

#### FranklinCovey

[www.franklincovey.com](http://www.franklincovey.com)

[www.franklincovey.com/liveclicks](http://www.franklincovey.com/liveclicks)

#### In partnership with

InteSolv

[www.intesolv.com](http://www.intesolv.com)

#### Industry

Personal and organizational training

#### Challenges

- Make FranklinCovey content accessible to more people
- Better monetize eLearning content worldwide
- Maintain high-quality training experience
- Meet ongoing demand for new webinars
- Create training certification process

#### Solution

- Adobe Connect for eLearning
- Adobe Connect for Webinars
- Adobe Connect for Web Meetings

Leading effectiveness training company FranklinCovey built a global eLearning business model based on Adobe Connect software.

#### Results

- Doubled eLearning seminar attendance
- Created a system for tracking and monetizing training content worldwide
- Achieved ability to effectively create workshops with its own content or that of its clients
- Provided exceptional customer experience
- Reduced company expenses

#### Systems at a glance

- Adobe Connect

## FranklinCovey

FranklinCovey doubles eLearning attendance and monetizes training content with audiences worldwide using Adobe® Connect™

### Enabling greatness

FranklinCovey Co. is a global provider of training and consulting services in the areas of leadership, productivity, strategy execution, customer loyalty, trust, sales performance, government, education, and individual effectiveness. Clients include 90% of the Fortune 100, more than 75% of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey Co. has 46 direct and licensee offices providing professional services in 147 countries.

FranklinCovey's training workshops are delivered to the general public and to organizational clients. The company also develops and presents exclusive, customized training content based on the unique needs of client organizations. Individuals such as corporate trainers can become FranklinCovey certified facilitators—a rapidly growing pool of 45,000 people worldwide.

### Broader reach, while maintaining control

With an expanding repository of training content, a diverse distribution chain, and a worldwide audience, FranklinCovey began looking for ways to help more people to experience its training anytime, anywhere. The eLearning model was attractive because it would enable a broader reach, increase user convenience, and provide more cost-effective training. At the same time, Matt Murdoch, now global director of sales and marketing for online learning, who was then a global product line leader for FranklinCovey, had a few key prerequisites in mind.

"Our brand is associated with having the best live-training workshops in the industry, including Hollywood-caliber video productions that enhance our training, so we couldn't sacrifice quality," he says. "We also have to monetize online training content and track our trainer certification processes across multiple continents and in multiple languages. We wanted to accomplish this all within the context of an eLearning platform."

### Exceptional eLearning

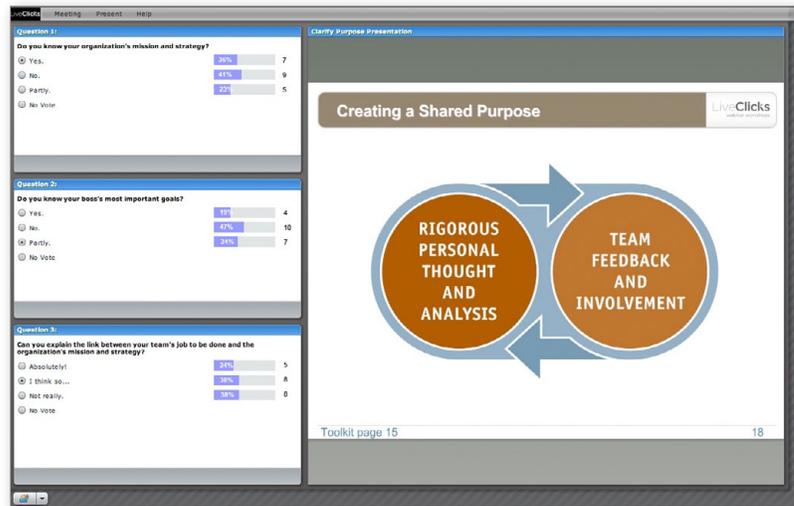
Like many companies exploring new business models and technologies, FranklinCovey had a few false starts. The company also tried, unsuccessfully, to develop its own system for facilitator-led webinar technology.

Then Murdoch contacted Adobe and inquired about Adobe Connect software. He recalls how impressed he was with its flexibility and ability to deliver high-quality video and interactivity. Based on Adobe Connect, FranklinCovey created LiveClicks™ webinar workshops, an eLearning system that delivers live, interactive webinars to organizations and the public via certified trainers. Because Adobe Connect is based on Adobe Flash® technology, FranklinCovey was able to deliver video and interactive content without requiring users to download software, or encountering firewall issues at user sites.

