

# An Introduction





**❧ TABLE OF CONTENTS ❧**

<b>A BRIEF HISTORY.....</b>	<b>PAGE 3</b>
<b>CURRENT TRENDS.....</b>	<b>PAGE 4</b>
<b>EXECUTIVE TEAM.....</b>	<b>PAGE 6</b>
<b>MISSION STATEMENT/ GOALS.....</b>	<b>PAGE 7</b>
<b>PRODUCTS AND SERVICES.....</b>	<b>PAGE 8</b>
<b>PARTIAL CLIENT LIST.....</b>	<b>PAGE 10</b>
<b>TESTIMONIALS.....</b>	<b>PAGE 11</b>
<b>STRATEGIC ALLIANCES.....</b>	<b>PAGE 12</b>

## A BRIEF HISTORY

A division of CT Consulting LLC, a company with over 23 years of training experience, MYPLACETOLEARN, INC. (MYPLACETOLEARN) was created in 2003. In the beginning, MYPLACETOLEARN offered participants live, two-way interactive, instructor led, web seminars. Participants could attend from the convenience of their desktops whether around the block or around the world by using a phone and a computer with an Internet connection.

For employers, online learning offered many benefits. Employees could be trained in multiple locations simultaneously with no travel expenses, no employee down time to and from training and no overtime. There were no set up fees, no monthly fees and no cancellation fees. The same topic could be presented multiple times to fit multiple schedules. And, web seminars could be recorded for future viewing.

As MYPLACETOLEARN grew, so did the need for a wider range of topics and additional presenters. Subject matter experts such as professors, consultants and international speakers were invited to present their topics online in the MyPlaceToLearn virtual classroom.

In 2005, MYPLACETOLEARN, now at [www.MyPlaceToLearn.com](http://www.MyPlaceToLearn.com) expanded to offer books and self-paced training modules, training materials for in-house trainers, and a Speakers' Bureau featuring local, national and international speakers. Other services were added such as continuing education credits and online coaching for employees and supervisors. MYPLACETOLEARN also partnered with other content providers to offer a more comprehensive list of self-paced topics and learning formats.

During 2006, MYPLACETOLEARN made great strides to becoming the nation's premier supplier of affordable web-based training and eLearning course design. Partnerships were forged with Element K (self-paced computer training), WebEx (training delivery platforms), GEO (LMS solution) and Quality Media Resources (web-based video training). New programs, products and services were added in response to customer needs including:

- ❑ **A customer tailored Learning Management Systems (LMS's)** to provide employees with easy access to training and other professional development resources; and to give supervisors the ability to track training and compliance organization wide.
- ❑ **A Course Development Team** to webinize customer training content or build new training modules as needed.
- ❑ **The MyPlaceToLearn eNews**, a newsletter to keep customers up-to-date with web-based training opportunities, eLearning technology advances, Office Quick Tips, whitepapers and more...
- ❑ **And, an all new MyPlaceToLearn website!**

## CURRENT TRENDS



***Technology has changed the way we live, work, think and learn***

- *Globally, organizations are faced with skilled labor shortages and limited resources.* Many companies are seeking ways to enforce consistent learning standards and skill training across their operations.
- *Corporate accountability has taken front and center stage.* With increased scrutiny from stakeholders, regulatory agencies and the media, public and private sector organizations must be able to demonstrate that their senior management and frontline staff are fully trained in compliance laws and business ethics.
- *Our economy is evolving to a knowledge-based economy.* In the last four decades, economic and technological forces have transformed the U.S. economy from a production-based economy to a service-based economy. In the old economy, corporate value and value creation were defined primarily through physical and financial assets. The new economy puts a premium on intellectual capital. In today's knowledge economy, organizations must be able to distribute, manage and assess educational programs across departments and geographies in an efficient, effective, fast and low-cost manner.
- *There is a paradigm shift in the way education is viewed and delivered.* At the beginning of the new millennium, organizations view learning increasingly as a competitive weapon rather than an annoying cost factor. Business success depends more and more on high-quality employee performance, which in turn requires high-quality training. Enhancing employee skills is key to creating a sustainable competitive advantage and future capability.
- *Technological changes increase complexity and velocity of the work environment.* Technology has changed the way we live, work, think and learn. Today's workforce has to process more information in a shorter amount of time. In the age of just-in-time services, just-in-time training becomes a critical element to organizational success.
- *Lack of skilled labor will further drive the need for learning.* With unemployment rates at historic lows and a widening skill gap among the workforce, organizations compete fiercely for skilled workers. According to PriceWaterhouseCoopers, 70% of Fortune1000 companies cite lack of trained employees as their number-one barrier to sustaining growth. Business managers realize that

organizations offering ongoing education and training enjoy a higher rate of employee retention and the benefits of a better-skilled workforce.

