



Learning Solutions

Making Training Work

Partial Client List

AT&T

Blue Cross Blue Shields of Michigan

BellSouth

CTC Communications

Dow Chemical

Federal Reserve Bank of Philadelphia

Florida Power & Light

Ford Motor Company

Gillette

Johnson & Johnson

Lucent

Marriott International

Miller Brewing

Network Plus

Presbyterian Healthcare

Principal Financial

ServiceMaster

U.S. Airforce

*U.S. Army Logistics Management
College*

U.S. Department of Veterans Affairs

In our difficult economic environment, Training departments and Corporate Universities are under pressure to demonstrate a clear return on reduced training investments.

At the same time, they are expected to support system implementations, product introductions, process changes, new-hire training, employee development, and other key initiatives.

Learning Solutions

Training organizations are taking a variety of different approaches to addressing these challenges.

Some common solutions include

- using e-Learning as a way to cut classroom time and travel, and get training to learners more quickly
- implementing Content Management and Single Source technologies to reduce information redundancies, cut development and maintenance costs, and streamline the review and approval process
- outsourcing training development projects to reduce demands on already overloaded in-house staff, and
- bringing in proven learning programs that help employees at all levels of the organization capture and communicate information and knowledge more effectively.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • China • Denmark • Dutch Antilles • Finland • France • Germany
Hong Kong • Indonesia • Ireland • Italy • Japan • Latin America • Luxemburg • Malaysia • Mexico
The Netherlands • New Zealand • Norway • Philippines • Portugal • Puerto Rico • Singapore
South Africa • Spain • Sweden • Switzerland • Taiwan • Thailand • United Kingdom • United States

Services

Information Mapping offers the following services to help Training Departments and Corporate Universities achieve their objectives:

e-Learning Strategy and Development

We assist in developing and launching successful e-Learning programs that take advantage of new technology without compromising the training.

Content Management

We help plan and implement a Content Management strategy that will reduce the time and effort it takes to develop and update training materials and other key content.

Outsourced Training Design and Development

Our team of experienced Instructional Designers and Developers completes outsourced training design and development projects on time and on budget.

Communication Skills Assessment

We evaluate your organization's current communication skills and practices, and recommend ways you can improve communication effectiveness throughout your organization.

Learning Programs

We offer a proven curriculum of learning programs that help employees capture and communicate knowledge more effectively.

Results

Organizations that use effective Learning Solutions for their training challenges can expect to

- achieve clearer and quicker return on training investments
- develop effective e-Learning solutions
- get employees up to speed more quickly
- boost organizational performance and productivity
- improve communication effectiveness
- meet aggressive training development schedules
- save time and money developing, delivering, and maintaining training material
- attain easier and effective conversion of existing Classroom-based courses to e-Learning content, and
- transfer skills in capturing knowledge and communications best practices.

Information Mapping, Inc.

Information Mapping, Inc. is a professional services firm with over 35 years experience helping leading organizations worldwide leverage knowledge and communications to improve performance. We assist in effectively identifying, capturing, managing, and sharing critical content and best practices. Our headquarters are in Massachusetts with branch offices across the United States. We are represented in 31 countries worldwide, and offer our solutions in many languages.

Our Unique Approach

Information Mapping's products and services are rooted in the Information Mapping® method, a scientific way to analyze, organize, and present electronic and printed information based on modern principles of Knowledge Management. We apply the principles and guidelines of the method to create reader-based, performance-oriented solutions to our clients' communication challenges. Our unique approach improves information usability and optimizes comprehension and performance.



Outsourcing Training Design and Development to Reduce Costs

An international freight-forwarder in Texas developed a new software system to be used by global employees. Specialized training was required, but without the staff or expertise to design and develop the course curriculum, critical training materials, and job aids, the success of the system launch was at risk.

The company outsourced the training design and development project to Information Mapping. Working closely with the client's subject matter experts, a blended learning approach was identified as the most effective. Information Mapping subsequently performed a skills analysis, and designed and developed the course curriculum and modules for Computer- and Classroom-based Training.

A successful implementation was achieved with minimal resource investment. Users were also able to do key job tasks when training concluded. As a result, the organization

- improved the quality of reports
- increased enterprise efficiencies, and
- reduced operating costs.