

FranklinCovey

FranklinCovey doubles eLearning attendance and monetizes training content with audiences worldwide using Adobe® Acrobat® Connect™ Pro software

FranklinCovey

www.franklincovey.com
www.franklincovey.com/liveclicks



In Partnership With

InteSolv
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Industry

Personal and Organizational Training

Challenges

- Make FranklinCovey content accessible to more people
- Better monetize eLearning content worldwide
- Maintain high-quality training experience
- Meet ongoing demand for new webinars
- Create training certification process

Solution

- Secure web conferencing eLearning
 - Customer ePortal development
- Leading effectiveness training company FranklinCovey built a global eLearning business model based on Adobe Acrobat Connect Pro software.

Results

- Doubled eLearning seminar attendance
- Created a system for tracking and monetizing training content worldwide
- Achieved ability to effectively create workshops with its own content or that of its clients
- Provided exceptional customer experience
- Reduced company expenses

Enabling greatness

FranklinCovey Co. is a global provider of training and consulting services in the areas of leadership, productivity, strategy execution, customer loyalty, trust, sales performance, government, education, and individual effectiveness. Clients include 90% of the Fortune 100, more than 75% of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey Co. has 46 direct and licensee offices providing professional services in 147 countries.

FranklinCovey's training workshops are delivered to the general public and to organizational clients. The company also develops and presents exclusive, customized training content based on the unique needs of client organizations. Individuals such as corporate trainers can become FranklinCovey certified facilitators—a rapidly growing pool of 45,000 people worldwide.

Broader reach, while maintaining control

With an expanding repository of training content, a diverse distribution chain, and a worldwide audience, FranklinCovey began looking for ways to help more people to experience its training anytime, anywhere. The eLearning model was attractive because it would enable a broader reach, increase user convenience, and provide more cost-effective training. At the same time, Matt Murdoch, now global director of sales and marketing for online learning, who was then a global product line leader for FranklinCovey, had a few key prerequisites in mind.

“Our brand is associated with having the best live-training workshops in the industry, including Hollywood-caliber video productions that enhance our training, so we couldn't sacrifice quality,” he says. “We also have to monetize online training content and track our trainer certification processes across multiple continents and in multiple languages. We wanted to accomplish this all within the context of an eLearning platform.”

Exceptional eLearning

Like many companies exploring new business models and technologies, FranklinCovey had a few false starts. The company also tried, unsuccessfully, to develop its own system for facilitator-led webinar technology.

Then Murdoch contacted Adobe and inquired about Adobe Acrobat Connect Pro software. He recalls how impressed he was with its flexibility and ability to deliver high-quality video and interactivity. Based on Adobe Acrobat Connect Pro, FranklinCovey created LiveClicks™ webinar workshops, an eLearning system that delivers live, interactive webinars to organizations and the public via certified trainers. Because Acrobat Connect Pro is based on Adobe Flash® technology, FranklinCovey was able to deliver video and interactive content without requiring users to download software, or encountering firewall issues at user sites.



FranklinCovey extends its popular training courses to a global audience using Acrobat Connect Pro. The rich, interactive online sessions are readily accessible to participants and are filled with dynamic content.

The screenshot shows a dual-pane interface. The left pane displays three poll questions with their respective options and results:

Question	Option	Percentage	Count
Question 1: Do you know your organization's mission and strategy?	Yes	38%	7
	No	41%	9
	Partly	21%	5
	No Vote	-	-
Question 2: Do you know your boss's most important goals?	Yes	10%	4
	No	47%	10
	Partly	34%	7
	No Vote	-	-
Question 3: Can you explain the link between your team's job to be done and the organization's mission and strategy?	Absolutely!	24%	5
	I think so...	38%	8
	Not really	35%	8
	No Vote	-	-

The right pane shows a presentation slide titled "Creating a Shared Purpose" with the LiveClicks logo. The slide features a circular diagram with two central nodes: "RIGOROUS PERSONAL THOUGHT AND ANALYSIS" and "TEAM FEEDBACK AND INVOLVEMENT", connected by arrows in a clockwise cycle. The slide footer indicates "Toolkit page 15" and "18".

“With Acrobat Connect Pro, users have a seamless, instant-on experience. We can have multiple customized layouts for each LiveClicks webinar, including live chat, videos, and polling questions. Other eLearning systems are linear and inflexible by comparison. Acrobat Connect Pro enables us to reach a broader worldwide audience with an enhanced experience through our LiveClicks webinar workshops.”

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Global director of sales
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“With Acrobat Connect Pro, users have a seamless, instant-on experience. We can have multiple customized layouts for each LiveClicks webinar, including live chat, videos, and polling questions,” says Murdoch. “Other eLearning systems are linear and inflexible by comparison. Acrobat Connect Pro enables us to reach a broader worldwide audience with an enhanced experience through our LiveClicks webinar workshops.”

Although Acrobat Connect Pro is extending FranklinCovey’s reach, it is also safeguarding the company’s valuable content. According to Murdoch, Acrobat Connect Pro is highly secure. “The Adobe solution lets us rest assured that users cannot copy and redistribute our content,” he says.

Content development

Another requirement of FranklinCovey’s LiveClicks system was the ability to easily add webinar content as needed. FranklinCovey launched the LiveClicks service with ten webinar titles, including their ever-popular Time Management series. Because of the way Acrobat Connect Pro easily integrates with LiveClicks, the catalog of engaging webinars is growing every month.

