

Online Learning is Here to Stay:

The Seven Essentials to Create and Deliver Online Training and Consulting
that Engages Participants and Builds Community



What we will cover:

- Why online consulting and training
- Delivery methods
- Technology options
- Your action plan
- The seven essentials that engage
- Q and A



Why go online?

- Reach people in larger geographic area
- Resources online 24/7
- Transportation and child care issues resolved
- Handicap accessible
- Leverage your resources
- Cost savings
- It is what many of our clients want
- It may be required in your funding
- Helps you achieve your program goals
- What else?





“The ubiquity of technology has transformed education, making online learning part of the “new norm.”

Over the past three years, online enrollments in higher education have continued to grow although overall enrollments in the United States have continued to decline.

From 2002 to 2014, the number of students enrolling in “at least one distance education course” increased from 1.6 to 5.8 million students according to [WCET Distance Education Enrollment 2016](#).”

* <https://www.educationdive.com/news/the-growth-of-online-learning-how-universities-must-adjust-to-the-new-norm/433632/>

Time for a poll

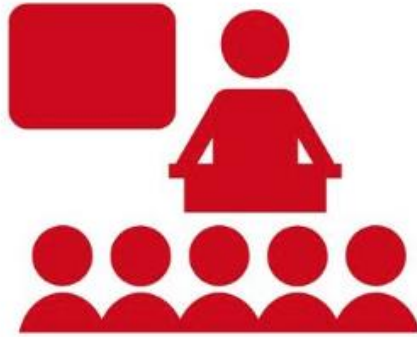
Raise your hand!



- Our sessions are available as video conference
- We teach classes using video conference
- We have a webinar series
- Our YouTube is full of custom training
- We refer to online trainings on other sites
- We have an online learning center

What do we mean by online learning?





Live Instructor-Led

Join a class with a business trainer onsite in one of our locations in Northern California for business, leadership, and financial empowerment classes, workshops, or networking events. Our courses are interactive and range from one session to eight sessions depending on topic.



Online Instructor-Led

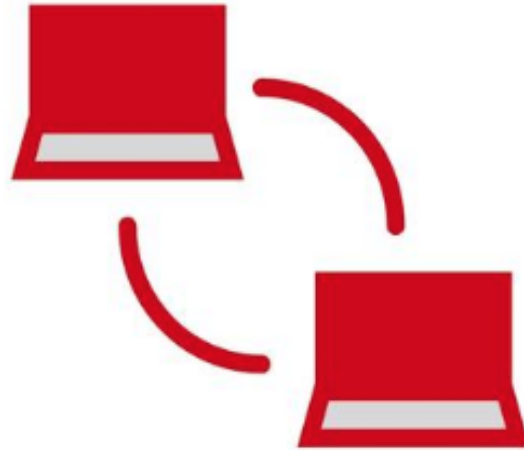
Attend video conference classes with instructor and participants. Communicate between classes in at the WBC e-learning center. Your course site will include discussion, video modules, and handouts. These classes have a start and stop date.



Online Live Blended Instructor-Led

These classes are the same as
Online Instructor-led and
include one or more in-
person events for those who
can attend live.





Webinars Online

Join live and learn from specialist about business, finance, and leadership. When you register, you will be sent a link for the live webinar. All who register are sent the recording reply within 3 days of the live event.



Self-Study Online

Work at your own pace with online video modules, templates, and handouts. Track your progress online.



Individual Consulting

We offer free one-on-one consulting for specific business needs. Available live and remote.

Back-End Technologies are the “base” of your business operations, the behind-the-scenes programs that manage your client information. The functions like: database management (CRM), reporting and tracking, product management, and partner management.

Front-End Technologies are programs that are “front facing” to your customers and students and they are where your clients interact with your content, with you and with other students. The key functions needed with Front End technologies include: course or product delivery, content and membership management, and interactivity programs or tools... etc.

Marketing Technologies help you be more effective with online marketing efforts. These include programs and software that help you generate more traffic to your pages/sites and also help you with converting more people into your offerings.