- *Strategies to recruit and retain employees have become crucial.* “Training to retain” is proving to be a productive and cost effective means for an organization to attract and retain its employees, and the growth of technology-based training reflects this.
- *Learning has become a continual process rather than a distinct event.* To retain a competitive edge, organizations have started to investigate which training techniques and delivery methods enhance motivation, performance, collaboration, innovation and a commitment to life-long learning.

## **MYPLACETOLEARN EXECUTIVE TEAM**

### **Caryn Tilton, President and CEO**

Caryn Tilton has owned and operated Caryn Tilton Consulting since 1984 with a primary focus on organizational development and employee management programs for both public and private organizations including local, state and federal government; retail, manufacturing, distribution, and high-tech.

In 2003, Ms. Tilton created MyPlaceToLearn, the online employee development division of CT Consulting offering web-based training, virtual classrooms, Learning Management System (LMS) capability, and custom built courses for public and private organizations. In 2005, MyPlaceToLearn was spun off from CT Consulting and became MyPlaceToLearn, Inc.

Ms. Tilton has taught classes in local universities and dozens of organizations throughout the NW and across the United States. As a consultant, Ms. Tilton has restructured and reorganized departments and entire organizations. She has led process redesign teams and taken local governments and private companies through in-depth strategic planning and business plan preparation.

Ms. Tilton has authored personnel policy manuals, supervisory guidelines, and management and frontline employee training curriculum. She has developed employee performance review models, compensation models, comprehensive management systems, and programs for board development and succession planning. In 2006, and today, her most popular program is System Integration, a business model for combining policy development at the board level, strategic planning and performance management.

Ms Tilton has been invited to national and local conferences to provide both keynote and breakout session presentations. Ms. Tilton is a business graduate of Marylhurst University, in Marylhurst, Oregon.

### **Mitch Anderson, Director of Operations**

Mitch Anderson has over 25 years supervisory and management experience in various manufacturing and service organizations. He has consistently demonstrated his commitment to learning and achieving a level of excellence in all endeavors in his career.

Most recently, Mr. Anderson was the Director of West-Coast Operations for a multi-site manufacturing and service corporation, where he increased the regions market share, quality and customer satisfaction to the highest level in the company. He has been involved in, or was directly responsible for improving methods, training and processes.

Mr. Anderson is an expert in web training platform management, online registration and e-commerce, backend data base management, and programmer management.

His educational background includes Manufacturing, Engineering, Psychology, Language Arts, Computer Programming and Network Administration studies. He holds an AS Degree in Computer Science.

## **OUR MISSION STATEMENT**

*A web-based training company committed to providing a variety of learning opportunities using the best technologies, with the highest level of service, to help customers efficiently access knowledge, share data, and disseminate important functional information.*

## **OUR VISION STATEMENT**

*MyPlaceToLearn is distinguished as the premier source of affordable, web-based employee training.*

## **OUR SLOGAN**

*Expanding Learning Boundaries and Training Resources*

## **MYPLACETOLEARN ORGANIZATIONAL GOALS**

**Goal 1:**  
**Satisfied Customers Advocates**

**Goal 2:**  
**Innovative Employee Training Solutions**

**Goal 3:**  
**Continuous Improvement and Managed Growth**

**Goal 4:**  
**Financial Stability**

**Goal 5:**  
**P.R.I.D.E. *Personal Reward in Daily Efforts***

**Goal 6:**  
**Future Capability**

## PRODUCTS AND SERVICES

Organizations of all sizes need skilled, knowledgeable people to stay competitive in today's dynamic marketplace. But with limited resources, overstretched training staff, shrinking budgets, and time constraints, it is difficult to keep pace with the ever-expanding demand for training and knowledge from your employees, partners and customers. Your solution is MyPlaceToLearn, Inc.

With web-based training platforms, course development professionals, and a Learning Management System, MyPlaceToLearn is prepared to support all of your training and education efforts.

MyPlaceToLearn offers hundreds of **On-Demand, Web-Based Courses** for private and government organizations in areas such as Human Resource Management, Leader Development, Health and Safety, and IT and Computer Training.

