

# CARA®



Committed to your future

## VIRTUAL LEARNING THE NEW (AND IMPROVED) NORMAL

### ACCESSING LEARNING IS A WORKFORCE CHALLENGE

In the increasingly complex world of work, employees need to quickly understand expectations, learn new skills, and adapt to organizational change. Traditional classroom-based instruction isn't always the right fit for a remote, distributed, and global workforce. Neither is a web-enabled information dump, or ho-hum eLearning course. Employees crave training that invites us to think, challenges us to engage in relevant problem-solving, and is available when we need it in the flow of work. Technology has changed the way we work. Shouldn't it also change the way we learn?

### CAN YOUR VIRTUAL LEARNING DO THIS?

The best learning experiences combine the science of instruction with the capabilities of digital technology. CARA's Virtual Learning Solutions are scalable, engaging, and high-impact – no matter where in the world your employees work. But it's not all fun and games. Everything we do is founded on proven instructional strategies to enable your workforce of the future, such as:

- **Engaging with experts**
- **Collaborating with other learners**
- **Real-world scenarios and experiential learning**
- **On demand mobile content such as microlearning, podcasts, and TED-style videos**
- **Interactive, scenario-based eLearning**
- **Adaptive learning**
- **On-the-job application exercises**
- **Social connection, gaming, and reinforcement**
- **Measuring results in real time**
- **Accessible just in time and in the flow of work**

In addition, each of our solutions is custom designed to your unique needs. We use your existing platforms, tools, and systems so that the work belongs to you when we are finished. We'll even curate and upcycle your existing content! And since learning is all about communication and behavior change, we apply organizational change management and communication strategies to ensure learning not only takes place, but that it truly makes a difference in employee performance.

### CARA: INNOVATING VIRTUAL LEARNING FOR DECADES

We have the honor of providing some of the world's most recognizable brands with virtual learning solutions, and we have been doing so for nearly two decades. In fact, over half of the Fortune 500 in Chicagoland turn to CARA to upskill their remote workforce. Our unprecedented commitment leads to a high level of client satisfaction. Our talented consultants are recognized experts in combining educational science with digital technology, and we strive to keep our team ahead of the insights, trends, and technology that are required for the workforce of the future.

CARA combines the art and science of instruction with the capabilities of digital technology to create virtual learning solutions that engage the learners and get results.





CHANGE MANAGEMENT

Adapting to Organizational Changes



- ✓ OCM strategy & planning
- ✓ Leadership alignment & engagement
- ✓ Stakeholder management & analysis
- ✓ Change impact assessment
- ✓ Change management training & knowledge transfer
- ✓ Change readiness assessment & action planning
- ✓ Communication strategy & planning
- ✓ Change agent & champion adoption strategy
- ✓ Resistance management
- ✓ Measurement of adoption & sustainability planning

CUSTOM LEARNING

Learning New Skills and Abilities



- ✓ Learning strategy
- ✓ Leadership & management development programs
- ✓ Webinars / webcasts
- ✓ Microlearning
- ✓ eLearning
- ✓ Needs analysis
- ✓ Experiential learning
- ✓ Podcasting
- ✓ Mobile learning
- ✓ Content curation
- ✓ Learner personas & learning journeys
- ✓ Voiceover
- ✓ Assessment & measurement strategy
- ✓ Facilitation & course delivery
- ✓ Gamification
- ✓ AR / VR / MR
- ✓ AI / Machine learning

COMMUNICATIONS

Aligning on Expectations



- ✓ Communication strategy
- ✓ Communication planning
- ✓ Corporate communications
- ✓ Change communications
- ✓ Audience analysis
- ✓ Infographics
- ✓ Illustration & graphic design
- ✓ Technical communication & process documentation
- ✓ Knowledge management
- ✓ Information architecture
- ✓ Editorial guidelines



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