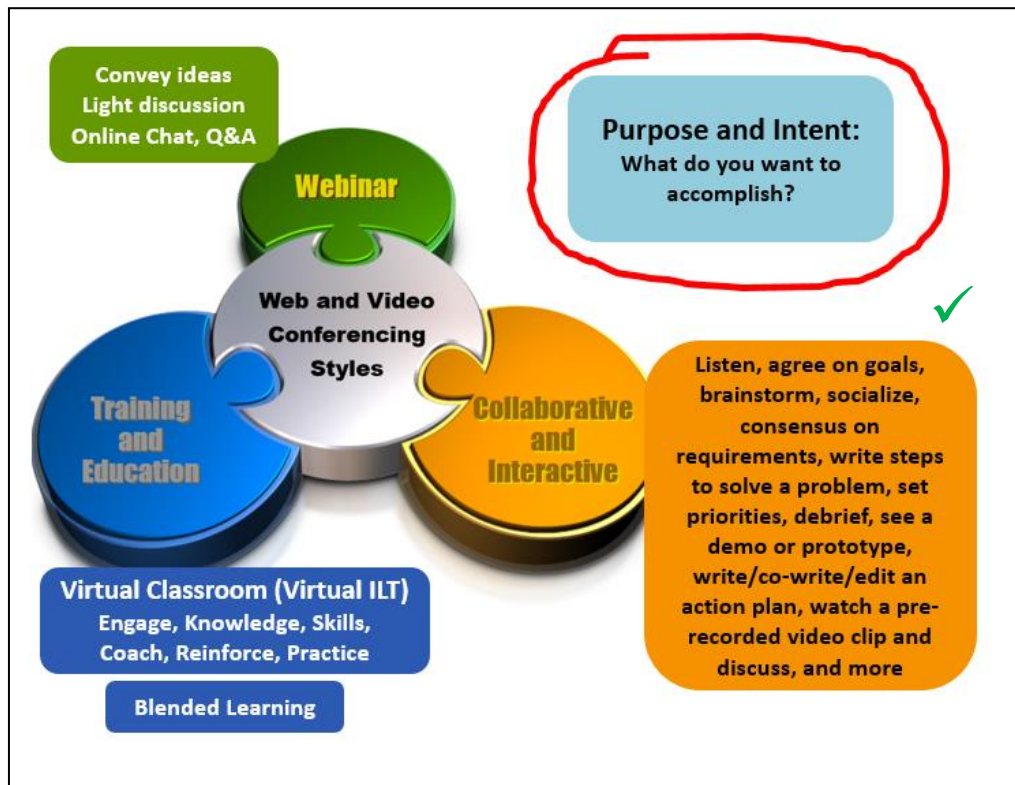
- Sales, Customer Product Training, and Customer Support
- Literacy, Government, PK-12 Education, and Non-Profit Organizations
- Colleges, Universities, and Community Colleges
- Marketing, Finance, Manufacturing, IT, Legal, Operations, Call Centers, HR
- Consulting Services
- Teams – Global, National, 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.

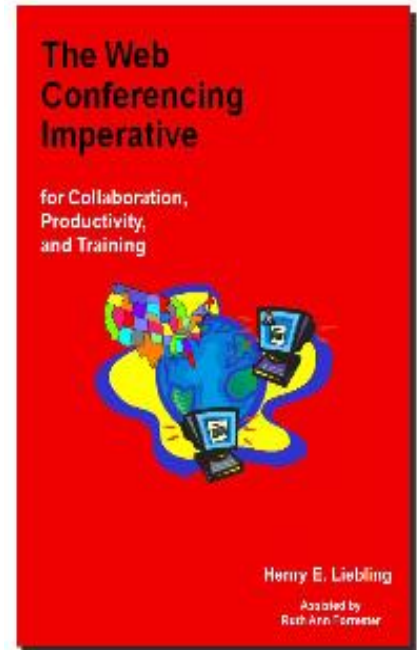
## What do you want to accomplish?





## Writing and Publications Experience

- The Web Conferencing Imperative for Collaboration, Productivity, and Training
- The Web Conferencing IDEA BOOK for Learning and Human Resources
- The Web Conferencing IDEA BOOK for Marketing and Sales
- The Web Conferencing IDEA BOOK for Government
- The Web Conferencing IDEA BOOK for K-12 Education
- The Web Conferencing IDEA BOOK for Non-Profit Organizations
- The Web Conferencing IDEA BOOK for Healthcare (in development)
- Telemedicine Report
- Literacy Report
- Beginners Guide to Microsoft Windows NetMeeting



**Our Vision**

**Organizations  
optimize web conferencing  
to achieve strategic  
and tactical objectives.**

Click for PDF

[http://www.morevirtual.com/uploads/Virtual\\_Remote\\_Consulting.pdf](http://www.morevirtual.com/uploads/Virtual_Remote_Consulting.pdf)

## Client Experience

### Web and Video Conferencing and Learning Technology

AmericaSpeaks

AT&T

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 DESIGN SKILLS

Learn how to design for the live virtual classroom and for virtual meetings (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
  - When you use meeting rooms, conference rooms, and auditoriums
- Incorporate the following in your design:
  - Video cams and pre-recorded video/audio
  - Behavioral objectives and Interactivity
  - Presentations, Text Documents, Forms
  - Application Sharing, Desktop Sharing, Web Sites, Portals, Intranet Sites, Breakout Rooms
  - Spreadsheets, Technical Diagrams, Workflow, Photographs
  - Co-Teaching and use of Remote Experts

### TEACHING and DELIVERY SKILLS

Gain knowledge, skills, comfort, and confidence.

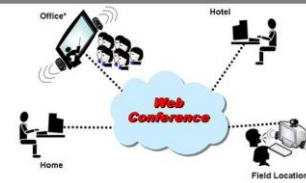
- Transition from traditional classroom to virtual classroom
- Using Web Conferencing software
- Voice Quality
- Polling Questions (launching, showing results, saving, ad hoc) and Discussions
- Questioning Skills (Open, Closed, Getting the Class Conversation Going)
- Debriefing Techniques
- Facilitator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



smartphones

### Are you interested in using Web and Video Conferencing for?

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



videocam

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



Learn more at: [www.morevirtual.com](http://www.morevirtual.com)



## 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.

**Customer Success Story:** <http://www.morevirtual.com/uploads/Success Story - Blended Learning.pdf>

### [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.

**Customer Success Stories:** <http://www.morevirtual.com/uploads/Success Story - Virtual Meetings and Virtual Classroom.pdf>

### [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. **Customer Success Story:**

<http://www.morevirtual.com/uploads/Success Story - Increased Value for Consulting Company.pdf>

### [Sales Channel Development \(Microsoft Corporation, OmniTech Consulting\)](#)

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 – 21<sup>st</sup> 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:
 

<ul style="list-style-type: none"> <li>CRM</li> <li>Sales Funnel Coaching</li> <li>Business Acumen</li> <li>Network Monitoring</li> <li>Cloud Services</li> <li>Managed Router Service</li> <li>MPLS VPN Service</li> <li>Telecom Billing</li> <li>Electronic Health Record software</li> <li>Mobility Solutions - Fleet Mgt., Sales Force Automation, Field Service Mgt., Location Based Services)</li> </ul>	<ul style="list-style-type: none"> <li>Sales Funnel Data Analysis and Analytics</li> <li>Competitive Research</li> <li>Sales Coach Advanced Training</li> <li>Kiosks – hospitality industry</li> <li>Managed Internet Security Service</li> <li>Managed Groupware Service</li> <li>Customer Portal</li> <li>eProcurement</li> </ul>
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