WebEx Consulting Services

Optimize your eLearning program — and improve business results.

Extend your training reach — and maximize results from your existing resources. Create the ideal training blend, including a web-touch training program, to accelerate knowledge transfer and drive business growth. WebEx makes it easy. Engage our professional consulting team to evaluate your unique situation, develop a plan, and manage deployment to ensure optimal performance. Count on our proven eLearning expertise to reduce your risks, and ensure your success.
The Challenge

You’re familiar with the directive: Maximize reach, speed, retention and interactivity while minimizing resource utilization. This is the challenge faced by every corporate training department as companies come to recognize that knowledge means competitive advantage.

Whether you’re responsible for training employees, partners, customers—or all three—you need to transfer knowledge to as many learners as possible while using your resources most efficiently. In order to accomplish this objective your organization must continually strive to extend its reach while enhancing the richness of the learning experience. Technology has provided a vast array of tools to help you and your team meet this objective. However, having the infrastructure is one thing; knowing how to use it, and do so effectively, is another.

Simply implementing an LMS or purchasing asynchronous training from a third party is only part of the answer. To achieve breakthrough business results and gain a competitive edge through training requires careful alignment of your business objectives with your training programs. Selecting the appropriate technologies, monitoring the results, preparing your staff, repurposing your content and initiating continual improvement strategies are the ingredients to ensure your success. Enter the era of web-touch eLearning.

The Opportunity

Whether you want to completely transform your learning environment or simply solve a specific learning challenge, the results can be dramatic. Savings in time and travel cost, while substantial, are only a fraction of the value you can realize. In this knowledge economy, what value do you place on ensuring that your staff has the right information, at the right time, regardless of where they are located? Many of our clients are finding that their knowledge is so valuable to their business partners and customers that they are able to produce new revenue streams with their training departments.

Through web-enabling your training effectively, the reach of your high value Instructors and Subject Matter Experts is extended across geographical boundaries and through limitations of time. If you are not reaching all of your audience, you are leaving money on the table. By providing engaging, interactive web-enabled training that fully utilizes the technology to obtain real time feedback, and providing a hands-on experience for the learner, you can ensure a rich learning experience. Your competitive success is ensured when you combine maximum reach and an optimally rich training experience that is perfectly aligned with your business objectives. The opportunity is having the right eLearning environment. The opportunity is Web-touch enabled eLearning.

WebEx Consulting Services represent the culmination of decades of collective experience and wisdom in delivering knowledge over the web effectively. Combining the experiences gained through implementing eLearning for thousands of customers, WebEx has created a methodology of best practices, models, processes and metrics to ensure your implementation of web-touch eLearning delivers rapid and dramatic business results. WebEx Consulting Services has the answers.

Objective: Transfer knowledge to as many learners as possible while efficiently utilizing your resources.
The Approach

The WebEx Web-Touch eLearning Consulting service helps you design the optimal approach for your needs, taking into account your existing process and the specific requirements of your business.

For each stage of the process we consider:

- **Organization Preparedness:** How well are the company’s business goals aligned to your current processes and learning product offerings? Are the metrics you are currently using enabling you to monitor your performance against your ROI goals?

- **Instructor Preparedness:** We will take a look at their tools and skill levels with the various tools, examine their use of best practices in eLearning, and study their interactions with Course/Content Developers and Subject Matter Experts.

- **Course/Content Development:** We will examine your Course development process from the Needs Analysis to the Metrics gathering. We will look at the tools you use, the staff that are engaged and the reusability of the content. WebEx will also examine the learning aids that are developed. Are they effective, engaging and appropriate for the delivery method?

- **Audience Analysis:** Understanding your audience is imperative to your success. We will look at the different audiences you are instructing and their comfort level with eLearning. We will be capturing their concerns and documenting your successes. The eLearning audience is maturing and thus a moving target. Checking the effectiveness of your feedback loop is an important part of this process.

Utilize WebEx domain expertise to move toward the optimum on a proven, predictable and expedient path.

Engagement

WebEx employs a proven engagement model to ensure alignment and coordination between your organization and the WebEx project team throughout the life of the project. Initial and recurring management reviews generate alignment — everyone involved understands the highest level objectives of the project in terms of specific expected business results. Desired outcomes are clearly defined at the project outset, and resources are coordinated to achieve those outcomes through professional program management methods.

Engagements follow a proven approach:

- **Assessment:** The current situation is examined in terms of dissatisfactions and opportunities. Specific business result domains are identified.

- **Recommendations, Statement of Work and Project Plan:** The optimal path to success is determined along with specific roles, responsibilities and timelines.

- **Implementation:** We provide the roadmap, and the proven ability to get you to your destination. The project activities are executed, managed and delivered in alignment with the project plan.

- **Change Management:** Behavioral change and process change is managed to ensure success.

- **Metrics and Optimization:** Ongoing measurement and improvement programs are established.

WebEx Consulting will deliver the business results you need.

Implementing a web-touch training model is a proven method for driving business growth. Contact your WebEx Account Manager for more information.
# WebEx eLearning Consulting Service Offerings

Choose from three program levels, based on the support you need and the results you desire.

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<th>CONSULTING PROGRAM</th>
<th>DELIVERABLES</th>
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| **Quick-Start**    | **Discovery session & interviews**<br>A minimum of 15-20 individual interviews are conducted with your C-level executives, customers, stakeholders, and attendees.  
**WebEx analysis of findings**<br>Interview and discovery findings are used to analyze your organization, instructors, course and content development, and audience.  
**Stakeholder presentation [via WebEx]**<br>Approximately 3-weeks after interviews, findings and recommendations are presented in a WebEx Meeting.  
  » **Delivery of customer opportunity document**<br>Strategic Account Plan with recommended steps to develop your eLearning Roadmap. |
| **Pro-Start**      | All Quick-Start deliverables, but your stakeholder presentation will be delivered live:  
**2-Day stakeholder onsite workshop**<br>Approximately 3-weeks following interviews the customer sponsor & stakeholders are presented with findings and recommendations and your **Action Plan** is developed collaboratively.  
Your **Action Plan** includes necessary tasks and actions to accomplish business objectives, work effort estimates, and determination of roles and responsibilities.  
  » **Delivery of customer opportunity document**<br>Strategic Account Plan documenting specific executables for implementing an eLearning Roadmap and an Action plan customized to your unique environment. |
| **Custom Consulting** | Successful Custom Consulting engagements have included the following deliverables:  
  » **Training of your trainers**<br>— Presentation techniques for eLearning  
— Optimization of WebEx tools  
  » **Optimization of your course designs**<br>— Methods to increase interaction and optimize delivery  
  » **Designing effective class materials**<br>— Design/repurpose materials  
  » **Integrating your existing processes/systems**  
  » **Measuring your success**<br>— Constant evaluation of efforts and improvement opportunities |

Contact your WebEx Account Manager for more information, or email psconsulting@webex.com.