

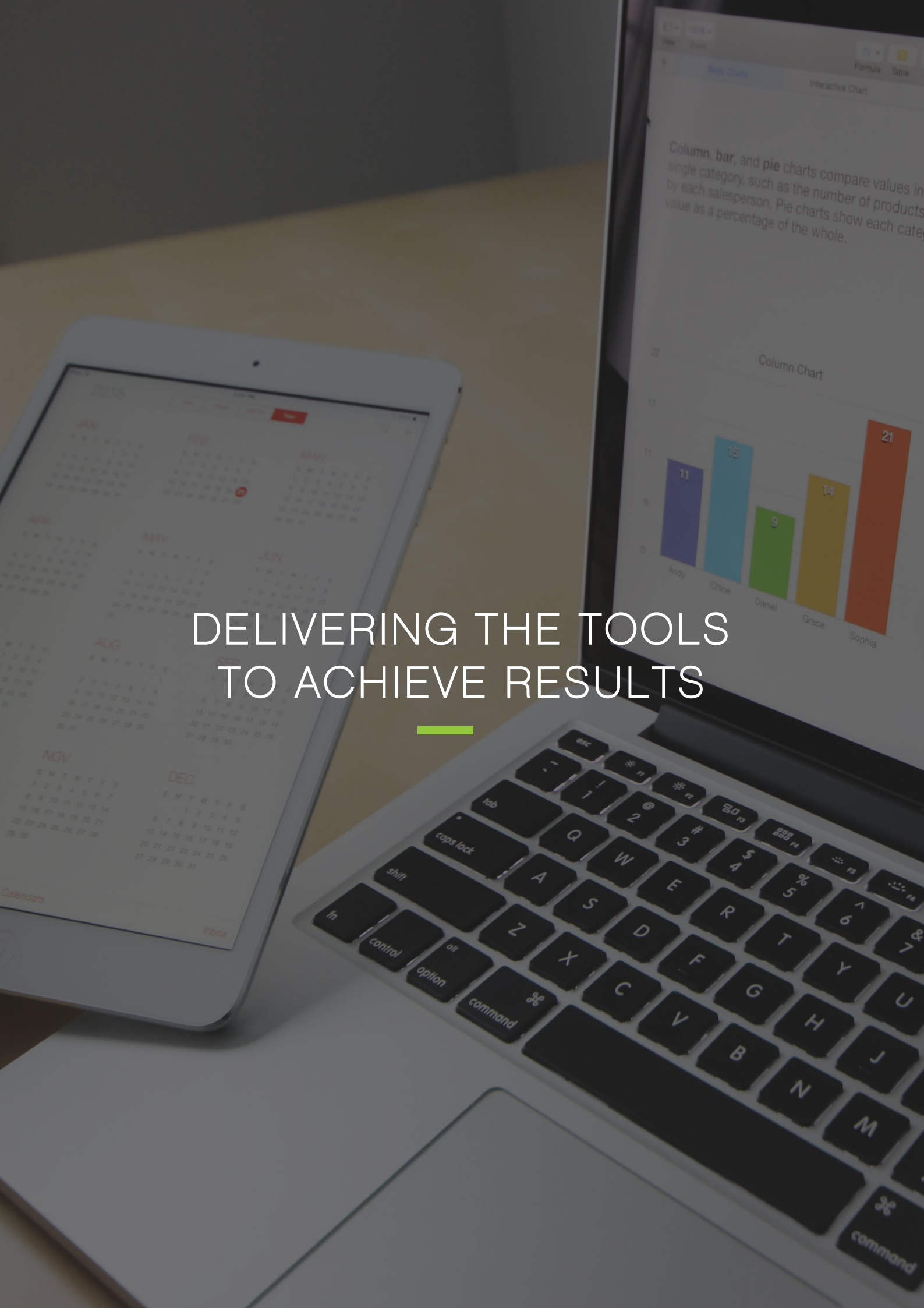


MINDATLASTM
effective · engaging · eLearning

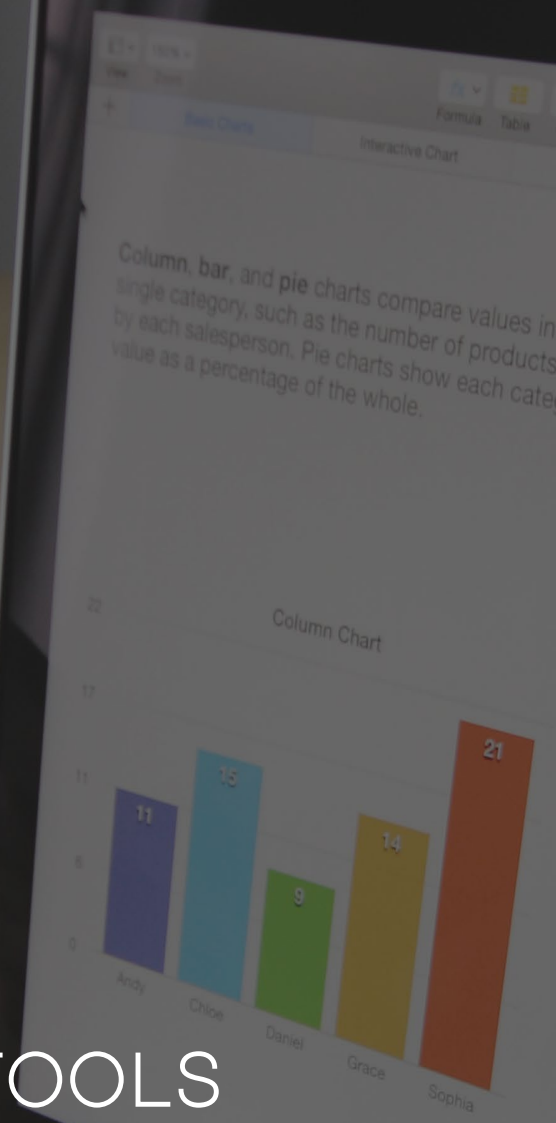
EXPERTISE OVERVIEW



MINDATLAS – effective, engaging, eLearning
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DELIVERING THE TOOLS TO ACHIEVE RESULTS



At MindAtlas we are your learning partner.

We exist to deliver engaging and impactful learning solutions that will have your team applying learnt principles today.

Every MindAtlas solution is results-oriented, designed to positively influence your organisation through a better performing workforce.

We foster collaborative relationships and always aim to exceed your expectations!

Choose the performance impact specialist Australia's largest brands choose for their eLearning needs.

MindAtlas – effective. engaging. eLearning.




EXAMPLE COURSEWEAR



EXAMPLE COURSEWEAR





MindAtlas has been a pioneer in digital learning and performance solutions since 1998.

Combining sound adult pedagogy with user-appealing, bespoke and interactive solutions, the MindAtlas offering delivers deep learner engagement, clear performance improvement, maximising value to its client partners.

Whilst cultivating a deep expertise in creating beautiful, interactive and focused solutions for a range of sectors. MindAtlas uses its international experience for the benefit of its entire client base in continually pushing the innovation and engagement bounds.

Working with the most recognisable international brands, MindAtlas offers:

- Bespoke online learning programs;
- Tailored and out-of-the-box Learning Management System platforms;
- White-label online courseware that clients may edit.

The MindAtlas point of difference lies in its openness to customise its solutions to its client's requirements. Tailoring not only its bespoke courseware to the exact specification, but its Learning Management System offering allowing clients to build their own LMS platform with the features they desire.

In addition to its core digital learning area of expertise, the MindAtlas team have expertly crafted a specialisation in ancillary, but education/information transfer technology products. MindAtlas currently has six ancillary tech projects in differing stages of development that it will offer to its existing client base.

