



**Clever Mukori**

Learn or Teach  
Learner in Chief



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# MISSION- DRIVEN STAFF TRAINING

Keep Your  
Culture Alive  
As You Scale

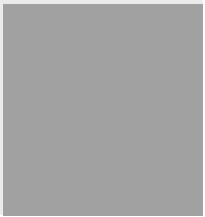


# What to Expect Today

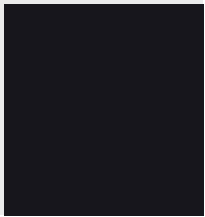
Maintaining  
Culture While  
Scaling:  
Training  
Challenges



Learn or  
Teach  
Platform



Q & A



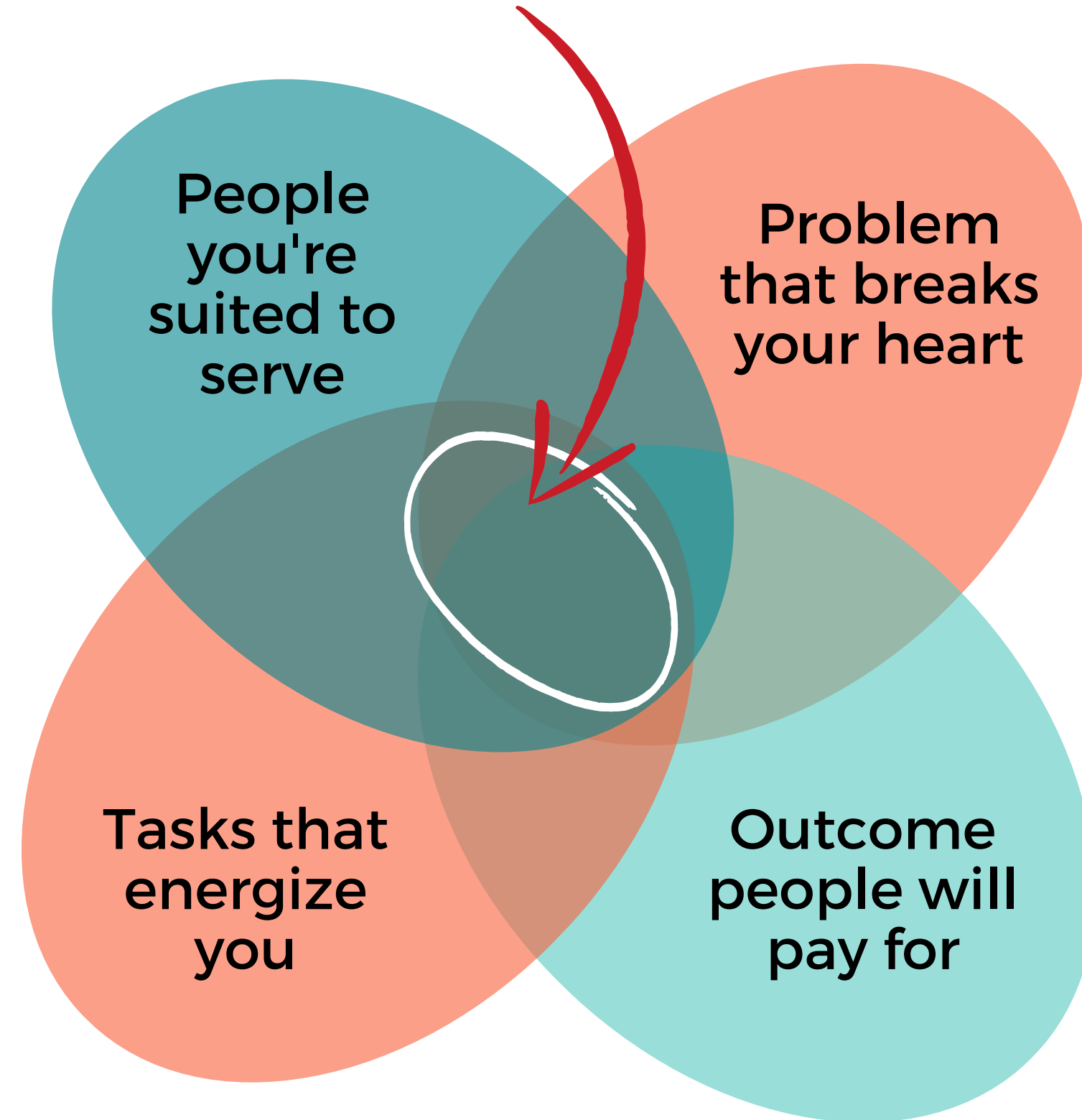


**"The great challenge for healthy, growing organizations, especially those moving from startup to scale, is staying true to their founders' vision while adapting to change."**

*-Gallup*



# YOUR UNIQUE BUSINESS MISSION



What's your mission?





