

Wallace & Associates



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How e-Seminars Boost Sales Productivity



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Here are six reasons to use webcasts for sales training programs.

Winning Strategies for Selling Training



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Linda G. Wallace, a provider of strategies for learning solutions and education management consulting, is a recognized leader in enterprise education programs, eLearning, course development, and performance measurement through certification, based on demonstrated knowledge and job-specific training.



From the experience of holding Senior-level Corporate Executive positions in education and in Enterprise Content Management (ECM), Linda Wallace is able to offer guidance in strategic learning solutions and management in developing well-targeted training programs.

With a special talent of researching new markets and trends, plus synthesizing past successes, Wallace & Associates can provide the leadership and guidance to grow a training function from the ground-up, or move it to the next level of high performance, economically.

Executive Management Consulting

Results include:

- Executive Vice President, Professional Services, gains certified consultants, more knowledgeable, in half the time, through new innovative blended eLearning and webcast programs.
- President saved more than \$500,000/year in travel costs and shortened the lead time on new-product training by 25%, leading directly increased product sales.

Here are eight 'must dos' to meet or exceed product training revenue targets.

Contact:

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(949) 551-1483 (b)
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- Vice President provides leadership in providing effective worldwide training programs, exceeding operational plan, year-over-year.
- Through well-developed training program and recommended proactive approach to customer service, a President's education team consistently exceeded customer expectations, reflecting well on the company's image.
- Executive Vice President gains improved service to customers, and increase in services revenue, as a result of a custom High Value Consulting Workshop for his professional services consultants.
- President of Computer Education management Association (CEdMA) improved the value to the association's membership through participation, facilitation and presentations on internal strategic selling of education initiatives.

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Who We Are

- An affiliation of Corporate Learning Executives, Senior Education Managers and eLearning professionals, who are recognized leaders in enterprise education and the business of education.

What We Do

- We provide professional advisory and interim services in corporate education to organizations that desire practical, objective, third party expertise.
- We work with corporations to determine their education needs and summarize alternatives to grow to the next level.
- Every recommendation is based on the belief that all learning programs must be business-driven.
- As part of your team, we provide guidance in getting executive-level acceptance and roll-out strategies.

How We Are Different

- We are partners with years of executive-level experience in corporate education.
- We understand your education business needs and let them drive *our* business.

- We view learning as an ongoing process, not an event.
- We are independent of vendor alliances.
- We have well-established business connections to help bring in the right information and expert talent for the job.
- We can work at all organizational levels to facilitate program implementation.
- We work with and transfer knowledge to your staff.

"These differences add up to more value: higher impact results, more quickly and at less cost."

How We Work

Proposal

- "No fee" fact finding meeting
- Proposal Letter that clearly defines objective, approach, staffing and costs.

Engagement

- Spend time up front knowing your business
- Perform work on-site and remotely.

Results

- Focused action-oriented results that cut to the heart of issues.
- Conveyed in a single page executive summary with necessary support.

"We take on assignments that will make a difference and then see them through until the difference is made."

Services

- Assessing your Learning function to harvest its potential.
- Planning for the effective use of eLearning tools, blended with or replacing existing training programs.
- Recommending how to use certification techniques based on demonstrated knowledge and job-specific training, to motivate, improve performance and

meet the business objective.

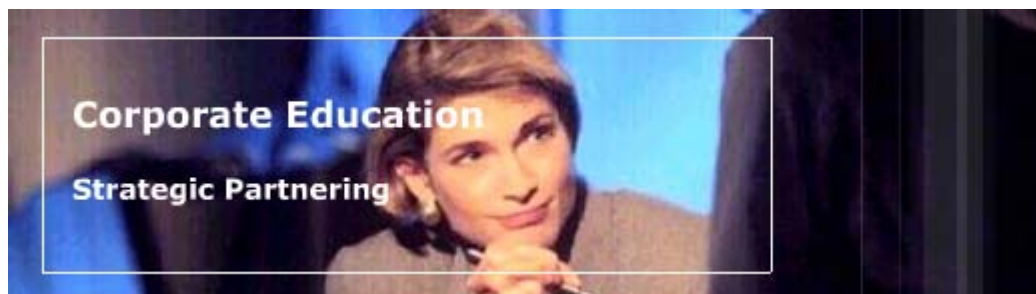
- Selecting Learning Management Systems (LMSs) and Learning Content Management Systems (LCMSs) to lower cost of ownership, matching needs.
- Creating a roadmap to an enterprise education business
 - product marketing directed at all levels
 - sales and pricing strategies
 - accommodating student diversity, with varying skill levels
 - location and cultural sensitivity
 - direct delivery complimented by education partners
 - best use of in-house experts, outsourced, overseas course development
 - true cost of ownership, and recognizing cost of sale
 - financial statements, investments, tracking for maximum margins