Financial Technologies manage your money transactions with your clients. These include Shopping Cart programs and Payment Gateway platforms. Cart functionality is built into many of the other technologies.

Video Conference

- According to [Lifesize](#):
- 76% percent of people use video collaboration to work remotely and, of those, 75% experience increased productivity and an improved work-life balance.
- 82% of video users are less likely to multi-task on a video call than an audio one.
- 89% agree that video calling reduces time to complete projects or tasks.
- 90% say video makes it easier to get their point across.
- 98% state that video calls help with relationship building.

LivePlan

Marble Mountain K... ▾

PITCH

PLAN

FORECAST

View & Edit

Outline

Download & Print

Comments

Executive Summary

Opportunity

Execution

Marketing & Sales

Goals and Direction

Financial Plan

Company

Edit Outline

Direction

Comments

Goals

This item isn't started yet. [Start writing now.](#)

Comments

Key metrics

This item isn't started yet. [Start writing now.](#)

Comments

banks

Joy Taylor

roster

BCX

BC Each

duct

Video Conference

FACTORS:




Costs

Time to learn

Client ease and familiarity

Duplicatable

- [Zoom](#)
- [Join.me](#)
- [Skype for Business](#)
- [GoToMeeting](#)
- [Appear.in](#)
- [Google Hangouts](#)

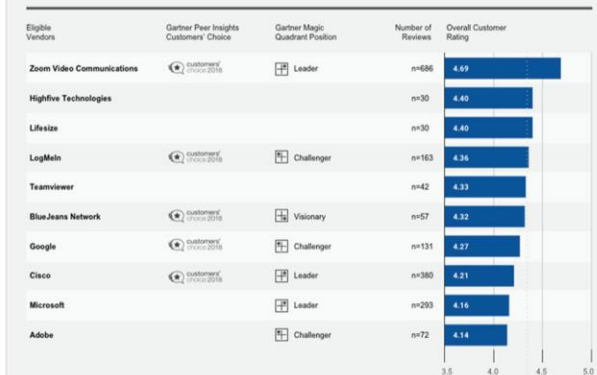
	 Zoom	 Join.me	 GoToMeeting
Best For	Most small businesses	Business who need cloud storage, but don't want to use third-party apps	Businesses that already use GoTo products, such as GoToTraining and GoToWebinar
Ease and Convenience of Use Learn More	Easy -- users can join a meeting from their browser, mobile app, or desktop app	Easy -- users can join a meeting from their browser, mobile app, or desktop app	Easy -- users can join a meeting from their browser, mobile app, or desktop app
Differentiating Features Learn More	<ul style="list-style-type: none"> • HD video conferencing • 1GB cloud storage 	<ul style="list-style-type: none"> • 5GB cloud storage • Keyboard and mouse sharing without the need for the app to be installed • Developer APIs • Unlimited international conference calling 	<ul style="list-style-type: none"> • HD video conferencing
Third-Party Integrations Learn More	<ul style="list-style-type: none"> • Dropbox • Google Calendar and Drive • Hubspot • Infusionsoft • Marketo • Outlook • Salesforce • Slack <p>And many more here.</p>	<ul style="list-style-type: none"> • Google Suite • Hubspot • Office 365 • Outlook • Salesforce • Slack • Trello <p>And many more here.</p>	<ul style="list-style-type: none"> • Acuity • HipChat
Mobile App	iOS and Android	iOS and Android	iOS and Android
Customer Support Learn More	<p>Online knowledge base including tutorials and training videos as well as chat and phone support.</p> <p>Support priority is given to paid package users.</p>	<p>Online knowledge base including user forums as well as email and phone support for Pro and higher package users.</p>	<p>Online knowledge base including user forums and product tours as well as scheduled training sessions and 24/7 phone support.</p>
	www.Zoom.us	www.Join.me	www.GoToMeeting.com

Zoom Video Communications was Named a 2018 Gartner Peer Insights Customers' Choice for Meeting Solutions!*

