

# Virtual Classroom Experts Maximize Impact, ROI

## *InSync Training*

Corporate employers invest more than \$160 billion annually in employee training. Much of that amount is spent on live virtual-training programs, particularly for workforces spread across the globe.

Not all webinars, however, are created equal.

Jennifer Hofmann, veteran corporate training consultant and a leading expert on virtual learning for over 20 years, says employers pay a high price for subpar training sessions. In fact, the hidden costs for subpar training far exceed the \$160 billion employers spend. She founded InSync Training in 1999 to banish boring webinars and help businesses extract significant value from their e-learning platforms and build core competencies for their virtual-learning training teams.

**InSync** is currently managing Cisco Systems' 13-week new-hire sales training program—the Cisco Sales Associate Program (CSAP)—using Cisco's own TelePresence and WebEx virtual learning tools. For InSync's broad support of Cisco's training needs since 2000, the firm was awarded an Excellence in Practice award by ASTD, the world's largest organization of training and development professionals.

"Just talking to a PowerPoint presentation for an hour doesn't cut it," she says. "If you lose participants' interest and attention, they don't absorb, process and retain what they hear. Companies see little return on their investment. We set out to change all that."



*Jennifer Hofmann*

### Best-Practices Pioneer in a Booming Industry

For the past 15 years, Hofmann and her team have been the standard bearers of the online classroom experience. Today, with new competitors continuing to enter the marketplace, InSync maintains its thought leadership position and enjoys \$10 million in annual revenues. In 2013, the firm ranked #741 among the *Inc.* 5000 and was the #10 fastest-growing education company in the U.S.

"Our business surged in 2008, when companies hit by the recession needed to take advantage of their existing virtual learning technologies," Hofmann says. "We introduced them to the best practices we'd developed for the virtual classroom,

which proved just as engaging and effective as traditional classroom training. Companies that work with us recognize the value of live online-training programs immediately."

### Design, Support and Delivery Worldwide

InSync's instructional designers and professional facilitators—leveraging deep expertise in virtual-learning technologies, cognitive psychology, sales and leadership training, and other key specialties—support clients' corporate training needs in a variety of ways.

#### Traditional "train the trainer"—

InSync helps virtual-classroom facilitators connect with students in a whole new way to ensure every training session meets workforce and organizational needs.

**Instructional design**—InSync has the expertise, reach and resources to provide seamless, end-to-end course creation as well as consulting and assessment in the field.

**Facilitators and producers at the ready**—InSync's program facilitators and producers, who deliver both tech support and instructional excellence, help manage and deliver virtual-training sessions that are exciting, impactful and memorable.

"We're a global organization," Hofmann says. "We start on Sunday evening, supporting training in China, and we don't stop until training ends in California on Friday afternoon. We are there wherever and whenever client training takes place."

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