MINDATLAS APPROACH

In summary, MindAtlas' approach in achieving all of our client's stated objectives and in the pursuit of delivering the most appropriate and effective learning tool, MindAtlas would deliver as follows:

- **Program Framework** – this document shall summarily outline the program's requirements, the target audience, the learning outcomes, and each of the module's topics. Our clients will have the ability to review and edit/approve this framework document.
- **Program Storyboards** – upon framework approval, the storyboarding process (where applicable) will be initiated. The storyboard structure will follow that of the approved framework. The storyboard will outline each screen of the modules and the contents and interaction that will play out on that screen. This document will provide our clients with a full understanding of the module's flow, its contents and the way the content will be presented to the learner. Our clients will have the ability to review and request edits through multiple storyboard review phases.
- **Program Development** – MindAtlas would only commence the program development process upon the approval of the storyboarding phase. The programs will be developed to the approved storyboards. The programs to be reviewed by our client will be posted to the MindAtlas demo site with accompanying username and passwords. This will be accompanied by a course review document allowing our client's reviewers to easily document passages for MindAtlas to edit. Programs are usually reviewed twice by the client prior to approval.

The above process will see the client review the process a minimum of five times prior to approval.

MindAtlas is well positioned to not only execute and deliver this set of eLearning requirements, but would serve to add significant value in the process.

For over 21 years, MindAtlas has been an expert designer and developer of rich, engaging and interactive eLearning programs and Learning Management Systems crossing a wide spectrum of industries and learning groups.



effective • engaging • eLearning

WHAT MAKES OUR SOLUTIONS EFFECTIVE?



Knowledge
Acceleration



Maximised
Comprehension



Greater
Retention



Consistent
Message



Innovation



Positively
Impact on
Performance/
Results



Meet
Compliance



Stakeholder
Buy In



Engaged
Learners



Beautiful
Design and
Usability

OUR APPROACH AND EXPERTISE

For 22 years, MindAtlas has specialised in the design, development and delivery of interactive and engaging online learning solutions, primarily in the areas of:

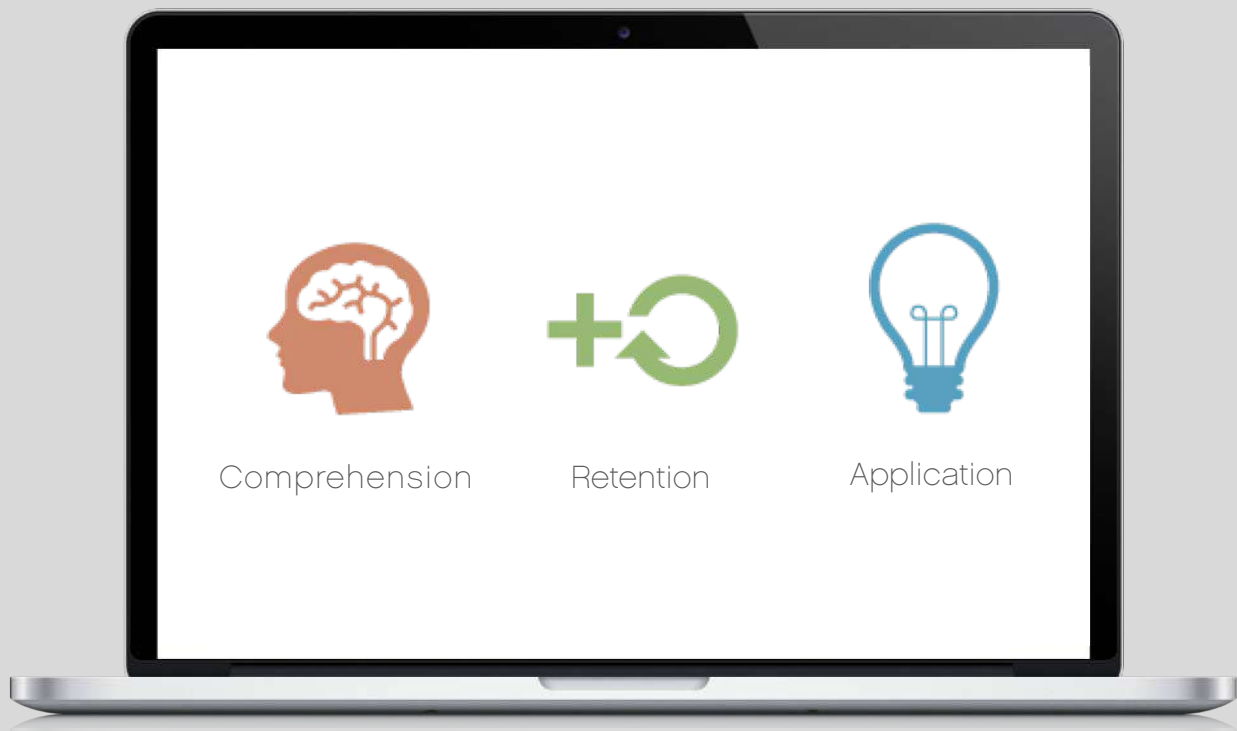
- Custom courseware development
- White-Label courseware solutions
- Learning Management System solutions
- Hosting
- Mobile learning innovation.