[Read the Report](#)


Figure 1. Gartner Peer Insights "Voice of the Customer" Meeting Solutions Overall Ratings

Gartner Peer Insights "Voice of the Customer" Meeting Solutions Overall Ratings As of January 31, 2018



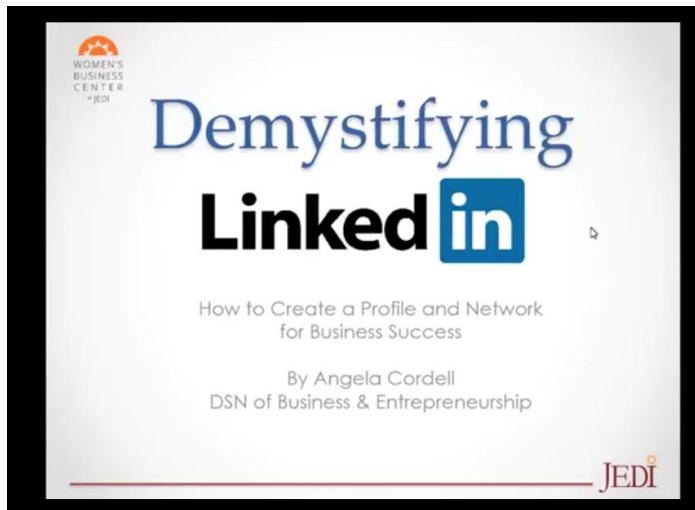
Notes: Vendors with greater than 25 reviews on Gartner Peer Insights in the past one year as of January 31, 2018 are considered eligible vendors. Gartner Peer Insights Customers' Choice announced on February 13, 2018. Gartner Magic Quadrant for Meeting Solutions published on September 18, 2017. Number of reviews and ratings as of January 31, 2018.

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[Help](#)



Source: Gartner Peer Insights (January 31, 2018)

Webinars



Know Who You're Speaking To

- When you try to be all things to everyone you end up being nothing to no one...
- Who do you REALLY serve?
- Take Action Challenge: Take a moment and jot down who your ideal client really is.



The slide features a list of three bullet points on the left. On the right, there is a large image of a woman in a red blazer smiling and holding a newspaper. Above this image are two smaller inset images showing women in a video call. The slide includes the "WOMEN'S BUSINESS CENTER #JEDI" logo in the top left and the "JEDI" logo in the bottom right.



Creativity at Work: Why Creative Thinking Matters and How to Tap It

Webinar Registration



Topic Creativity at Work: Why Creative Thinking Matters and How to Tap It

Description Are you hitting challenges in your business because traditional methods and strategies aren't working anymore?

Are there areas of your business where you need to "think outside the box"?

Is your business doing well, but you're feeling creatively starved?

Do you want to see new opportunities and resources for your business?

As Albert Einstein once said, to solve fundamental problems, we need to go beyond the thinking that created them. The same is true for growing our business—to evolve our work, we need to be able to see beyond our current mindset, and our

Webinars



FACTORS

- Costs
 - Time to learn
 - Applications
 - Registration and reporting
-
- Zoom
 - GoToWebinar
 - Webinar Jam
 - Google+ Hangouts
 - WebeX