# "CULTURE EATS STRATEGY FOR BREAKFAST"

--Peter Drucker



No matter how well-designed your strategic plan is, it will fall flat unless your team shares the appropriate culture.



# YOUR CLIENTS' MISSION IS YOUR MISSION

What values, beliefs, and practices do you aspire to?





# Maintaining Your Unique Culture

Your Internal  
Processes

Your Processes  
with Clients



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**A WELL-INTEGRATED, SHARED PURPOSE  
LETS A COMPANY ... SET ITS TRUE  
DIRECTION, LEADING TO EASIER  
DECISION-MAKING, HIGHER RETENTION  
OF TEAM MEMBERS, AND GREATER  
CONNECTION TO CUSTOMERS.”**

PAUL JARVIS



# Training Challenges: Internal Processes



**EMPLOYEE  
ONBOARDING**



**KNOWLEDGE  
MANAGEMENT**



**BUSINESS  
DEVELOPMENT**



# EMPLOYEE ONBOARDING

## Communication norms

- Internal platform
- Email
- Texting
- Timing
- Project management software





# EMPLOYEE ONBOARDING

## Remote Competencies

In an environment without face-to-face meetings, what are your expectations for engagement?

### *Leaders and Team members*

- Collaboration
- Self motivation
- Continuous learning and tech savvy

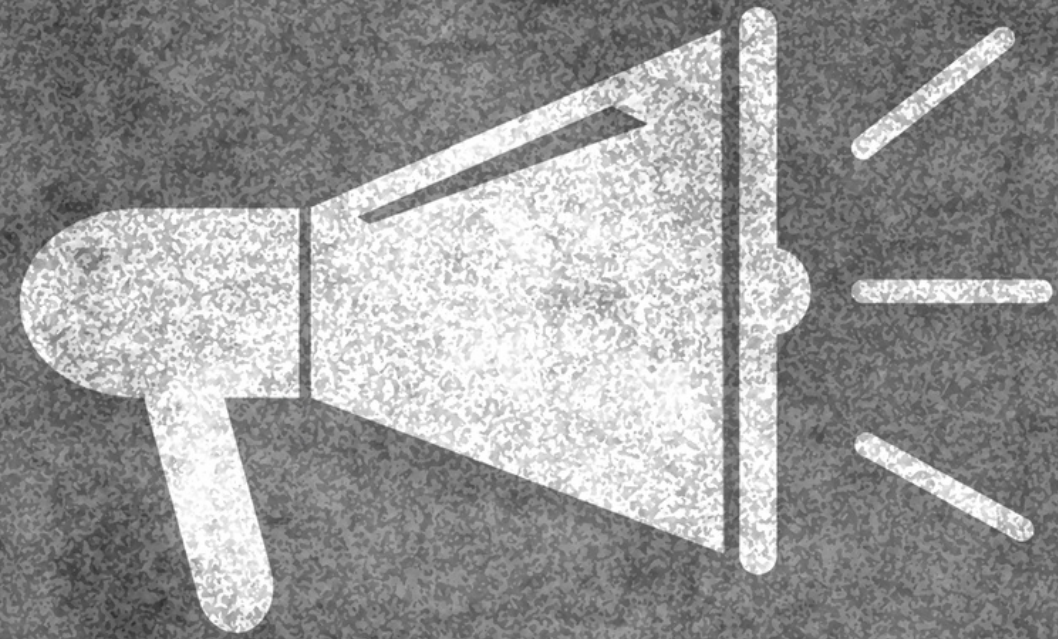


# KNOWLEDGE MANAGEMENT

## Keep your data clean

- Who does what?
- File management platforms
- Folder structure
- Naming conventions
- Archiving protocols
- Types of data
- Team communication





