



## PRESS RELEASE

# Frogkick is Key Member of Brandon Hall 'Excellence in E-Learning' Gold Award Winner Team

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In journalism, it's the Pulitzer Prize.  
In e-learning, it's the Brandon Hall Award of Excellence.

Frogkick, an independent training organization with extensive expertise in creating blended, experiential learning solutions, was an integral member of the development team for a Gold Award winner in the most recent awards competition. Major organizations vying for the coveted recognition included Toyota, Cisco, Avis, IBM and Bristol-Myers Squibb among others.

The award in which Frogkick shared – for *Best Practices for Internal E-Learning* – was given to Frogkick's client Diebold, Inc.

The e-learning package was designed to ensure new Diebold sales associates had a solid foundation of information about key customers in the financial services industry. To help establish a baseline of knowledge, Frogkick designed and scripted a blended learning solution, which incorporated both web-based course modules and a reinforcing one-day workshop to emphasize applications and tools.

The web-based component was created around a core of financial information with activities and exercises, plus 'real stories' from the industry to make the knowledge come to life. The workshop provided individualized coaching, plus fine-tuned the e-learning retention with more detailed knowledge on understanding and knowing where to find both customer and industry financial information.

Frogkick founder and training developer Greg Gunther was thrilled with the recognition. "I'll never have a shot at a Pulitzer, but in our industry, this is it. It's an honor to be a part of the team that developed this blended learning solution," he noted. "But more importantly, it worked for our client. That's always our true test."



#### **About Brandon Hall**

Brandon Hall is a leading independent expert in e-learning, helping organizations make the right decisions about technology. Since 1992, they have provided advice in the form of published reports and phone consultations on the tools of e-learning: LMS, LCMS, authoring tools, content providers, and other tools that help organizations develop successful e-learning solutions. The company maintains its objective focus by refusing to accept advertising on its web site or in its publications.

#### **About the Excellence in E-Learning Awards**

The Excellence in E-Learning Awards recognize outstanding examples of e-learning throughout the industry. This most recent was the sixth for the program. Winners were announced at the Online Learning 2002 Conference & Expo.

#### **About Frogkick**

Founded in 1999, Frogkick is an independent training firm that helps large organizations bring critical industry knowledge to life through blended, experiential learning. Frogkick is dedicated to creating learning experiences designed around specific business needs. Services include custom training development, e-learning solutions, high-level sales skills, new product introductions, financial selling skills, business literacy, and business simulation.

#### **About Diebold**

Diebold, Incorporated is a global leader in providing integrated self-service delivery systems and services, employing more than 13,000 associates with representation in 88 countries.