“A successful training program goes beyond training classes. It is innovative, continually responds to business needs, improves upon past successes and spawns a learning culture.”

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Linda Wallace is the president and founder of **Wallace & Associates**, a consulting firm that assists CEOs and senior executives grow their corporate education function to the next level of performance, economically. She is a recognized global leader in enterprise corporate education programs, including e-Learning, selling and pricing strategies, P&L issues unique to training, location and cultural sensitivity, course development strategies, LMS/LCMS selections, and professional certification,



based on job-specific training and demonstrated knowledge. Linda is an expert in guiding executives in internal strategic selling of learning program choices. Soem of her customers include DevelopMentor, HireRight, Ascolta, Allied Waste and EverChange Group.

Prior to founding Wallace and Associates, Linda was one of the technical founders of **FileNet Corporation**, an enterprise content management company in Costa Mesa, California. While at FileNet she was VP Global Learning Services and grew a small training function of 5 people and \$200K in revenue operating at a loss to \$10M, 70-man worldwide staff, consultants and several education partners with gross profits exceeding 25%. She introduced the FileNet Certified Professional (FCP) program for technical and sales certification of FileNet's customers, partners and employees, providing well over 2000 tests worldwide. During this time she introduced e-learning to FileNet for sales and technical training, and was recognized by **Training Magazine** and **Sales & Marketing Magazine (SM&M)** as one of the most well-known corporate success stories in e-Learning for sales training. The e-Learning program plus the instructor-led training reached over 15,000 students in 25 countries, which contributed to FileNet achieving its overall revenue goals by

providing timely, relevant, quality education. FileNet Education, under Linda's leadership, was recognized by **HRH Prince Charles** for supporting the education of United Kingdom coppice workers at the FileNet education facilities in London. Linda also improved the quality and launched advanced training for Microsoft's Vistas release while at **DevelopMentor**. Under Linda's direction, FileNet designed and produced innovative Media-based Training to train K-12 teachers participating in the very successful UCI program to use music to enhance how grade school children think and create through spatial-temporal reasoning, crucial to understanding mathematics. The program, called Music Intelligence Neural Development (**The MIND Institute**), is based on the research of Gordon L. Shaw, PH.D., [Keeping Mozart in Mind](#). www.mindinstitute.net.

Linda has an extensive Services and Industry Marketing, Sales and Technical Support, and International background selling software products and services into key markets such as banking, insurance and government, and she has more than 20 years of experience in corporate training and software development industry at FileNet, Unisys and System Development Corporation. She holds the Pioneer Award from the Association of Information and Image Management (**AIIM**) for pioneering the concept that software could automate the corporate business processes not yet addressed by technology, and for creating a new information paradigm '**Workflow**.'

Linda is an active member of the Computer Education Management Association (**CEdMA**) and American Society of Training & Development (**ASTD**), and is frequently asked to speak at Training shows, e-Learning user groups and other industry shows.

Linda earned a B.A. in Math at Colby College and a B.S. in Computer Science and Business Finance from Northeastern University in Boston, Massachusetts.

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PUBLICATIONS

- 
[Sales & Marketing Management](#), "Express Train", by Mark McMaster, May 2002, FileNet Global Learning Services, under the leadership of Linda Wallace, saved time and money on sales training using eLearning.



- 
[Training Magazine](#), "Case Study: FileNet, Reducing the Learning Burden", by Steve Alexander, September 2002.



- 
[BPO Outsourcing Journal](#), "Focus On... E-Learning", by Jerri L. Ledford, October 2001. Skill Building Minus the Frustration.