Our **Virtual Classroom** provides you a cost effective alternative to the traditional classroom where employees in multiple facilities around the block or around the world can join each other to learn from an instructor, ask questions, share information, and collaborate in real time. There is no down time to and from training, no travel costs, and no overtime!

MyPlaceToLearn provides our customers with a skilled pool of programmers, content creators, course designers, and technology experts with the creative talent to **Custom Design Self-Paced Training Modules** to meet all budgets. We can build custom just-in-time, web-based courses that target your specific training needs or we can work with you to webinizing your current course material.

Tracking employee training and organization compliance can be as easy as point and click! MyPlaceToLearn's Learning Manager is a robust hosted **Learning Management Solution**, powered by GEO, Learning and designed for organizations that need a cost-efficient way to develop, deliver, manage and track their training programs and processes.

The MyPlaceToLearn advantage is a unique and comprehensive blend of products and services. There will be no need to contact multiple vendors. MyPlaceToLearn is a web-based training company committed to providing a variety of learning opportunities using the best technologies, with the highest level of service, to help customers efficiently access knowledge, share data, and disseminate important information.

Distinguished as the best source for affordable, web-based training development and delivery, MyPlaceToLearn is working continuously to expand learning boundaries and training resources for your organization.

MyPlaceToLearn will improve your training ROI and provide you with the technology and talent to create, distribute, and deliver valuable data, information, learning, and knowledge to improve on-the-job and organizational performance.

**List of Products and Services**

1. Instructor-led, web-based employee training
2. Self-paced, on demand, web-based employee training
3. Live, virtual event hosting and management
4. Self-paced module hosting
5. Hosted Learning Management System (LMS)
6. Blended learning plans
7. Custom development for web-based, instructor-led and self-paced employee training
8. Registration and ecommerce for WBT and CBT
9. Speakers' Bureau for conference keynote, breakout and for onsite training
10. Training materials and other resources
11. Programs such as MyPlaceForCoaching and MyPlaceToConnect

## **PARTIAL CLIENT LIST**

- League of Oregon Cities, Salem, OR
- US Foodservice, Baltimore, MD
- Building Industry Association of Washington -BIAW, Olympia, WA
- Clark County, Vancouver, WA
- Bureau of Mediation Service, St. Paul, MN
- League of California Cities, Sacramento, CA
- The Council of State Governments, Lexington, KY
- Environmental Protection Agency, Washington, DC
- Marylhurst University, Lake Oswego, OR
- CornerStone Leadership Institute, Dallas, TX
- Proseris, Dallas, TX
- Center for Public Safety Excellence, Chantilly, VA
- California Integrated Waste Management Board, Sacramento, CA
- Oregon Association of Municipal Recorders
- Virginia Mason Medical Center, Seattle, WA
- Inquisit – Amerinet Central, Warrendale, PA
- National Purchasing Partners, Seattle, WA
- Catholic Community Services, Washington DC
- Oregon Department of Transportation, Salem, OR
- Special Districts Association of Oregon, Salem, OR
- Government Services Television Network, Dallas, TX
- Council of State Government Legislative Service, Western US
- Shared Health Services Corp., LaCrosse, WI
- Legislative Affairs Agency, Juneau, AK
- US Department of Labor
- US Pentagon

## TESTIMONIALS

"I've owned my own consulting group, and worked with hundreds of vendors. I've never encountered better flexibility, higher ethics, stronger professionalism, or greater expertise in customer service than MyPlaceToLearn provides. I presented them with an impossible schedule and deliverable and they were the perfect partner. We created an exceptional product perfect for my organization which was embraced coast-to-coast in 82 divisions. I recommend MyPlaceToLearn to anyone lucky enough to come into their sphere of influence."

- *SVP, Management Development, Training & Staffing, Human Resources, US Foodservice*

"Great work on the FIRES post test. I really like the set-up. Thank you and [the rest of your team] for all of your help. I am so excited to have this great tool available for our students."

*Deputy Director, Center for Public Safety Excellence*

"MyPlaceToLearn partnered with us from start to finish on the development of a very complicated, customized on-line training. No problem was ever too much for them to handle and the finished product was perfect. Their expertise and customer service are truly A+!"

- *Director of Professional Development, Catholic Community Services*

"Throughout my fire service career I have participated in a multitude of different learning environments as an instructor and student. The manner in which Ms Tilton has facilitated learning via the internet is both stimulating and effective. It is difficult to imagine being involved in one of her sessions without taking something tangible and useful back to the workplace."