MindAtlas has taken a strategic approach to offer a different engagement model to that of the wider industry. Whilst the usual engagement model is a per user licensing model, MindAtlas does not operate by this approach. MindAtlas offers the following engagement models for its varied offerings:

OFFERING	ENGAGEMENT
Custom Courseware Development	A once-off development investment. Once paid, client assumes ownership of the developed courseware and can deliver it infinitely.
Learning Management System	A once-off development investment. Once paid, client assumes ownership of the developed courseware and can deliver it infinitely.
Hosting	Annual and multi-period hosting plans are offered.

MAXIMISING PARTICIPANT LEARNING

The MindAtlas offering focuses on delivery of outcomes.
Crafted courseware must satisfy the criteria of:



Principles and strategies in the program design must allow content delivered to be retained and adhere in the mind of the learner.

Finally, recall strategies must be set in place to promote the application of learnt principles. This expertise has been crafted and refined over our 19-year experience and is the key catalyst to our long-standing relationships which is due to the fact that clients can see the retention and application of learnt principles in their staff operations.



PROCESS OVERVIEW – MODULE

The MindAtlas module development process keeps the client involved and across all development-related activity;

Analysis

- Client workshop (MA Account Manager ID + Client)
- Module scoping and framework (MA Account Manager ID + Creative Director)

Design

- Module storyboarding (MA ID)
- Client review via review feedback form
- Storyboard editing (MA ID Editor)

Development

- Program development (MA Multimedia Developer)
- Client review online demo site via feedback form
- Program editing (MA Multimedia Developer)
- Client sign off

