

WHAT THE 7 STANDS FOR



Responsiveness

Even when we have gathered everything we need to proceed with a project, we always work closely with our business partners. Every step of the way they are with us, so that they can see our work in progress, ensuring their satisfaction and allowing them any opportunity to make adjustments along the way.

Engagement

Through the use of serious gaming, simulations, storytelling, illustration and so much more, we commit ourselves to building learning products that engage learners, helping them not only understand, but persist despite challenges and taking pride in their accomplishments.

Analysis

Ensure the right learning gaps are identified and learning objectives are clear. From interviews to questionnaires to the review of materials, we rigorously analyze an opportunity in order to bring vision to life.

Narrative

It takes more than a thorough understanding of a customer's needs and materials to create our products; it requires the skill to present information back to a customer's learners in an interesting and relatable manner. That is why our learning professionals not only structure information properly, but also transforms it into a compelling story through thoughtful writing and expressive narration.

Innovation

If it can be imagined, we can create it. We routinely bring daring ideas to life through educational solutions that must increasingly meet cutting-edge digital requirements.

Context

An important key to adult learning success is understanding **why we need to learn**. Our business partners come to us with specific learning needs, that require specific learning solutions with clear learning objectives. Our Instructional Designers can not only quickly understand a customer's culture, but also reflect it back to them through our learning products.

Performance

We start every project with the end result in mind, which is to have our business partners reach their best through products that look, teach, and work phenomenally well.