

# New! LERN Consulting & Training via Webcast

*The following are the 6 best practice services you can choose from, including bundling.*

## 1. Building a One-Year Business Plan:

Winning lifelong learning programs utilize a one-year business plan. Understand LERN's One-Year Business Plan Model and how to build your program's plan. Find out how a one-year business plan can significantly improve your efficiency and performance.

## 2. Creating a Marketing Plan:

Great programming requires outstanding marketing. Learn how you can build an integrated marketing plan using LERN's Market Plan Model. Improve the performance of your direct marketing and electronic promotions, as well as the ROI on your promotion dollars.

## 3. Developing & Pricing Successful New Courses:

20% of your courses each year should be new. Learn a proven step-by-step process for developing new courses,

as well as winning pricing strategies. Reduce your cancellation rate, increase your average participants, improve your operating margin and grow customer satisfaction.

## 4. Assessing Your Lifelong Learning Program:

Is your lifelong learning program among the winning 25%? Discover the 48 LERN Benchmarks your program needs to match up to. Develop a course programming, marketing, contract sales, and operations action plan for transforming your program into an industry leader.

## 5. Staffing Structure & Increasing Productivity:

Reduced resources require increased productivity. Understand the four components of an effective staffing structure, as well as the top 25 strategies for increasing your staff and program performance. Learn how to increase your staff productivity number to \$125,000+ per person.

## 6. Performing a Community Needs Assessment:

Successful lifelong learning programs understand the importance of being customer managers. Discover a process you can implement for performing a community needs

assessment and get winning strategies for understanding the needs of your community. Learn how to give people what they want.

## Delivery

Once you select the best practice service(s) you want, you are assigned a LERN consultant who schedules an initial call to customize your best practice service(s), including the scheduling of webcast training and individualized consulting time.

## Cost

The cost for each best practice service is \$1,995. Discounts for purchasing multiple best practice services are available.

## Scheduling Best Practice Services

To schedule your best practice service(s) you should email [info@lern.org](mailto:info@lern.org) or call (800) 678-5376.

*"LERN training and consulting is practical, forward thinking and high quality. We thank LERN for making every effort to help us succeed!"*

*Gayle Solberg, Bellevue College,  
Bellevue, WA*



*"Information That Works!"*