Doing *the* Business

A suite of e-learning courses that addresses three of the most critical communication skills required by today's business professionals.

Learn how to do the business when you're presenting face-to-face in front of a group, when you have to make an impact with a major report or proposal, or when you're reaching out through the web to communicate online.

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The new IT training

SlideRules: Ten ways to avoid death by PowerPoint

WordWise: Ten ways to save a forest

WebPower: Ten ways to survive in cyberspace

The new IT training is an innovative and much-needed synthesis of IT and business communications training.

What's wrong with normal IT training? Nothing, if you're a complete beginner and need familiarity with the software, or if you're looking to become a power user who knows the purpose of every option on every menu. The new IT training assumes you know enough about computers to do the basics and you know where to look if you need to do more. You're efficient using the software and now you want to become effective.

And what's wrong with traditional business communications training?

Nothing, if you're still using overhead projectors, typewriters and personal organisers. The fact is, however well you understand the process of communication, you simply cannot compete in the 21st century if you're unable to exploit the enormous power of modern software and computer networks.

Doing the Business is the first example of the new IT training. It examines each of the most vital ingredients in professional life – making presentations, writing reports and proposals, and communicating online – and provides you with the tools you need to both achieve your goals and stand out from the crowd.

● SlideRules: Ten ways to avoid death by PowerPoint

Discover the ten ways to avoid death by PowerPoint:

1. If in doubt, don't
2. Know what you want to say
3. Know your audience
4. Make each slide a master
5. Make text work for you
6. Make numbers count
7. Bring concepts to life
8. Make the most of multi-media
9. Go with the flow
10. There are no rules

Thirty million PowerPoint presentations are delivered each day. The majority are dull, repetitive and over-laden with text. They may be quick and easy to produce, but they just don't work.

Help is at hand. Excuse yourself from the next management meeting and, while your colleagues are subjected to more mind-numbing recitations of endless bullet points, spend a few hours instead discovering the *Ten Ways to Avoid Death by PowerPoint*.

You'll learn how to develop visual aids that grab your audience's attention and won't let go; that help you to deliver your message with clarity and impact; that reflect just how professional you really are; and that get you the results your efforts deserve.

Available with ot without audio narration, for delivery online or from CD-ROM.

Winner of
Generic Product of the Year
at the
World of Learning
Awards, 2004

● WordWise: Ten ways to save a forest

Discover the ten ways to save a forest:

1. Believe documents matter
2. Write with a purpose
3. Structure your ideas
4. Putting pen to paper
5. Design basics: the layout
6. Design basics: the words
7. Design basics: the pictures
8. Getting it right
9. Getting it out there
10. Making it known

Not many people would admit to getting excited when a report drops on their desk. It's not that you don't care what it contains; you just wish it would make its point more clearly and a whole lot more quickly.

Too many reports are too lengthy, too dull, poorly structured and poorly presented. With *WordWise*, you'll learn how to create reports, proposals and other formal documents that make your reader sit up and take notice, that reflect just how professional you are, and which dramatically improve your chances of achieving your objectives.

WordWise helps you to make your point clearly and succinctly, to present your ideas with flair and to distribute your documents professionally in print or electronically.

Available with ot without audio narration, for delivery online or from CD-ROM.

● WebPower: Ten ways to survive in cyberspace

Every day seven million new documents are published on the web, on top of the 550 billion already there. For every printed word, 30,000 are published electronically. Quantity of content is not a problem; quality is.

The essence of great publishing is to get the right content to the right person at the right time, and the web is still first and foremost a publishing medium. On the web, everyone's a publisher and yet hardly anyone has had any training in how to do this effectively. Being effective means your content gets noticed, it meets the needs of your users and stimulates the response you're after.

WebPower provides you with the tools to create killer content, whether that's for your organisation's intranet or for almost any sort of Internet web site.

Available for delivery online or from CD-ROM.

Discover the ten ways to survive in cyberspace:

1. Know the web
2. Focus in on your targets
3. Come to terms with content
4. Design for users
5. Write for the web
6. Communicate with multi-media
7. Generate traffic
8. Interact with your users
9. Push home your message
10. Make content count

● Clive Shepherd

Clive is a consultant specialising in e-learning, blended learning and communications. He works with a broad range of public and private sector organisations, helping them to effectively harness the benefits of technology for workplace learning. He established his interest in interactive media while Director, Training and Creative Services for American Express in EMEA. He went on to co-found Epic Group plc, the UK's major producer of custom e-learning, where he won many industry awards. He is widely acknowledged as one of the UK's foremost experts in e-learning, with more than one hundred published articles and four books/e-books to his name. He speaks regularly at major international conferences and contributes regularly to his blog, *Clive on Learning*. He was recognised for his Outstanding Contribution to the Training Industry at the World of Learning Conference in 2004 and is currently Chairman of the eLearning Network.

● David Kori

David trained as a painter and designer. After receiving his MA in Painting at the Royal College of Art, London, he was appointed as Fine Art Course Director at the Ruskin School of Drawing and Fine Art, Oxford University and continued to teach at Oxford for eighteen years. He has twice been visiting Professor of Painting at the San Francisco Art Institute and has exhibited widely in Europe and the USA. His work has always been multi-disciplinary and he has taught fine art, graphic design, three-dimensional design, film, audio-visual studies, computer graphics and critical theory. In conjunction with Joanna Biggs, David has authored and designed a number of children's CD-ROM software titles including *Christmas Magic* and *Alice's Adventures in Wonderland*, a winner of three prestigious US awards.

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