- *Vice President of Strategic Alliances of Compelling Technologies, Inc., Assistant Fire Chief, Clackamas County, OR. retired*

"Great job today presenting Ken's seminar! Both Ken and I were very impressed with how professionally your group handled all the technical details and promotional activities - please pass on our thanks and congratulations to your team."

- *Principal, CornerStone Services*

"Your class is probably the best one day training I've ever had. As a new supervisor in a government setting with represented employees, I have already used many of the suggestions that you presented as well as the helps on your website. Thanks for providing such a meaningful and useful class."

- *Accounting Operations Supervisor, City of Salem, OR.*

## STRATEGIC ALLIANCES

MyPlaceToLearn has partnered with the following four companies

### WebEx

Founded in 1996, WebEx has grown into the worldwide leader in online meeting applications, with 64% market share. More than 3.5 million people use WebEx every month to communicate and collaborate online. We continue to develop technological advances without sacrificing the reliability and security that enables on-demand collaboration. They have over 25,000 customers around the world.

***Partner Relationship:*** MyPlaceToLearn suggested a pilot customer referral program to WebEx. Here is how it works... When WebEx has a new customer lead that does not have the ability and/ or the desire to sign a one year contract with WebEx, WebEx sends the potential customer to MyPlaceToLearn to host their courses online and provide technical support for their events. This prevents the new lead from looking at other solutions and the new lead gets first hand experience with the WebEx Platform until their business grows to where they feel comfortable signing a one- year contract. Many individual trainers want a hosting service rather than deal with all the event planning details. In these cases, MyPlaceToLearn and WebEx gain a new customer!

### Element K

Element K® delivers Learning Solutions – a tailored combination of products, technology and services that helps customers plan, develop, launch and manage their learning program. By leveraging a broad set of capabilities that span the entirety of a learning program, Element K provides customers with a level of assurance only possible through a single point of accountability.

Element K's capabilities include 2300 e-Learning courses, 1300 print courseware titles, a learning platform, hands-on labs, professional certifications, custom content development, managed services and integration services. Element K employs over 700 professionals.

***Partner Relationship:*** Element K content is offered on the MyPlaceToLearn website for a commission-based fee and according to agreed upon terms.

### Quality Media Resources

Quality Media Resources, Inc. (QMR), The Respectful Workplace Company, was established in 1992. From the beginning, founders Robert and Patricia Rosell have dedicated the company to producing training videos, CDs, DVDs and e-learning programs that assist organizations in developing respectful and productive workplace relationships.

QMR's programs include powerful dramatizations, insightful expert commentaries, comprehensive facilitation materials, reproducible handouts, PowerPoint slides, and more. We try to make it as easy as possible to use our flexible materials to develop a training curriculum geared towards the specific

needs of your organization. OMR's programs can be easily customized, providing you with valuable, personalized training tools at affordable prices. They have been used by over 15,000 major corporations and government agencies in 14 countries including most of the Fortune 500.

***Partner Relationship:*** *QMR content is offered on the MyPlaceToLearn website for a commission-based fee and according to agreed upon terms.*

### **CornerStone Leadership Institute**

An incredible business success story, CornerStone Leadership Institute was founded by David Cottrell in 1997 with few customers and little revenue. Cottrell had spent more than two decades in corporate America, working with Xerox, FedEx and The National Spirit Group, and now CornerStone provides an opportunity for him to pursue his passion – providing affordable resources for managers and leaders to become the best at their chosen profession.

In 1999, CornerStone launched its publishing division with the publication of *Listen Up, Leader* – a handbook with over 700,000 copies currently in print. Since the release of *Listen Up, Leader*, CornerStone has published over thirty books, including *Monday Morning Leadership*, which in December 2004 was recognized as one of Business Week's top fifteen business books. CornerStone has published the works of prolific authors such as Ken Carnes, Lee Colan, Tony Jeary, Stephen Kreml, Chris Novak, David Reed, Valerie Sokolosky, and Lorraine Grubbs-West and these CornerStone authors are available to provide keynote addresses, based on their books.

Many of the CornerStone products are translated in several languages including Spanish, Portuguese, Korean, Chinese, Thai, Japanese, and several others. Over 15,000 companies - including most Fortune 500 companies - are now CornerStone customers.

***Partner Relationship:*** *CornerStone products and speaking services are offered on the MyPlaceToLearn website for a commission-based fee and according to agreed upon terms.*