



PORTOFINO TRAINING ACADEMY

WHATEVER your Training Needs:

Sales

Marketing

Product Knowledge

Standard Operating Procedures

Competitive Product

Human Resources

"How To" Lessons

Assembly

Etc.

We have the **fastest**, **easiest**, and **MOST**
COST-EFFECTIVE solution for you.

So why do people leave?
“The job or workplace was not as expected. Managers misrepresent...”

- (continued on back)

HOW?

- Training is Complex NOT complicated
- Break the complex into SIMPLE steps
- Make the steps ENGAGING, COMPELLING and MEMORABLE
- Use hi-quality video, audio, graphics
- Make the steps SIMPLE
- Test
- Report
- Repeat

Online training can save more than 60% compared to traditional training.

Portofino Training Academy (PTA) was born from a SIMPLE notion:

Learning should be and can be made SIMPLE

With over 150 years of combined experience, and a thriving consulting base with Portofino & Associates, the Academy's Associates continue to prove themselves as educators and consultants. The group is made up of people with real-world business experience in a variety of industries who have **grown multi-million dollar ideas, who have managed hundred-million dollar markets, who have managed billion-dollar brands** and who are grounded and focused on one thing – you, the client.

PTA's Foundational Philosophies are a part of everything the organization does.

1. **WE KEEP IT SIMPLE** – Because business issues are inherently complex, PTA doesn't want to complicate them any further. We're here to create a clear and concise message that focuses on what really matters – what is at the core of the complexity your organization faces.
2. **FUNDAMENTALS WIN THE GAME** – Imagine you are on a basketball team and your teammate is the greatest shooter of all time – he has never missed a shot in his life. The only problem is that he can't catch a pass! In each business discipline, there are basic fundamentals that must be employed for initial and consistent success.

PTA has taken these Foundational Philosophies and created a method for easy and engaging delivery of training and learning. Courses are broken down into chapters and lessons with no lesson being longer than 8 minutes.

WHY?

Everyone has 8 minutes to take a course! We have proof that people can stay engaged and entertained for that long! Make it auditory and visual. Give them at least one meaningful take-away during that lesson, and they'll be back for more.

Let them learn in their style. At their pace! When they want to!

With these Foundational Philosophies in place, PTA is here to help make your organization better. It's as **SIMPLE** as that. Via Computer-Based Module Training, PTA can help reduce your turnover and increase your revenue while increasing efficiency and company morale. Training is one of the reasons cited by Generation Z as a factor in helping them decide on which jobs to take and how long they stay in a job! Don't offer the **MTV-SportsCenter-Video Game** generation classroom or seminar or lengthy training of any sort and expect it to stick or be cost-effective...

Simply put, we create customized online learning modules and tools that are short, engaging, meaningful and always accessible in order to help teach and train policies, procedures and company-wide initiatives. To make it even more **SIMPLE**, each module is no more than eight minutes long and can be voiced-over in any language. At the end of each lesson, there is a comprehensive quiz available to ensure the user's understanding of the lesson's content. Content can be updated and distributed for a fraction of traditional training costs. Sound **SIMPLE?** Good, because it should!

We look forward to making your business – and your life – much more **SIMPLE** in the near future.

What We Provide

We do it all!

Content Creation	Pure Genius
site creation and branding	✓
script writing	✓
account management	✓
project management	✓
proofing	✓
revisions	✓
PowerPoint creation	✓
video production	✓
flash conversion	✓
loading	✓

Video Production	Pure Genius
high bandwidth	✓
voice-overs	✓
set rental	✓
talent	✓
video production	✓
editing	✓

Maintenance	Pure Genius
hosting	✓
administration	✓
back-up	✓
site maintenance	✓
Media server license	✓

Pricing

Price Per Lesson	Pure Genius
set up fee (branding, skinning)	\$ 15,000
1-5 lessons	\$ 10,000
6-10 lessons	\$ 9,500
11-15 lessons	\$ 9,000
16-20 lessons	\$ 8,750
21-25 lessons	\$ 8,500
25+ lessons	\$ 7,900

One-Time Hardware Fees	Pure Genius
flash media server (<300 users)	\$ 1,000
flash interactive server	\$ 4,500
monthly maintenance (includes database maintenance and site admin, backups, hosting)	\$ 2,900
customer service per month (includes answering customer queries and report maintenance)	\$ 3,300
Typical timing per lesson	9 weeks (some can be done in parallel)

Quotes and Stats

"Great course and best refresher info!" - Mark C., Fort Worth, TX

"What an outstanding course A++++" - Al V., Pewaukee, WI

"Great course for selling" - Don H., Panama City, FL

"Thank-you... no matter how good you think you have become you of course can still learn what your forgot!"
- Jay E. Nanton, Alberta, CANADA

"Very easy to use and with helpful ideas to use in everyday sales." - Michael A., Windham, ME

So why do people really leave?

"The job or workplace 'was not as expected.' Managers misrepresent pay deals, hours aren't as promised, training or promotions don't come through. At their root, these complaints mean expectations aren't met, Branham says." - ...The 7 Hidden Reasons Employees Leave, HR Magazine, May 2005

"In a Spherion survey of more than 20,000 employees, 35% said they'd leave within the first year if there were no provisions for mentorship. In that same group, 41% said they'd quit within 12 months because of inadequate training.

... according to the 2006 SHRM Workplace Forecast, the importance of continued learning is an over-arching trend of societal needs, indicating that organizations must foster learning as a social responsibility to ensure they are competitive in the global marketplace."

- Schramm, J. (2006). *SHRM workplace forecast*. Alexandria, VA: Society for Human Resource Management.

Contact Us

Portofino Training Academy
www.portofinotrainingacademy.com

888.473.6111
info01@portofinotrainingacademy.com