MEDIA LINKS

Business Wire: Eloquent Provides Rich Media Solution for MIND

... [Linda Wallace](#), vice president of FileNET's Global Learning Services, drew on FileNET's past experience with Eloquent when searching for a provider to partner ...

http://www.findarticles.com/cf_dls/mOEIN/2000_August_24/64817854/p1/article.jhtml

Distance-Educator: FileNET Standardizes On Centra ELearning Platform To Revolutionize Real-Time Communication And Training

... "Centra provides FileNET with an effective eLearning platform that can be easily ... their location," said [Linda Wallace](#), Vice President, Global Learning Services for FileNET. " ...

<http://www.distance-educator.com/dnews/Article4946.phtml>

BPO Outsourcing Journal: Skill Building Minus the Frustration

... be outdated,? says [Linda Wallace](#), vice president of global learning services for Costa Mesa, California-based FileNET ... education out to learners, FileNET turned to Centra Software to ...

<http://www.bpo-outsourcing-journal.com/issues/oct2001/focus-2.html>

Distance-Educator: Centra Swings At Annual User Conference :: Distance-Educator.com's Daily News :: Technology, Teaching, News, ...

... comments from attendees came from FileNet Corporation, a leading provider of Enterprise ... for us," said [Linda Wallace](#), vice president of Global Learning Services for FileNet. " ...

<http://www.distance-educator.com/dnews/modules.php?op=modload&name=News&file=article&sid=9149>

Training Press Releases: Training news when it happens

"Our decision to use Centra's ASP was very strategic to us," said [Linda Wallace](#), a vice president at FileNET Corporation. "Increasing

<http://www.trainingpressreleases.com/newsstorypv.asp?newsid=340>

Vuepoint: Looking to save time and money on sales training?

... Remember, IT people are your friends," says FileNet's [Wallace](#), who relied ... online training will help them improve sales," says Linda Richardson, president ...

<http://www.vuepoint.com/imgs/media/salesMarketingmag0502.pdf>

Business Wire: FileNET Standardizes on Centra eLearning Platform

... easily accessed by employees, partners and customers, regardless of their location," said **Linda Wallace**, Vice President, Global Learning Services for FileNET. ...

http://www.findarticles.com/p/articles/mi_m0EIN/is_2001_Sept_5/ai_77838224

CEdMA: July E-Learning Seminar a Huge Success

... Kelly, VP Cisco Systems Worldwide Education and facilitated by **Linda Wallace**, VP FileNET Corp, Global Learning Services ...

<http://www.cedma.org/news/20000815-1.asp>

CEdMA

... WBT- an Update on What Motivates Customers to Pay and What Should You Charge, **Linda Wallace**, FileNet ... Value Proposition vs ROI, Monica Dahlen, seibel, Linda Wallace. Level III & IV ...

http://www.cedma.org/national_info.html

AIIM: AIIM International, the Enterprise Content Management Association

... Loyborg, Salt Lake City, UT. Robert J. Schug, Wallace Industries. 1977 ... Jane Pugh, Virginia Retirement System. **Linda Wallace**, FileNet Corp. 1998 ...

<http://www.aiim.org/article-aiim.asp?ID=26884>

Highbeam: Express Train: Looking To Save Time And Money On Sales Training? This Step-by-step Guide To Online Learning Shows ...

This article from Sales & Marketing Management is in the HighBeam Research Library. Read a preview of the article and sign up for a free trial for access to millions of articles from thousands of publications.

<http://www.highbeam.com/library/doc0.asp?docid=1G1:86472544>

Business Wire: REMINDER/FileNET Lends Global Learning Expertise and Hosts Special Computer Education Management ...

... Nasdaq:FILE) **Linda Wallace**, vice president, Global Learning Services Cisco Systems ... Management Association (CEdMA)? Linda Wallace, vice president, FileNET Global Learning Services ...

http://www.findarticles.com/m0EIN/2001_March_12/71555035/p1/article.jhtml

Centra: Centra Sees Rapid Growth in Adoption of its ASP for eLearning and Collaboration (PDF)

... current ASP customers include PwC Consulting, EMC Corporation, and FileNET Corporation ... ASP was very strategic to us," said [Linda Wallace](#), a vice president. at FileNET Corporation. " ...