# **BUSINESS DEVELOPMENT**

## **Networking**

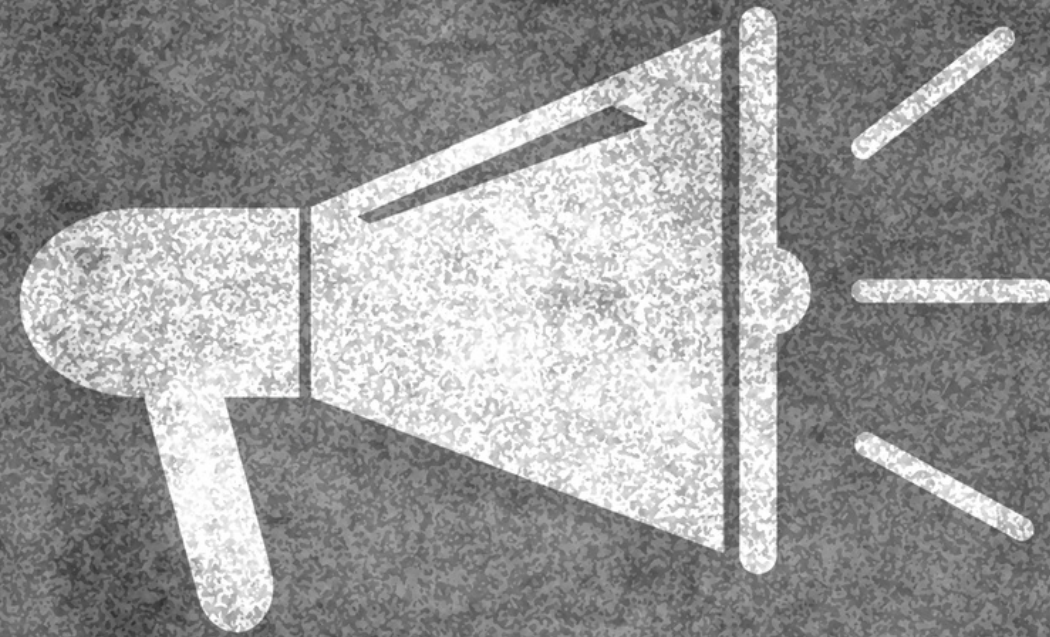
- Who does what?
- Identifying leads
- Submitting proposals
- Moving from proposal to contract



# **BUSINESS DEVELOPMENT**

## **Marketing**

- Maintaining and communicating brand
- Thought leadership
- Style guide
- Tactics
  - Conferences and events
  - Paid advertising
  - Client promotion, ect.







# Training Challenges: Processes with Clients



**TYPES OF  
PROJECTS**



**ONBOARDING &  
OFFBOARDING**



**ONGOING CLIENT  
MANAGEMENT**



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**IN A THRIVING ECONOMY PEOPLE  
GLADLY BUY PRODUCTS THAT ALIGN  
WITH THEIR VALUES, AND IN A  
DOWNTURN THEY SPEND LESS AND DO  
BUSINESS WITH COMPANIES THEY  
RESPECT AND TRUST. SO EITHER WAY,  
HAVING A PURPOSE IS A WIN.**

PAUL JARVIS



## TYPES OF PROJECTS

### Clarity is key

- Simple projects
- Complex projects
- Stand-alone projects
- Pipeline



# CLIENT PROCESSES

## Client Onboarding

- Client intake
- Kickoff meeting
- Tracking data
- Meeting cadence
- Privacy





# CLIENT PROCESSES

## Project Workflow

- Tracking data
- Best practices for project software
- Project phases
- Client engagement





# CLIENT PROCESSES

## Client Offboarding

- Philosophy
- Anticipating client needs
- Communicate in a positive way
- Meeting management
- Who does what?
- File archive



# ONGOING CLIENT MANAGEMENT

## Engagement

- Communications channels
- Philosophy
- Email protocols
- Managing scope creep
- Meeting agendas
- Project updates



# Learn Or Teach

We create custom courses and provide a corporate LMS with internal content creation tools and CRM integrations.

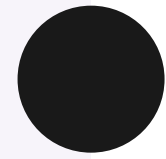




# Our Product

Learn Or Teach is a full service corporate training provider.

Our custom course creation offering and holistic LMS platform saves time, costs, and integrates with key business applications.



# Competitive Advantages

## Advantage 1

Learn Or Teach is a one-stop training shop covering course creation, as well as LMS hosting and delivery.

## Advantage 2

Most LMS' require 3rd party content creation tools that are SCORM compliant - We have intuitive internal content creation tools.

## Advantage 3

We are rolling out API integrations with critical enterprise applications such as Dynamics, Salesforce, and Hubspot.

## Advantage 4

We offer extremely simple automated reporting, assessments, and certifications that can be used to prove ROI to key stakeholders.



# Contact Us

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# Live Product Demo