"With Adobe Connect, users have a seamless, instant-on experience. We can have multiple customized layouts for each LiveClicks webinar, including live chat, videos, and polling questions," says Murdoch. "Other eLearning systems are linear and inflexible by comparison. Adobe Connect enables us to reach a broader worldwide audience with an enhanced experience through our LiveClicks webinar workshops."

Although Adobe Connect is extending FranklinCovey's reach, it is also safeguarding the company's valuable content. According to Murdoch, Adobe Connect is highly secure. "The Adobe solution lets us rest assured that users cannot copy and redistribute our content," he says.

FranklinCovey extends its popular training courses to a global audience using Adobe Connect. The rich, interactive online sessions are readily accessible to participants and are filled with dynamic content.



*"With Adobe Connect, users have a seamless, instant-on experience. We can have multiple customized layouts for each LiveClicks webinar, including live chat, videos, and polling questions. Other eLearning systems are linear and inflexible by comparison. Adobe Connect enables us to reach a broader worldwide audience with an enhanced experience through our LiveClicks webinar workshops."*

Matt Murdoch  
Global director of sales and marketing for online learning, FranklinCovey

## Content development

Another requirement of FranklinCovey's LiveClicks system was the ability to easily add webinar content as needed. FranklinCovey launched the LiveClicks service with ten webinar titles, including their ever-popular Time Management series. Because of the way Adobe Connect easily integrates with LiveClicks, the catalog of engaging webinars is growing every month.

"We've also seen an increase in requests from client organizations asking us to develop engaging custom webinars based on their intellectual property," says Murdoch. "Using our team of expert instructional designers, we use these world-class design skills and build engaging webinars on any subject imaginable." Something Murdoch says would have been extremely challenging without the Adobe Connect solution.

## Monetizing the eLearning model

Murdoch contacted InteSolv, an Adobe partner specializing in custom software development, to help FranklinCovey custom build the LiveClicks portal platform. This is the first webinar system built by trainers for trainers. It manages a complete facilitator certification process, operationalizes all business processes, and does it all in multiple languages. "FranklinCovey is a collaborative company. We worked together to build an entirely new virtual business that maintained the high quality and standards of the traditional model," says Frank Rogers, senior solution consultant, InteSolv. "Adobe Connect was the right platform to support the company's visionary strategy."

The LiveClicks system helps ensure that trainers watch specific videos, download required resources and guidebooks, and accomplish all of the correct courses and tests to become certified to teach these webinars. Once trainers undergo the necessary steps, they obtain their own customized virtual meeting rooms on Adobe Connect.

The FranklinCovey training content is preloaded into each meeting room and a reporting structure is established so that FranklinCovey can track how many people are trained by each facilitator. This model enables a large number of people to be trained on FranklinCovey's concepts, at a low cost to the company.

Currently, the LiveClicks portal system has been launched in the United States, Canada, United Kingdom, Japan, India, Mexico, Costa Rica, Panama, Thailand, the Philippines, South Korea, Denmark, Finland, Sweden, and the Netherlands. Each country has the ability to localize the LiveClicks portal, training content, and meeting rooms for users in their native languages.

"Through this innovative portal concept we are able to easily serve the needs of our global offices and their clients. We're able to help fulfill FranklinCovey's mission of enabling greatness in people and organizations everywhere," says Murdoch.

Streamlined support for high-quality videos and interactive features such as real-time polling and live chat are just some of the capabilities in Adobe Connect that keep participants engaged in FranklinCovey's dynamic training sessions.



### Double the audience

With Adobe Connect, FranklinCovey has already doubled attendees to webinar based training over the previous year. Murdoch sees attendance growing rapidly, especially as LiveClicks webinars come online in burgeoning markets like Asia and South America.

"Because of its ease of use and basis on the Adobe Flash Platform, Adobe Connect has enabled us to take FranklinCovey's training content to groups of people that weren't able to attend in other ways," says Murdoch.

### Reduced expenses

While Adobe Connect has boosted income for FranklinCovey, it is also reducing company expenses. Internal employees are tapping into Adobe Connect for web-based training, sales calls, product demonstrations, and meetings.

Says Murdoch, "Adobe Connect is helping us develop lucrative new businesses—all while reducing our corporate expenses."

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Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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