http://www.centra.com/corporate/press/docs/060302_ASPGrowth_FINAL2.pdf

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Customers

DevelopMentor

DevelopMentor provides advanced, in-depth, hands-on training for experienced professional software developers. The instructors are seasoned developers with a passion for sharing their knowledge.

www.develop.com

HireRight

As the largest independent screening provider focused 100% on employment background screening, HireRight are specialists at helping large and mid-size organizations efficiently implement, manage and control multifaceted employment screening programs.

www.hireright.com

EverChange Group

"The EverChange Group (ECG) is a performance and leadership improvement firm that specializes in corporate perceptions and business transformation. ECG provides the missing link between corporate strategy and tactical implementation by aligning Strategic Leadership with Operational Leadership."

www.everchangegroup.com

Ascolta

As a leading internetworking firm, Ascolta systems engineers design and support complex networks and train customers how to become self-sufficient. The instructors bring real-world experience and provide the education for Cisco Career Certifications.

www.ascolta.com

MIND Institute

Music intelligence Neural Development (M.I.N.D), 2000-2001, designed and produced innovative Media-based Training to train second grade school teachers participating in the

very successful UCI program to use music to enhance how grade school children think and create through spatial-temporal reasoning, crucial to understanding mathematics. The program is based on the research of Gordon L. Shaw, PhD, Keeping Mozart in Mind.

www.mindinstitute.net

Allied Waste

Allied Waste Industries, Inc., a leading waste services company, provides collection, recycling and disposal services to residential, commercial and industrial customers in the United States. The company operates a network of over 300 collection companies, 160 transfer stations, 165 active landfills and 60 recycling facilities.

www.alliedwaste.com

Hartely & Associates

Hartely & Associates is a professional service organization that has provided organization building and staffing services to the High Tech community since 1984. Whether you are a start-up or expanding corporation, Hartely & Associates can help you experience controlled growth while keeping a keen eye on profitability.

www.HartleyAndAssociates.com

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■ "Linda played an instrumental part in the InfoPro software conversion roll-out. She did a great job in managing and facilitating the train-the-trainer boot camp for the nationwide trainers, and project managed and developed the end-user training manuals and eLearning reference material. The quality of the product and the training would not have been as high without her involvement, dedication and guidance. She is an impact player and made the difference between a good job and a great one."

Doug Borro, Vice President, Program Management, Operations, Allied Waste

■ "In a very short period of time, Linda interviewed key employees and provided HireRight with an in-depth, strategic report on HireRight's product education for employees, partners and customers. Her suggestions for incremental improvements were insightful and we are following up on many of her suggestions, such as eLearning and LMS implementation. Her performance was beyond my expectation."

Lisa Gallagher, Vice President Operations, HireRight, Inc.

■ "Linda brought her extensive experience in corporate education to Allied Waste, and spear-headed a Train-the-trainer program that produced in-field trainers

from non-trainer subject matter experts using a variety of tools such as lessons in training, teach-back practice sessions and recorded product tutorials as reference. She also managed the production of well-received end-user manuals and in-field kits. She has raised the bar for product training at Allied."

Steve Jensen, Chief Learning Officer, Allied Waste

■ "As the ECG project manager, Linda played a key leadership role on a nation-wide roll-out of the InfoPro customer relationship management software product. This involved extensive refinement and tailoring of the instructor and participant materials, training and certifying of instructors and interface at the client stakeholder levels. For example, the Camtasia recordings were a stroke of genius that shortened the development cycle and left the client breathless. The product quality was exceptional given the compressed timelines."

Doyle W. Young, Managing Director, EverChange Group

■ "With Linda's unique blend of skills such as quick problem identification, good communication, team work and mastery of sales and marketing techniques, in a span of a few months, and using key consultants and participants, delivered a custom High Value Consulting Workshop for professional services pre-sale consultants and project managers. The value to me was improved service to our customers and subsequently an increase in Professional Services revenue."

***Dave Despard, Executive Vice President, Professional Services
FileNet Corporation***

■ "As a 10-year member of the Computer Education Management Association (CEdMA), Linda has provided leadership in conducting roundtables, facilitated discussions and presentations on many aspects of the education business. The membership, which has included training managers from Microsoft, IBM, Oracle and HP, have benefited greatly from veterans like Linda who have brought significant experience in internal strategic selling of training initiatives, marketing and selling techniques, eLearning guidelines and sound P&L principles."

