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Media 1 CEO Speaks at Training 2011 Thinking Outside the Course to Increase Productivity

GRAND HAVEN, Michigan, February 10, 2011—Chris Willis, CEO of Media 1, spoke at Training Magazine's 34th Annual Training 2011 Conference and Expo at the San Diego Convention Center this week.

On February 7, 2011, Willis presented *Think Outside of the Course: Cohorts, Communities, and Curriculum Portals*. In her session, Chris shares how corporate learning portals provide context to a comprehensive learning path and encourage a break away from event-driven thinking in learning. Willis shows how one large global corporation has successfully implemented social learning portals for onboarding, sales, and high potential programs—tapping into a number of client case studies from a growing area of expertise at Media 1 developing specialized learning portals for clients.

"We are seeing a lot of interest in social learning in corporate environments," notes Willis. "Companies are moving beyond traditional web based training. We're breaking down boundaries and adding hands-on learning activities that take place outside of a traditional 'course.'"

Willis believes that the change in corporate learning is being driven largely by the use of social media sites like Facebook and media sharing platforms like YouTube. "Today's workers are sharing ideas and information quickly and freely outside of the office," Willis explains. "They want that same ability to learn and grow from each other on the job."

Portal building technologies such as Microsoft SharePoint are making it easier for corporations to bring social learning activities behind their secure firewall, easing some concerns that companies have in enabling free sharing of information. As part of its growing Human Capital Improvement practice, Media 1 has added four new people to its Learning Portal development team in just three months. The growth has been in designing and developing social learning communities, as well as specialized learning frameworks for cohort (group) programs and workflow portals for onboarding new employees.

Willis sees a "happy coincidence" in supporting companies that are experiencing fast growth. "The work we do to help our clients grow and speed time to productivity is fueling our own growth. Now that's what I call a win/win situation."

Willis spoke Monday, February 7, 2011 from 9:15-10:15 AM. Conference details can be found at <http://trainingconference.com/>.

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About Chris F. Willis

Chris Frederick Willis is CEO of Media 1, a growing consultancy specializing in Human Capital Improvement and developing award-winning Learning Portals for onboarding, sales, and leadership. Chris is passionate about melding the best practices of multiple disciplines to shape sensible learning solutions for the real world. She has led dozens of award-winning corporate learning projects from conception to delivery, and speaks and writes about social media and collaborative learning, appreciative inquiry style questioning, storytelling as a performance and change management tool, and practical creativity. Chris holds a B.S. Degree in Arts & Media from Grand Valley State University. Her company, Media 1, has won numerous business awards, including 2009 Women Owned Business of the Year by the Grand Rapids Business Journal, and she has personally been recognized as a woman business leader, regionally and nationally.

About Media 1

Media 1 is a leading expert in Human Capital Improvement strategy. We help Human Resources (HR) meet the challenges associated with rapid growth and accelerate time to productivity. With a focus on onboarding, leadership development, and sales performance improvement, we meet these challenges with learning portal platforms utilizing Microsoft SharePoint™ technologies.

Contact us to learn more.

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About Training 2011

Training Magazine's 34th Annual Training 2011 Conference and Expo will be held at the San Diego Convention, February 7-9, 2011. Training 2011 has the answers you need in the midst of all the change and uncertainty today. The goal has never been more clear: improve organizational performance. From performance consulting and big-picture management to in-the-trenches training design, development, and delivery to the latest in Web 2.0 and e-learning technology strategies, Training 2011 helps you improve workplace performance and the bottom line, and make learning and development professionals an invaluable resource at work. Conference details can be found at <http://trainingconference.com/>.

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