

## INNOVATION AND CREATIVITY

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### What was the **PROBLEM**?

In 2010 FranklinCovey had not entered into the digital age of learning and was not actively considering a large-scale effort into that space. This changes when the Swine Flu impacted revenue, showing how fragile the traditional in-person training model was.

### What was my role in the **SOLUTION**?

As the Chief eLearning Architect and Director of Development, I saw an opportunity to test the virtual classroom or webinar waters. At the time, there was not a lot of training being conducted in virtual classrooms at all. Together with another FranklinCovey College, we tested, and failed, and tested and failed several different platforms (proprietary and off the shelf), and virtual learning approaches, until we found success with the LiveClicks Webinar Solution, platform, and approach.

### What was the **RESULT**?

At first, we launched and tested just ten LiveClicks webinars of our most popular courses, but soon we moved all of FranklinCovey Courses to the virtual classroom. Here are some of the reasons this product has been so successful in the subsequent eleven years:

- We created, tested, and validated a new adult learning model that was at the core of all instructional design and facilitation of these courses that we named, the Virtual Accountability Model. This model has proven to be an effective methodology for creating engaging and entertaining virtual classroom experiences in the past ten years.
- We wrote and published two books that shared the principles and processes we used to create this successful business model.
  - "The Learning Explosion: 9 Rules to Ignite Your Virtual Classrooms"
  - "The Webinar Manifesto: Never Design, Deliver, or Sell Lousy Webinars Again!"
- LiveClicks Webinar Workshops has served over 500,000 clients since it's inception and accounted for 92% of all FranklinCovey's revenue during COVID-19.

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