Online Learning Open 24/7

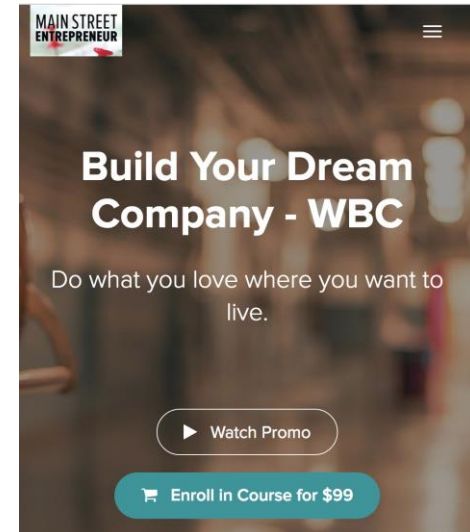
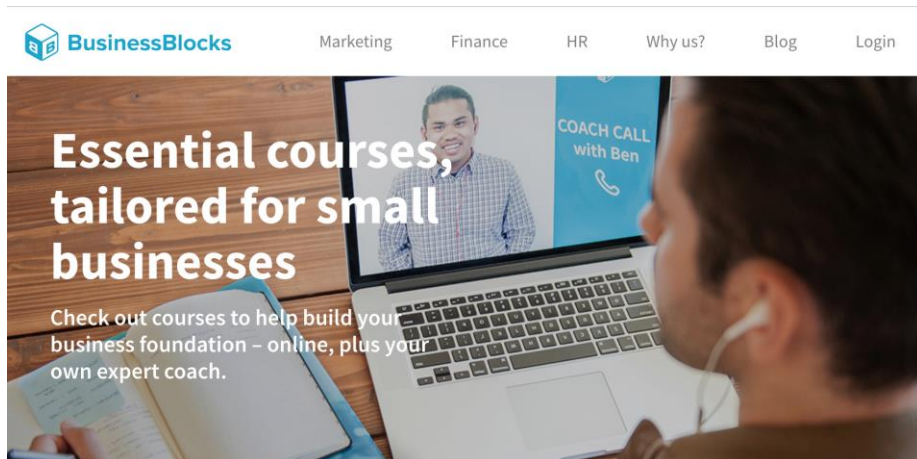
- Do it yourself
- Refer, partner, and white label
- Combination



Online Learning Open 24/7

Refer to other resources (or partner)

- SBA
- Business Blocks
- Mainstreet Entrepreneur
- LinkedIn Learning
- Dream Builder (for women)



Learning Center

The SBA offers a variety of online courses to help you start and run your business.

BROWSE ALL COURSES

Plan your business

Courses designed to help you research, plan, and turn your ideas into a great business.



How to write a business



Legal requirements



Financing options



Young entrepreneurs

LMS – Learning Management Systems

- The Piecemeal Combo

email, YouTube, video conference, Facebook

- Word press Plug ins

AccessAlly, LearnDash, WP Courseware, Namaste, Sensei, Talent LMS (front end only)

- All in One

Kajabi, Teachable, Thinkific (Front end, back end, marketing, and financial)

- Larger Educational Institutes use Canvas and Moodle

Social Media for Learning (and marketing is bonus, too) KEEP IT SIMPLE

- Facebook Live
 - YouTube
 - Blogs
- (no ability to report)

Webinar Topics: Marketing

Jefferson Economic Development Institute (JEDI) - 6 / 7

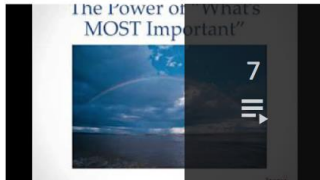
4 **JEDI Webinar - Marketing Tips from a New Local Business**
Jefferson Economic Development Inst... 42:50

5 **Social Media Options and Opportunities for Small Business**
Jefferson Economic Development Inst... 1:03:30

▶ **The New Way of Marketing and Building Your Business**
Jefferson Economic Development Inst... 1:10:04

7 **Marketing with Integrity: Write Better Marketing Content**
Jefferson Economic Development Inst... 1:04:26