Implementation

Evaluation





Implement and customise an affordable Learning Management System

LMS KEY BENEFITS



Reach learners anywhere, any time and on any device



Customise platform branding, content and administration



Create and administer learning activities quickly and easily



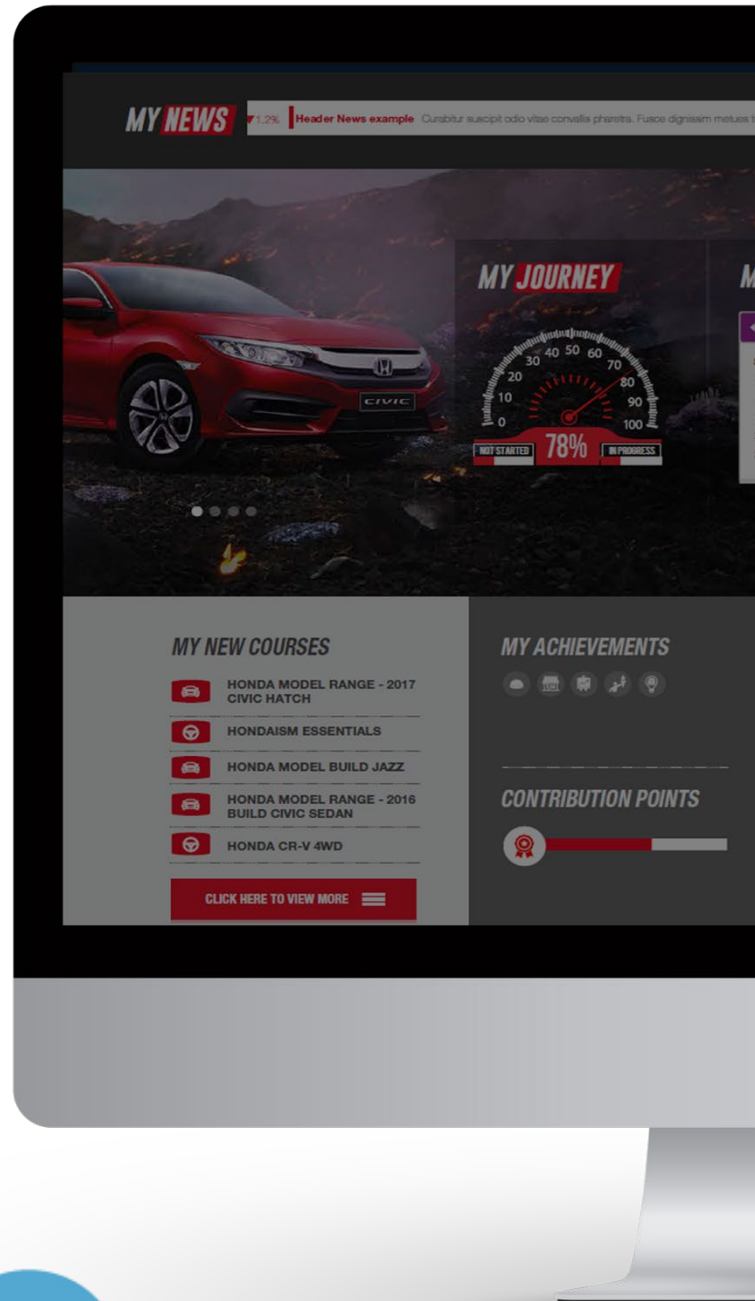
Set up your catalogue

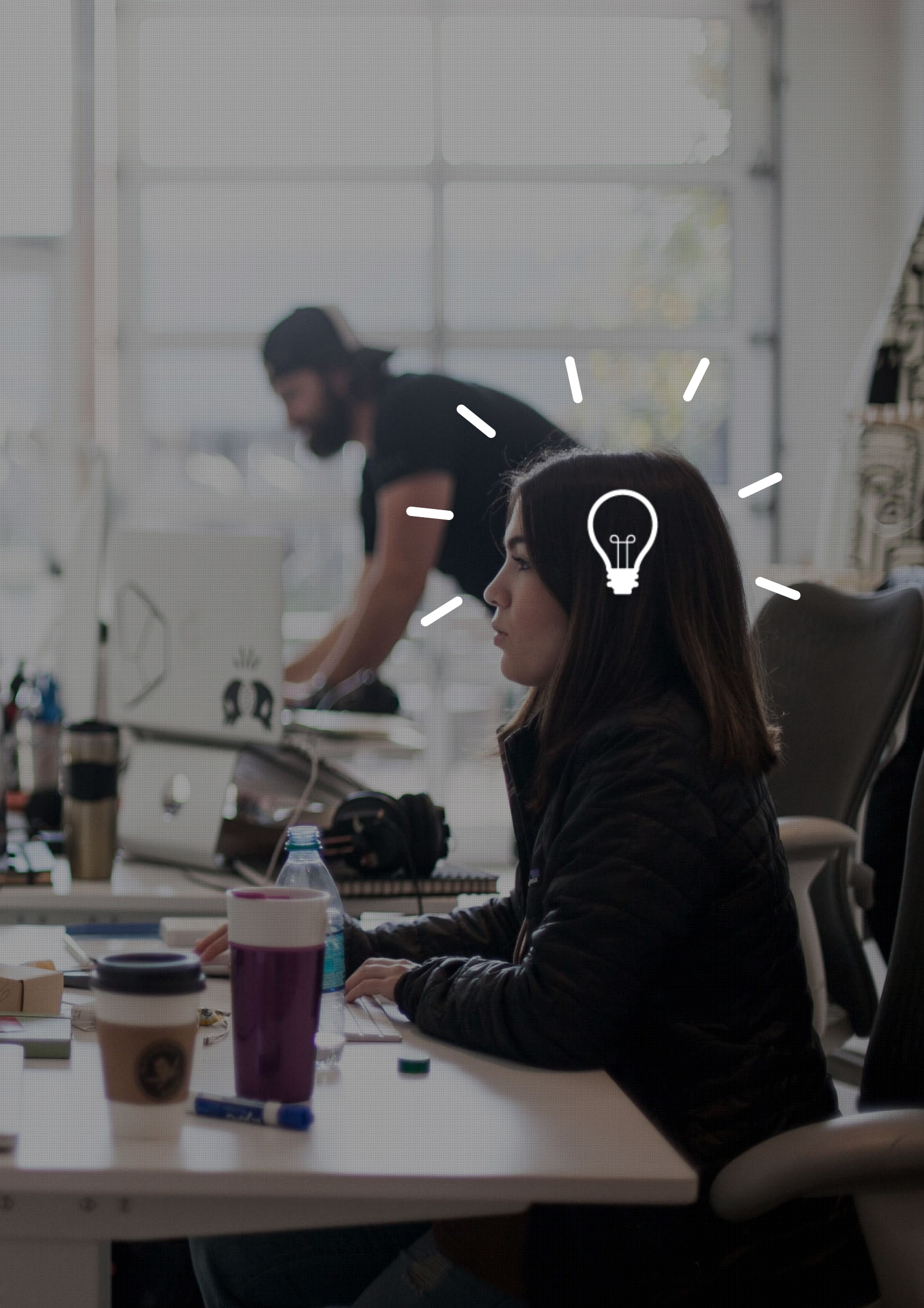


Insight – access meaningful reports whenever you need them



Allocate multi-tiered admin roles to empower your learning leaders





PROPOSED ROLLOUT – PROJECT MANAGEMENT

MindAtlas will administer its proven, robust project management methodology to the development of the project deliverables.

