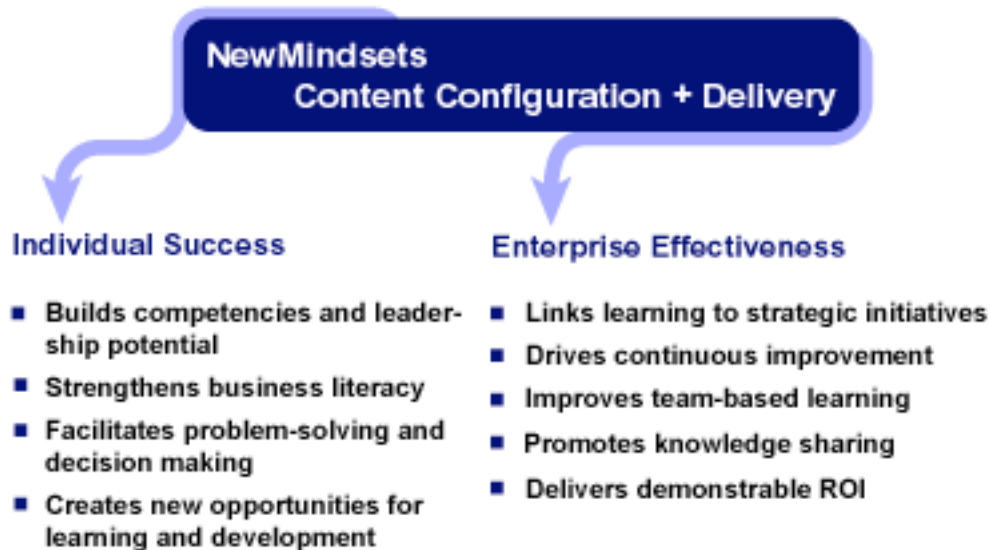




NewMindsets

An award-winning e-learning system with outstanding content

NewMindsets offers a powerful online learning resource that contributes to individual success and overall enterprise and team effectiveness:



The system can be tailored to meet your organization's specific learning and competence development needs and can be installed on your organization's corporate Intranet, or accessed via the web.

In one easy step you will have continuous access to a top quality and extremely cost-effective e-learning content resource to support on-the-job performance, self-directed learning, and blended learning programs throughout your organization. You can also use the NewMindsets self-authoring system to add your own material.

Key features and benefits

The NewMindsets learning system provides:

- World-class content supported by easy to use technology for leadership and competence development across your organization
- "Drill down" performance support providing practical learning at the point-of-need
- Online worksheets, job supports and exercises supported by an integrated Notebook to facilitate individual and team learning and knowledge sharing
- "Mix and match" rapid course customization to target every learner's unique performance improvement needs



- A Self-authoring capacity to extend the content base and create customized materials
- Demonstrable ROI through cost effective education and support of action learning projects focused on strategic business issues

Sample applications

The flexibility of the NewMindsets learning system allows many different e-learning needs to be satisfied *simultaneously*.

For example, the system can be used to support:

- Blended learning programs
- Targeted competence development
- Problem solving and continuous improvement
- Coaching and mentoring programs
- Talent development, succession planning and '360 programs'
- Action learning on strategic business problems
- Managing innovation and change
- On the job performance improvement
- Overall team and project development

Content overview

The NewMindsets system gives learners immediate access to a world-class set of leadership and management development materials that can be mixed and matched to serve specific learning and development needs.

Topics include:

- Leadership in action
- Teamwork
- Managing change
- Managing conflict
- Coaching skills
- Delegation
- Communicating effectively
- Continuous improvement
- Organizational development
- Creativity and innovation
- Managing projects

All content has been crafted to the highest standards using NewMindsets 'second-generation' designs under the direction of Dr. Gareth Morgan.



ASTD course certification

NewMindsets content and learning design has been certified under the American Society for Training and Development's e-Learning Courseware Certification Standards 1.1 - General Business Management.



'Second generation' e-learning design

What is a 'second generation' approach to e-learning?

The 'first-generation' of e-learning has focused on putting text and traditional courses online and, outside the realm of purely technical training, has been extremely disappointing in terms of learner experience and the end results achieved. Basically, the web has been used as a new delivery vehicle that has presented old-style content in a highly linear fashion where the author or instructor controls the content, sequence and pace of learning at every stage.

In contrast, the 'second-generation' approach:

- Puts learners firmly in control of their own learning by configuring highly granular content for use in a *nonlinear* fashion -- in whatever way the learner chooses to learn;
- Allows the learner to drill as deeply into the material as he or she wishes;
- Encourages the learner to think about what is being learned in terms of their own situation, so that they will truly understand and act on what is learned in a way that can lead to the creation of new applied knowledge; and
- Motivates learners to share their insights and new knowledge with others.

This 'second generation' approach demands a completely new type of content where every granule is meaningful in and of itself.

"Research shows that over 80% of learners prefer nonlinear approaches to learning. Our experience is that if you can create a structured environment in which this can happen - e.g. by linking the learning to specific objectives or programs of study -- it's possible to create major new value for the learner and his or her team and organization"

Gareth Morgan, Chairman, NewMindsets Inc.



Best practice awards

The NewMindsets learning system application at our international logistics client -- The Tibbett and Britten Group -- has received a 2003 best practice citation for workplace learning and development from the American Society for Training and Development. This award was given for success in supporting results-focused top team development through TBG's General Management Development Program.

Outstanding e-learning content award

From the press release:

Toronto, March 25, 2003 - The e-Content Institute today recognized ten organizations for their leading-edge approach to e-content.

NewMindsets has received an award from the Canadian e-Content Institute for its creative and innovative leadership and management development content. "This second generation approach has a substantial leg up on the usual style of course... As an e-learning product NewMindsets is quite stunning -- polls, checklists, note keeping, bulletin board topics, tables, illustrations, case studies and much more," reported Juanita Richardson, chairperson of the Judging Committee. "Winning products are those that display especially high levels of innovation, vision, functionality, ease of use, market fit and content."



Because of its second generation design NewMindsets excels in providing customized learning geared to specific performance and competence development needs. The focus is on delivering high value learning with demonstrable return on investment. Learning can be directly aligned with strategic business and personal development needs, not just pursued as an end in itself.