

## LEARNING AND DEVELOPMENT

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

FranklinCovey is a global \$220M/year world leader in leadership and productivity consulting and training. They have conducted thousands of traditional in-person training seminars for decades. In 2009 the H1N1 Pandemic (aka the Swine Flu) hit the world, limiting travel and otherwise impacting live training sessions.

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

As the Chief eLearning Architect and Director of Development, a colleague and I saw an opportunity to move FranklinCovey's offering online. With the state of affairs as a catalyst, we received permission to test several different digital learning modalities.

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

I was a leading contributor to a multi-million-dollar international product line with year-over-year growth. I was also the key manager over product development and project teams. We successfully launched several award-winning digital products, including mobile apps, webinars, asynchronous e-learning courses, and subscription learning platforms and processes. Some of our successes include:

- LiveClicks Webinar Workshops equated to 92% of all revenue during COVID for the company! Over 500,000 clients served.
- FranklinCovey All Access Pass included the development of over 6,000 e-learning courses in 8 months and 16 languages. With \$23 Million in revenue year 1.
- Insights On-Demand Video Learning Product, with over 2 Million clients served since launch.
- FranklinCovey Accelerators, with over 300,000 clients served.
- FranklinCovey On-Demand Platform, a proprietary learning management system with 508 and CEU/CPE Compliant Courses.
- FranklinCovey Digital Coach Reinforcement App, next-gen sustainment and reinforcement app and program

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