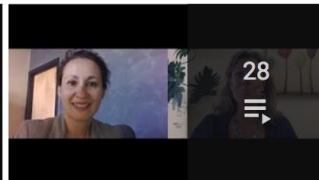
11:41 / 1:10:03



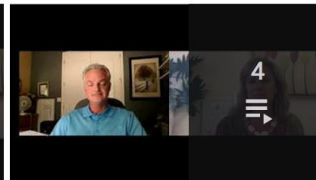
Webinar Topics: Marketing



JEDI Spotlight Webinar Series



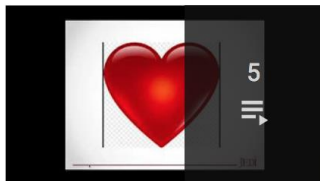
Upcoming events and webinars



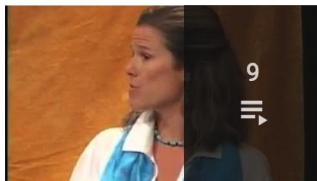
Access to Capital



Webinar Topics: Leadership and Management



Webinar Topics: How to Start a Business



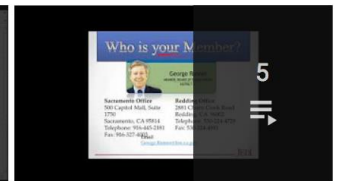
Subject Matter Experts Share Business Insights



Webinar Topics: Spotlight on Community



Webinar Topics: Pricing



Webinar Topics: Financial

Email programs are the glue



Week Three: It's Your Business Review & Next Steps



Greetings Participants of It's Your Business,

We are rockin' our way through the course. Week three was the end of market research, so now you have a good idea of your product benefits, your ideal customers, and industry resources.

You are studying your competition to bring out the best in you, look for collaborative opportunities and design your unique selling position. You might even be reaching out to a potential mentor. Right?

Review: Video Links to recordings at private YouTube for class participants only.

- [welcome and review](#)
- [who are your customers?](#)
- [learn from your industry](#)
- [mentors, competition and your USP](#)

Fast Review: You can quickly review week three contact

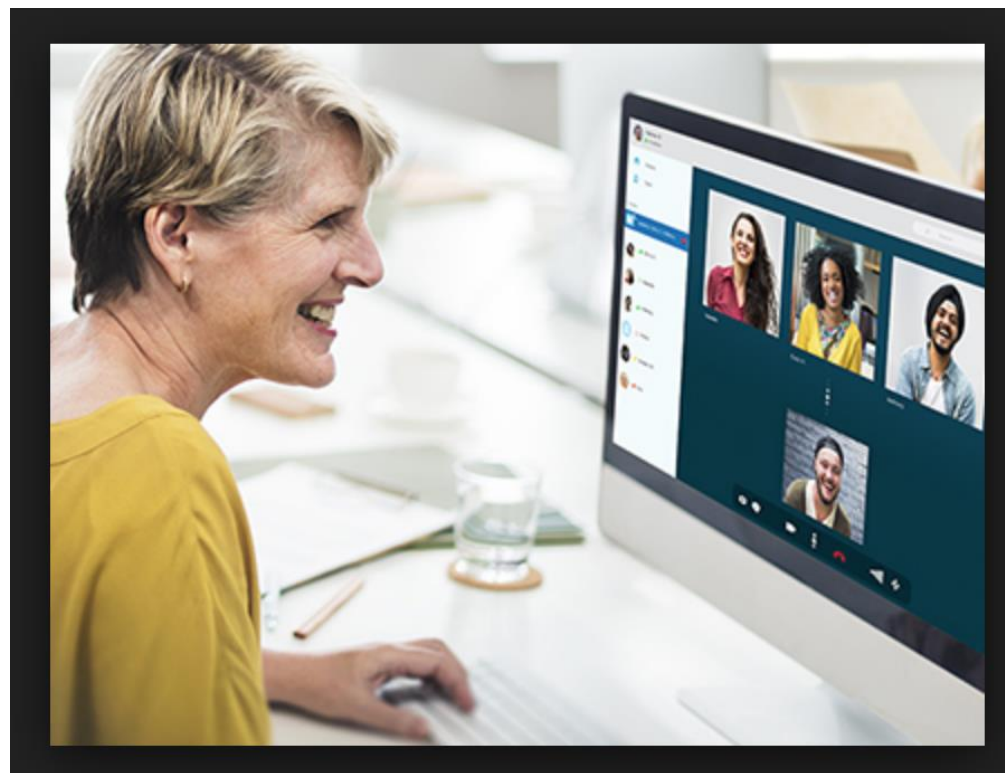
- [slides from week three](#)

Next Steps:

- Read It's Your Business Manual **Chapters 3 and do the worksheets**. Next week you'll share updates on your market research.
- Join our [Facebook Group](#). I sent everyone an email to join. Contact me if you are having issues.
- Download [Living Business Plan](#) or Business [Plan Template](#)
- If you want a more formal business plan, consider LivePlan. Our discount is available [online](#) Contact me if you are considering a formal business plan.