***Nick Xenos, President, Computer Education Management Association
(CEdMA), and President, NIL America, Inc.***

■ “By researching leading vendors, selecting and implementing an eLearning program, Linda’s leadership saved our corporation over \$500,000/year in sales travel as well as shortening the lead time on new-product training by 25%. This led directly to improved sales productivity and therefore increased product sales.”

President of a Software Company

■ “With Linda’s unique talent of researching and exploiting emerging trends, she successfully revamped FileNet’s education services with extensive new course development, self-study and distance learning offerings, and multiple fee-based classes for customers and business partners. Her well regarded education services team became a strong selling point for closing new business as well as a means to accelerate customer implementations worldwide.”

Jordan Libit, former Senior VP of Worldwide Marketing, FileNet Corporation, and former CEO of Applied Semantics.

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FileNet Corporation, an IBM Company

FileNet Corporation, an IBM company, helps organizations make better decisions by managing the content and processes that drive their business. FileNet's Enterprise Content Management (ECM) solutions allow customers to build and sustain competitive advantage by managing content throughout their organizations, automating and streamlining their business processes, and providing the full-spectrum of connectivity needed to simplify their critical and everyday decision making.

www.filenet.com

CEdMA

CEdMA (Computer Education Management Association) exists to provide a forum for managers and directors of computer education organizations to discuss the many issues in computer training.

www.cedma.org

Clark Training & Consulting

Founded by Dr. Ruth Clark in 1985, CLARK Training & Consulting has provided award-winning seminars and support to corporate and governmental clients charged with the design and development of training programs.

www.clarktraining.com

ASTD

American Society for Training & Development (ASTD) is a leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members and associates come from more than 100 countries and thousands of organizations--multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

www.astd.org

ISPI

The International Society for Performance Improvement (ISPI) is the leading international association dedicated to improving productivity and performance in the workplace.

www.ispi.org

BasisMedia

BasisMedia helps organizations transform business information into dynamic content for delivery to a global audience. As an e-Communications company, BasisMedia's solutions combine multimedia and Internet to provide dynamic, rich-media content for training, sales, and marketing. BasisMedia uses various solutions (WBT, MBT, etc.) to transform your content (classes, seminars, conferences, lectures) into powerful e-Learning applications. Founded in 1997, BasisMedia's corporate philosophy is based on the belief that no single solution is a panacea for every organization, and is proud to provide unique solutions to their clients.

www.basismedia.com

Avalon Media

Founded in 1993, Avalon Media is a virtual organization of senior specialists offering a full spectrum of instructional design, training, technical writing and marketing communications services to corporate clients - large and small. Headquartered in Orange County, California, Avalon Media's team of seasoned professionals serves its clients as an outsource staff capable of scaling on a per project basis and delivering exceptional results on time and within budget.

www.avalonmedia.com

Hitachi Consulting

Hitachi Consulting is the global business and IT consulting company of Hitachi, Ltd., and a recognized leader with deep industry, business, and technology experience.

www.HitachiConsulting.com

AIIM

The Association for Information and Image Management (AIIM) has been the leading international organization focused on helping users to understand the challenges associated with managing documents, content, and business processes. AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire ECM industry - including users, suppliers, and the channel - acts as the industry's intermediary.

www.aiim.org

Dale Carnegie

Dale Carnegie Training is a global provider of locally delivered training in leadership, sales,

interpersonal and communications skills essential to improving the performance of individuals and teams, and adding value to organizations.

www.dalecarnegie.com

WITI

WITI (Women in Technology International) is the premiere global organization empowering women in business and technology to achieve unimagined possibilities. With a global network of smart, talented women and a market reach exceeding 2 million, WITI has powerful programs and partnerships that provide connections, resources, opportunities and a supportive environment of women committed to helping each other.

www.witi.com

AWT

The Association for Women in Technology (AWT) is a dynamic forum for networking and learning opportunities, bridging the gap between industry, educational and community institutions. The AWT chapter holds meetings approximately every other month, attracting women in every area of technology, from those just entering the field to senior level management and technology innovators.

www.awtsocal.org

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