



## Another Splash from Frogkick > Three New Babies

We're very happy to report that Fall has brought us some clean, brisk air and the pace of business has picked up too! We're hip deep in:

- Systems e-learning program for a major brokerage firm
- Creation of an iPhone application to support a new Healthcare initiative
- Large-scale roll-out of multiple sales training workshops for small business bankers

Despite all that, we still wanted to take a moment to announce three new babies that have enhanced the Frogkick world:

- Hive-Based Learning Initiative
- Frog Blog
- Welcome Rachel!

### Launching Hive-Based Learning

We're very pleased to announce the launch of our "Hive-Based Learning" Initiative.

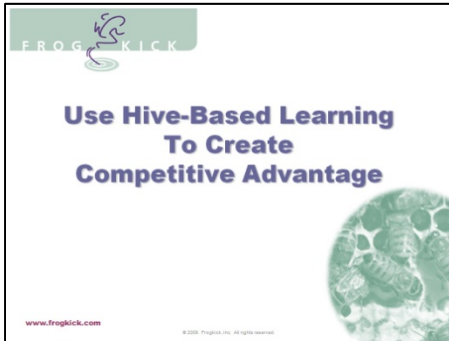
Over the past six months we've spent a lot of time exploring the application of social media and knowledge management tools to the learning environment.

As an outcome, we've gotten a lot smarter about how these resources can cost-effectively supplement traditional learning methodologies - and we've gained an understanding of the challenges and pitfalls of implementation.

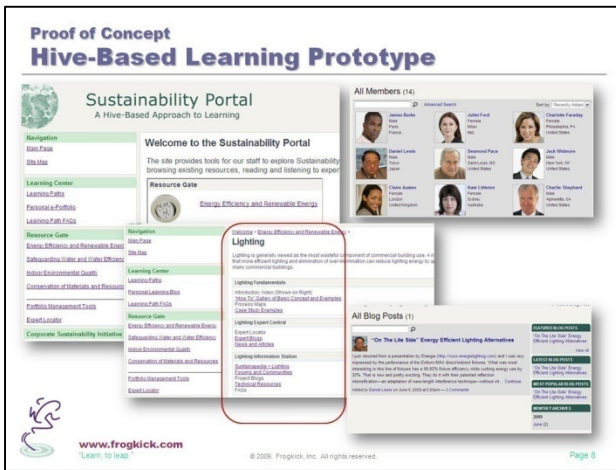
We believe our approach is unique. We're not emphasizing the person-to-person connections, but rather, we focus on the design and development of training and performance support tools that integrate your existing information resources (such as knowledge management assets, staff expertise and digital media libraries).

Most importantly, our design strategy combines these resources and organizes them by job performance requirements. Driven by collaboration and communication, this learning approach also creates a growing network of knowledge capital that continuously evolves through peer and expert contributions.

We've got a couple of cool things to share with you if you're interested in seeing how we've approached this:



Check out the PPT presentation that provides an overview of our learning strategy and approach.



Explore the prototype site that we created showing how these elements might support a real estate corporation's Green Asset Management initiative.

Check out the Frog Blog



Please check out the Frog Blog (<http://learn2leap.blogspot.com/>) for pointers to a variety of resources, topical questions and general "good stuff" on the rapidly evolving world of learning. Naturally, if you're moved to react, we welcome your posted thoughts (and we're always pleased when people sign up to auto-follow).

## Welcome Rachel!



Last, but not least, we're very pleased to announce the arrival of Rachel Catherine Rose Inzitari (daughter of Catherine Baker-Inzitari and Frank Inzitari). Rachel was born on July 29, 2009 (8 lbs 5 oz and 20.5 inches in length).

The entire family is adjusting nicely to Rachel's arrival with big brother Zachary being a huge fan of his new little sister!

As always, please feel free to forward any of our emails to an associate who might find this information to be useful. Naturally, we're hoping that you (or someone in your organization) may want to talk further about how we can support your business goals!

If you prefer not to receive these messages, just click the link at the bottom of this email to "leave this list" and your address will be removed. We apologize in advance for any inconvenience this may have caused.

Thanks for your continued interest,



Frogkick, Inc.

"Learn, to leap."

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