Develop a step by step approach to bring your organization's expertise online.

- Your action plan



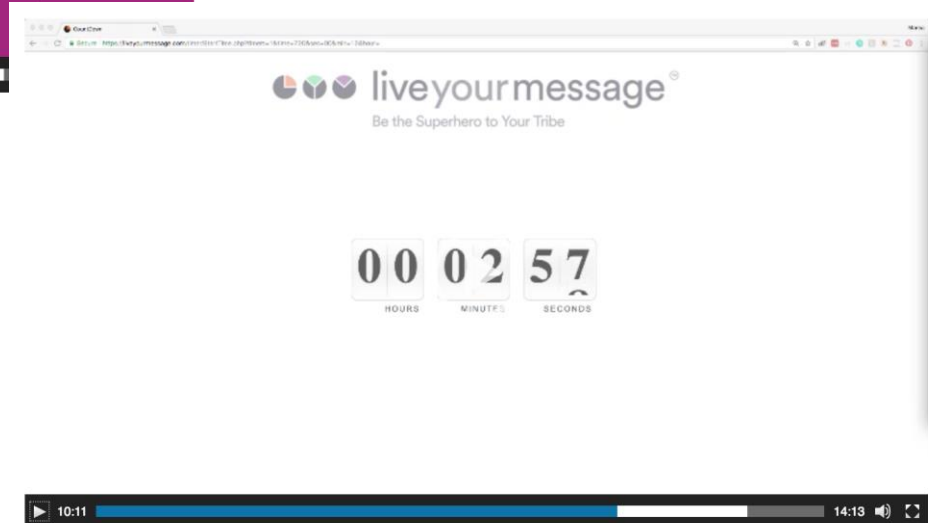
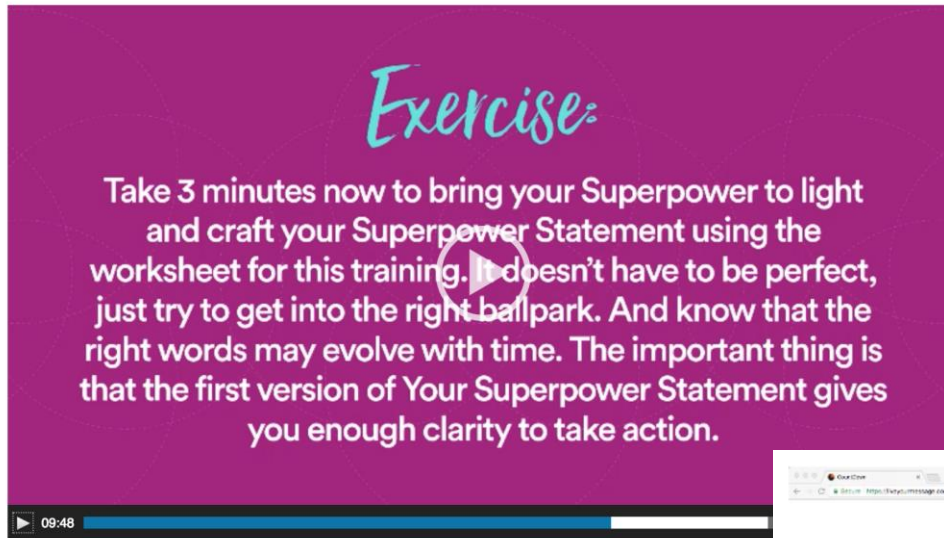
The Seven Essentials to Create and Deliver Online Training and Consulting that Engages Participants and Builds Community

