



FutureU Catalog of Learning Opportunities

This catalog lists FutureU's current content offerings. Many of these listings are described in detail on the FutureU website. New topics are always in development. The FutureU team includes dozens of highly qualified educators and content experts prepared to develop custom content that directly addresses your identified needs. In addition, the FutureU team continuously studies "what's out there," in order to help you identify the best content available off the shelf from reliable sources.

Best Practices in the Use of Technology for Learning and Communication.

Every year since 1999, the Health Forum Division of the American Hospital Association has purchased FutureU's two-week instructor-led introduction to online learning. The Health Forum reports "significant improvements in the quality of participation" in subsequent modules.

Other clients who have taken advantage of FutureU's "Best Practices" content include the 107 community colleges of the California Virtual Campus and colleges and universities on almost every continent. Current offerings in this category include:

- Basic Computer Literacy
- Learning to use E-Mail Productively
- Successful Online Meetings
- Introduction to E-Learning for Decision-Makers
- Choosing E-Learning Software
- Meeting Challenges in the Development of a Technology-Mediated Curriculum
- Trainer's Introduction to the Online Classroom
- Online Module Building, Facilitation, and Delivery
- Conducting Successful Online Trainings in Real Time
- Improving Outcomes for E-Learners
- Introduction to State-of-the-Art Organizational Learning
- Improving Teamwork Across Distance
- Successful Online Meetings in Real Time
- Conducting Online Meetings Independent of Time
- Planning and Managing Online Library Access
- Professional Uses of Consumer Camcorders
- Digital Video Editing
- Working with Outside Production Facilities
- Digital Video Distribution (Internet and DVDs)

Research and Consultation Related to Learning Products and Vendors

FutureU continuously studies both the virtual collaboration and online learning markets. Save time, avoid disappointments, and maximize satisfaction by engaging FutureU to help you identify:

- ✓ The educational technology best suited to your organization's unique needs
- ✓ The best of breed in continuing education content

Content Delivery Management

FutureU knows how to match delivery methods to user capabilities. Not everyone has access to the same venues or technology, making communication and learning difficult even within the same campus. FutureU will work with you to identify which delivery methods will work best and what combination of face-to-face and technology-mediated methods might be the best for your unique audiences.

Conversion of Content for Electronic Delivery

Adapting content for the new media involves a lot more than simply pasting files into web pages. When FutureU helps organizations convert, or create new, content for electronic or blended delivery, subject-matter experts report fewer frustrations and excellent results. With FutureU assisting your faculty, you are assured of a positive experience.

Delivery System Development or Customization.

Many commercial delivery systems are available for converting content to online delivery, but none may fully meet your needs. FutureU can help you determine which commercial delivery systems will work best or whether you should build one from scratch. We can also help you customize your existing delivery system to better serve your learners. Regardless of the solution, FutureU can train your staff in ongoing maintenance and further customization.

Program and Module Evaluation

FutureU offers informed, quality evaluation of your existing online or blended-learning programs and modules.

Make your organization stand out, with Content from FutureU

Visit FutureU on the Web today or call for more information.

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Continuing Education Content

Leadership Mastery

Executives often report that employees lack the preparation for a transition into management. FutureU has been providing both traditional and new-paradigm leadership training to executives and managers for two decades. Current offerings include:

Key Practices for

Transformational Leadership.

Three 12-week programs, each comprised of six 2-week modules, all of which are also available separately as stand-alone 4-week modules.

Leadership and Continuous Learning

- Leadership and Systems Thinking
- Personal Mastery and Team Learning
- The Role of Leadership in Communicating About Change
- Human Resources as a Strategic Partner
- Information Technology as a Strategic Partner
- Continuous Leadership Development

Human Resources as a Strategic Partner

- Strategic Partnering with HR
- Global HR Operating Skills
- Continuous Leadership Development
- The Role of HR in Communicating About Change
- Performance Improvement and Organizational Effectiveness
- Exploring Corporate Culture

Core Competencies for Managers

- Effective Written Communication
- Maximizing Information Technology Payoff
- Managing Hybrid Teams of Staff and Contractors
- Internal Marketing Methods
- Project Management Basics
- Finance and Accounting for Non-Financial Managers

Non-Traditional Approaches to Leadership

The Aikido of Leadership. Through facilitated dialogue and safe, non-strenuous solo and paired exercises, participants apply the principles of the Japanese martial art of Aikido—balance, leverage, position, timing and movement—to real-world workplace challenges. Instructor: FutureU Senior Associate Barry Tuchfeld, Ph.D., who holds the Aikido rank of Nidan (Second Degree Black Belt).

