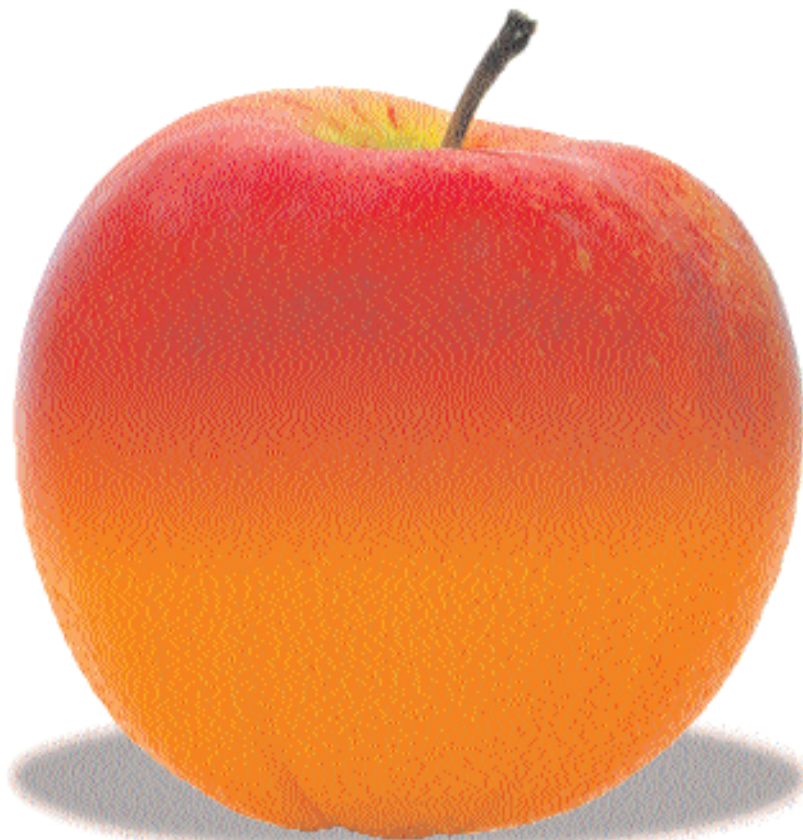


**Some say combining
e-learning with live instruction
is like mixing
apples and oranges.**

We disagree.



**With HSA expertise, your
custom blended solutions are:**

business-need focused • performance-based • cost-effective • efficient • fat-free

HAROLD D. STOLOVITCH & ASSOCIATES
LEARNING & PERFORMANCE SOLUTIONS



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CUSTOM BLENDED SOLUTIONS AT HSA

What are custom blended solutions?

Intelligent intervention combinations, seamlessly integrated to produce desired learning and performance outcomes.

Why custom blended solutions?

No two learning or performance gaps are identical. Content, context, performance needs, learner/performer traits vary across and within organizations. Research tells us that:

Single solutions, even for simple problems, seldom produce anticipated results.

Single solutions (e.g. e-learning) rarely deliver promised outcomes and savings.

Why? Lasting learning and performance changes demand more than one-dimensional fixes. They require engineered, integrated - blended - solutions developed by learning/performance professionals.

What are examples of custom blended solutions?

Client Need	Custom Blended Solutions
<p>Computer manufacturer and service provider: In 3 months, the company is releasing a new billing system that 1000+ engineers, worldwide, must implement. It is radically different from the existing one.</p>	<p>Easily accessible, user-friendly documentation on the new system including differences from current system; communication/change management strategy stressing new system benefits for engineers, customers and company; live training of local champions to support implementation; Web-based training and performance support tools for users; on-line help; local, live support; practice database; database of examples.</p>
<p>International real estate and relocation company: New customer service center launch for national and international relocation - 1000 new employees in a variety of positions. Must be productive within six weeks. Projected volume of 100/month.</p>	<p>Live, group orientation; e-learning for basic job tasks; e-learning extensions - proctored system practice, live group-based instruction and print self-instruction on task variations and business and interpersonal skills; structured job observation; field trips; structured on-the-job training; peer-assisted learning; continuous diagnostic and performance support.</p>
<p>High-tech solutions company: Ensure that company and third-party, partner engineers on four continents apply "best practices" for optimal customer benefit and service consistency.</p>	<p>Best practices publications; best practices Website; lab-in-a-box for local/individual, hands-on practice; chat room for engineers to pose questions to the global community and discuss problems/solutions; self-assessment and self-certification quizzes; on-line, context-sensitive glossary.</p>
<p>Wireless telephone company: Reduce time and cost to produce a steady stream of productive, consistently performing, new-hire customer service agents across geographically dispersed call centers.</p>	<p>Live, semi-scripted orientation to the company and the job, supported by video presentation and games; e-learning for basic job tasks; proctored system practice with training database; on-line performance support tools; simulation lab; validated performance testing with diagnostic and prescriptive remediation loops.</p>

Why HSA?

A lot of companies are offering magical e-learning solutions. Many are newcomers ready to take financial advantage of the so-called "learning revolution". Often they are solutions in search of opportunities.

HSA has been delivering quality learning and performance solutions to leading organizations for over 20 years. **HSA** has always been a *custom blended solutions* firm. We are continuously expanding and updating our repertoire of learning and performance capabilities.

HSA has the qualifications, experience, depth and track record to provide your organization with targeted, custom blended solutions that meet your specific learning and performance support needs.