

### What have we done for other companies?

We've done lots! Consulted with international brands on their sales effectiveness. Prepared and delivered courses on leadership and team management, personal effectiveness, sales and merchandising, key account management, and complex sales negotiation.

We've worked in Canada, Qatar, UAE, Oman, Iraq, Jordan, China, Romania, Bulgaria, Serbia, Macedonia, Slovenia, Croatia and Egypt. For major brands including Marlboro, L&M, Chesterfield, Teachers, Beefeater, Jim Beam, Ballantines, Toblerone, Milka, Lafarge, Calgon, and Lysol.

We've designed e-learning for Canadian small & medium sized firms, helping them build and implement an e-business strategy.

We've administered training activities in Dubai and in the Balkans. Started in 1995 with selection, recruitment and development of training team in Romania. Definition of job description and performance standards. Preparation, delivery, administration and reporting of training programs for sales teams in Canada, Middle East, China and Eastern Europe. Use of the computer and the Internet for providing training content, or sales reports and market analysis.

Project management for a sales information system at international marketer of tobacco products. It included the infrastructure to collect, structure, analyze and disseminate customer knowledge for business decision-making process, ensuring regular flow of information to the field force and management using the company intranet.

Project management for L&M AMERICAN CINEMA FESTIVAL (1995), MARLBORO MUSIC TOUR (1994 & 1995) on Black Sea coast summer resorts.

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L E A R N I N G



S Y N E R G Y

Change happens. And when it does, it separates the organizations that are prepared to manage that change from those who just let it happen. To survive, corporations must be ready to change the way things are done, and their teams must be trained to handle the change.

## **WE CAN HELP.**

We are an international management consulting firm that brings skills synergy to training and learning projects for your firm.

Create sales synergy between the teams working directly with your customers in the marketplace. Or staffing synergy within your mobile training team, and for your training and development projects at home or overseas.

Then there's also start-up synergy: businesses looking to outsource the management of the global training activities. We can help during the start-up stage.

Strategic scholastic synergy? Universities and colleges always need strategic partnerships and new programs to enhance the quality of their learning services.

## **WHAT MAKES US DIFFERENT?**

We meet and **LISTEN** when you tell us about your projects, objectives, challenges, and types of solutions you want.

We work and **INTERFACE** with your teams and their managers.

We **LEARN** your way of doing things, we then offer you the opportunity to **LEARN** from us.

We are ready to work with you and create that **SYNERGY** for finding and implementing the best solution for you!

**We create  
synergy by  
bringing  
international  
management  
expertise to  
learning projects.**

## **HOW DO WE DO IT?**

### Assess business needs

Our deliverables include competency maps, performance gaps and training needs, list of training objectives, sales diagnostics and, where case, degree requirements and academic standards.

### Design learning solutions

We consult with you and can continue with researching content and transforming information into learning points.

### Deliver interactive courses

This includes combining traditional in-classroom training techniques and superior written communication and presentation skills, with new communications technologies and online applications.

### Select, recruit and prepare trainers

We can bring in the right people to become trainers, train them in classroom and on the job, and manage their performances, including through job descriptions, performance standards or individual objectives.

### Administer training activities

That is to research and identify market needs and educational opportunities, develop and implement training plans, suggest funding proposals and prepare budgets, monitor and keep track of programs delivered and attendance, ensure communication and training materials are in place for seminar delivery, and use the Internet to deliver related content, feedback and reports to relevant parties.

### Project management

We know to define objectives and deliverables, establish timelines and milestones, co-ordinate tasks and individual contributions for completing these tasks, ensure communication and regular contacts with all stakeholders of such type of projects, and most of all deliver as outlined in the action plans and as agreed with all parties.