Improvisation for Leaders.

By engaging in exercises that encourage spontaneity and fresh thinking, participants learn to solve problems "on their feet."
Instructor: Stanford University drama professor Patricia Ryan Madson, founder of the Stanford Creativity Initiative, who has

delivered this training for Hewlett Packard, Price Waterhouse, and others. Physical activities accommodate all levels of ability.
Formats: 2-hour, half-day or full-day workshop, or a four-, five- or ten-week course that meets weekly for two hours.

Using Humor in the Workplace.

Instructor: humorist and playwright Charlie Varon. Mr. Varon's writing has appeared in the *New Yorker*. His stage performances always enjoy long theatrical runs. His keynote speeches have provoked both laughter and serious thought among health-care audiences.



Improvisation for Teams.

Participants learn the "art" of being a team player. Concepts include shared control, "when to lead/when to follow," strategies for "making your partner look good," and non-confrontational approaches to different styles of working.

Format: single workshop or, most effectively, in extended form (e.g., 2 hours/week for up to 10 weeks.)

Instructor: Stanford University's Patricia Ryan Madson.

Personal Growth & Life Enhancement.

Demonstrate that your organization values the full potential of every individual on staff. When FutureU serves as your broker for "soft" subjects like the ones listed below, you are assured of the highest professional standards.

- Creativity for Dummies—Anyone can be creative!
- Do What You Love and Still Pay the Bills
- DSM-IV Religious & Spiritual Problems
- Focusing: Use Your Body to Know Your Next Step
- Healing Hands: Reiki Levels 1, 2, Master and Master Teacher
- Listening Skills
- Managing Difficult Conversations
- Navigating the Mental Health Internet
- Negotiation Mastery
- Meditation & Mental Health
- Pain Management
- Somatic Approach to Trauma Recovery: Workshops for Trauma Professionals
- The Path to Meaningful Work
- Spirituality & Recovery from Mental Disorders
- Workplace Tai Chi
- Workplace Yoga

Business Literacy

Recent studies have reported that MBAs and other management candidates often lack the business knowledge needed for successful management work. As a result, they make arguments using "soft data" that may not be convincing to other executives. Some survey participants indicated that if they had more business knowledge, they would gain credibility, and their funding and staffing requests would be taken more seriously.

FutureU Senior Associate Paul Terry is director of our Business Literacy program. Mr. Terry provides program direction and curriculum development for the non-profit

San Francisco Renaissance Entrepreneurship Center. In 1995, the Kaufman Foundation honored Mr. Terry as the nation's Entrepreneurship Educator of the Year for his work at the Renaissance Center.

Managing a department or other business unit is not unlike running a small business. FutureU's Business Literacy programs will raise the level of professionalism among your staff and throughout your organization.

Mini-MBA

Eight 6-week modules offered separately or together.

- Accounting & Finance for Managers & Entrepreneurs
- Economics, Business, & Society: The Ecology of Commerce
- Marketing: From Consumerism to Community Service
- Human Resource Development: A Systems Approach
- Quantitative Research: Statistical Analysis for Strategic Intent
- Planning and Strategic Thinking
- Corporate Policy & Ethics
- Management & Organization Theory: A Global Perspective
- Information Payoff: Technology & Information Management

Advanced Business Topics

Six-week modules offered separately.

- Marketing and Communications for Non-Marketers and Non-Communicators
- What Business Are You Really In? Looking at Your Organization from the Customer's Point of View
- Storytelling for the Corporate Crowd—How to Win the Hearts and Minds of your Key Audiences
- The New Big Bang Theory—How to Set Up Internal Creative Departments - Maximum Bang for Your Buck
- Taking the World By Storm—International Marketing Communication