1. Flipped Classroom
2. Videos with count down activities included
3. Tracking completion and/or certificates
4. Discussion Boards (Facebook groups) – with questions and interaction outlined
5. Polls and quizzes
6. Accountability groups (Facebook, quarterly events)
7. Blended – get some high touch time, too

Flipped Classroom



Videos with count down activities included



Tracking completion and/or certificates

MASSIVE ACTION

Your Aligned Action Schedule



TRAINING #7

YOUR ALIGNED ACTION SCHEDULE

Keep Track Of Your Progress



Watched Video



1 XP



Completed Action



2XP

1 of 6 Lessons Completed

Instructor



Joy Taylor
Instructor

Director of Women's Business Center
Joy Taylor has more than 20 years of experience as an entrepreneur, trainer and adjunct faculty at COS. Through consultations, training and



Discussion Boards (Facebook groups) with questions and interaction outlined



Jefferson Economic Development Institute (JEDI)

Published by Joy Clarissa Taylor [?] · September 20, 2017



Share your mission, vision or values statements.
And offer comments to others!

6 Comments Seen by 6



Like



Comment



Jefferson Economic Development Institute (JEDI)

Published by Joy Clarissa Taylor [?] · October 4, 2017



Thanks for all your participation and great break out sessions where we support each other in our businesses.



Cheri Sigmon (ExecSec Consulting)

Oh, my gosh Larry and Brendon... I recently used an outdated phrase three weeks ago with a colleague at work. I'll admit that I said... "You go, girl!" No more of that... Tonight I'll record myself doing a coaching session on a webinar and listen to the recording for "filler words" -- then I'll edit it carefully before I hit publish. This is helpful training, and at the right time. You've just saved me from a few faux pas with your practical, actionable tips. Wow!

on Jul 16, 2016 [Reply](#)



Rosie Cardone

Oh Larry.....your advice to record ourselves doing an interview or having a conversation is so valuable.....Last year I recorded one of my coaching sessions....I had never listened to a recording of myself before.....I was shocked at how nasal I sounded, the unnecessary detail I went into, how many filler words and lazy expressions I used and how boring I sounded. Once I got over the embarrassment I decided this was the best thing I had ever done for myself. I'm gradually cleaning up my filler words. I'm more intentional before I open my mouth and I hope I am improving the clarity and efficiency of my language. Thank you for your great do's and don't's and I can't wait for the rest of your lessons.

on Jun 4, 2016 [Reply](#)



Elizabeth Diane created a poll.










October 24, 2017

I have been really attached to my business name, and am reviewing other possibilities, thanks to this course. Would you take a quick moment and vote for the one/ones you like best? Feel free to add a new idea... Thanks!

Here's my Mission Statement:

We create effervescent jun, a healthy soda, for your enjoyment and health that incorporates the alchemy of honey, probiotic Tibetan cultures and high vibrational organic herbs, flowers, teas and love with the most sustainable practices available. We serve in gratitude to protect the bees and bring you bliss!

<input checked="" type="checkbox"/>	Phi-Bee's Jun	 
<input type="checkbox"/>	BeeYouTeaFull Jun	 
<input checked="" type="checkbox"/>	Bee Soda	 
<input type="checkbox"/>	Jun Joy	
<input type="checkbox"/>	Bliss-ed Bee Jun	

2 More Options...

Polls and quizzes



Poll Question...

After what we've learned today, I rate my LinkedIn profile at a...

- 0: I still need to create an account
- 1: I have a log in, but my profile has no information
- 2: My profile has very little information and I have less than 100 connections
- 3: My profile has some information and I have more than 300 connections
- 4: My profile is very robust, but I need to be more active
- 5: My profile is 100% complete and I have no need to boost my network at this time



Accountability groups



Blended – get some high touch time, too.



Trends in online learning

- Decline in self-study
- Micro learning
- Gamification (game based learning)
- Interactive video based learning environment
- Social learning and mentorship groups
- Virtual reality