Such a methodology would ensure rigid adherence to the agreed statement of work, and ensuring all development of tasks were completed to scope and to agreed timelines.

How Would We Do This?

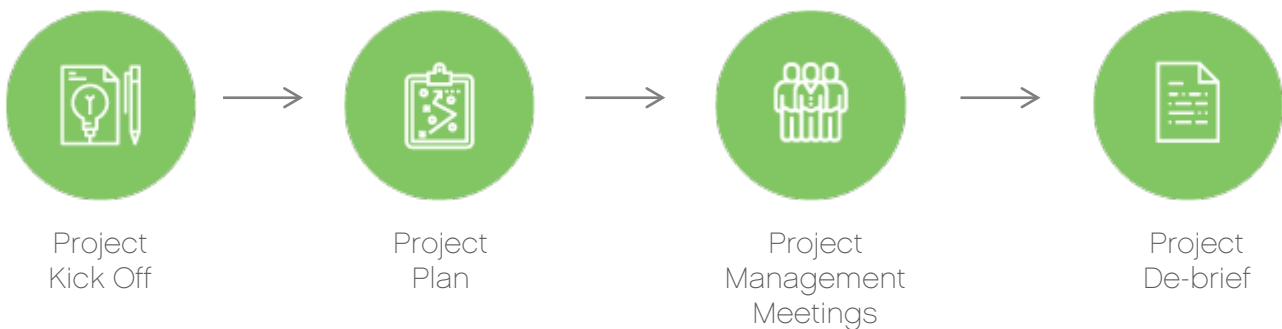
STEP 1 Upon project confirmation, MindAtlas would arrange a project kick-off meeting. A MindAtlas team, including a dedicated Account Director and Production Manager would converse with the client in order to commence the project and gather data to develop the project (timelines) plan.

STEP 2 Development and delivery of project (timelines) plan covering LMS platform and content development. Client will review and sign-off the project (timelines) plan. If project plan required amending, the MindAtlas Production Manager would make necessary amendments at this time.