“We’ve also seen an increase in requests from client organizations asking us to develop engaging custom webinars based on their intellectual property,” says Murdoch. “Using our team of expert instructional designers, we use these world-class design skills and build engaging webinars on any subject imaginable.” Something Murdoch says would have been extremely challenging without the Acrobat Connect Pro solution.

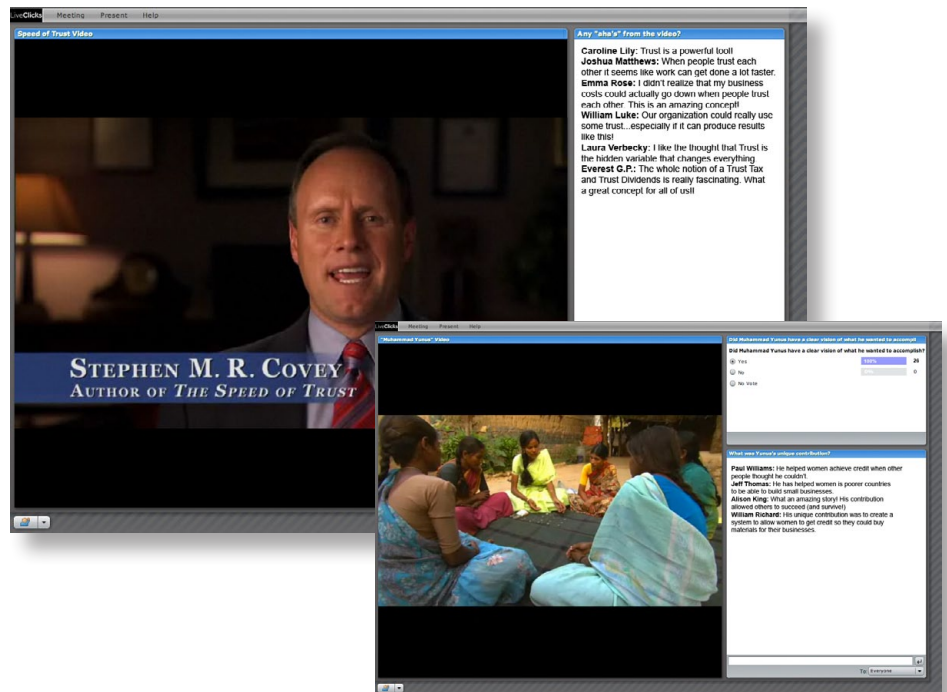
Monetizing the eLearning model

Murdoch contacted InteSolv, an Adobe partner specializing in custom software development, to help FranklinCovey custom build the LiveClicks portal platform. This is the first webinar system built by trainers for trainers. It manages a complete facilitator certification process, operationalizes all business processes, and does it all in multiple languages. “FranklinCovey is a collaborative company. We worked together to build an entirely new virtual business that maintained the high quality and standards of the traditional model,” says Frank Rogers, senior solution consultant, InteSolv. “Adobe Acrobat Connect Pro was the right platform to support the company’s visionary strategy.”

The LiveClicks system helps ensure that trainers watch specific videos, download required resources and guidebooks, and accomplish all of the correct courses and tests to become certified to teach these webinars. Once trainers undergo the necessary steps, they obtain their own customized virtual meeting rooms on Acrobat Connect Pro.

The FranklinCovey training content is preloaded into each meeting room and a reporting structure is established so that FranklinCovey can track how many people are trained by each facilitator. This model enables a large number of people to be trained on FranklinCovey’s concepts, at a low cost to the company.

Streamlined support for high-quality videos and interactive features such as real-time polling and live chat are just some of the capabilities in Acrobat Connect Pro that keep participants engaged in FranklinCovey's dynamic training sessions.



Currently, the LiveClicks portal system has been launched in the United States, Canada, United Kingdom, Japan, India, Mexico, Costa Rica, Panama, Thailand, the Philippines, South Korea, Denmark, Finland, Sweden, and the Netherlands. Each country has the ability to localize the LiveClicks portal, training content, and meeting rooms for users in their native languages.

“Through this innovative portal concept we are able to easily serve the needs of our global offices and their clients. We’re able to help fulfill FranklinCovey’s mission of enabling greatness in people and organizations everywhere,” says Murdoch.

Double the audience

With Acrobat Connect Pro, FranklinCovey has already doubled attendees to webinar based training over the previous year. Murdoch sees attendance growing rapidly, especially as LiveClicks webinars come online in burgeoning markets like Asia and South America.

“Because of its ease of use and basis on the Adobe Flash Platform, Acrobat Connect Pro has enabled us to take FranklinCovey’s training content to groups of people that weren’t able to attend in other ways,” says Murdoch.

Reduced expenses

While Acrobat Connect Pro has boosted income for FranklinCovey, it is also reducing company expenses. Internal employees are tapping into Acrobat Connect Pro for web-based training, sales calls, product demonstrations, and meetings.

Says Murdoch, “Acrobat Connect Pro is helping us develop lucrative new businesses—all while reducing our corporate expenses.”

Systems At A Glance

- Adobe Acrobat Connect Pro

For More Information

Contact *InteSolv* today at (559) 733 7500.



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