STEP 3 Fortnightly project management meetings would be set to ensure that the MindAtlas project manager and client's stakeholders were in constant communication across all areas of the development.

STEP 4 Formal de-brief at set junctures to ensure expectations are met.

It is envisaged that the project may be delivered within a 6-8 week period pending production availability at time of sign-off and review periods.



METHODOLOGY FOR PERFORMANCE OF THE CONTRACT

Management of the project will follow the robust processes MindAtlas has employed over many years to ensure successful implementation to maximise client satisfaction.

MindAtlas is always willing to take on board client input into this process to continually improve its processes.

A project (timelines) plan phase will follow project engagement. The key resources to ensure successful performance of the contract will be as follows:

Resource	Title	Description
Adam Wiser	Managing Director	Adam has 19 years experience in managing eLearning and digital learning organisations. Adam excels in forging robust and long-standing client relationships through the delivery of quality programs and platforms, well-planned solutions, introduction of innovation, and value adding.
Vicky Cheong	Account Manager	An eLearning industry expert and veteran, Vicky's involvement is integral in the execution of the project. From the development of the project plan, to client liaison, and production manager.
Ross Taylor	Senior Multimedia Developer	Ross manages the technical development team in the execution of the LMS platform and hosting activities.
Eric Pham	Technical Support	As a post-implementation specialist, Eric leads the support team to ensure all client technical issues are being addressed in a timely fashion.
Sylvia Katiforis	Instructional Designer	Sylvia heads the ID team in developing world-class customised content.
Nikki Boluso	Graphic Designer	Nikki's design capabilities sets the MindAtlas online courseware apart.
Karold Guevara	Multimedia Developer	Karold's development and design flair allows MindAtlas courses to come to life and engage the learner.

The aforementioned team would head up the AR project team. All are highly experienced in the eLearning industry.

SOME OF OUR VALUED CLIENTS



DAVID JONES



rebel



Westfield



Simplot



MECCA



MULTIPLEX



Lend Lease



APPENDIX ONE

A few comments from our valued clients

MindAtlas have been instrumental in our organisation's journey toward a more rewarding and interactive approach to learning and development. The ease with which MindAtlas respond to requests and adapt to change requests makes doing business extremely easy and refreshing. At every point of our relationship with MindAtlas we have felt not only valued and respected, but also as though we have the team's complete attention. Partnering with a business full of competent people has made our organisation feel very comfortable throughout the process which has involved a significant amount of change to our existing operational practices.

We would highly recommend MindAtlas to other organisations, and look forward to continuing our own relationship with MindAtlas well into the future as we continue on our journey towards better learning outcomes for our staff and better experience for our customers.



Adam Maher
Project Director, ALDI Stores

MindAtlas were engaged by Lend Lease in 2011 to develop and implement its first eLearning platform to reach some 2,000 employees Australia-wide. The customer service provided during the development of our eLearning platform exceeded our expectations and the output of work represented extremely good value for money. MindAtlas were truly committed to meeting our tight deadlines and in some cases were able to make our urgent modifications overnight and during weekends. It was a pleasure doing business with the MindAtlas team and I would not hesitate to recommend them to potential clients.



Steve Dilli
National Learning and Development Manager, Lend Lease Engineering

I have worked with MindAtlas on several animated video projects, I have found Vicky Cheong and her team to be incredibly professional, hardworking, and engaging. Their creativity always amazes me and can take my rough sketch of ideas and turn them into great content that clearly communicates our messaging. Our projects often have short deadlines and big expectations which push the team, and they have always delivered. I will always use MindAtlas as my first choice for video production!



K.Lawrence
Customer Experience Manager, Convenience, Retail Technology, Caltex

We at Monash University were very happy to partner with MindAtlas to create learning tools for our students. MindAtlas performed to our exact specifications and produced designs that we are proud to use. They excelled at keeping in contact, ensuring milestones were adhered to and that our project was delivered on schedule.



Adrian Devey
Senior Advisor (Academic Programs), Monash University



Thank You

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