

# FutureU Consulting Services

## Consulting for Planning and Strategic Thinking.

The best strategic consulting advice that FutureU has to offer is just this: For a project to get off the drawing table, it must qualify with at least these three prerequisites:

1. Executive level sponsorship.
2. Resource allocation.
3. Stakeholder inclusion.

No matter how badly needed, no matter how clever the anticipated outcomes, without these three fundamentals, no project has a chance to even launch let alone reach completion.

*Executive level sponsorship* is required to avoid turf wars and provide permission for resource allocation.

*Resource allocation* makes sure the project will have a budget, staff and any tangible assets that are required.

*Stakeholder inclusion* increases buy-in throughout the organization, without which the project's deliverables or recommendations will end up on a shelf or in a drawer.

Sponsorship and resources can be obtained through strategic conversations and negotiations. Want to get people interested in the solution to your problems? Ask for ideas from those who will be the most effected by your project. Especially in any collaboration, learning or technology initiative, ask stakeholders at least these three questions about the issue, challenge or problem you're working on:

1. What are you using or doing for that right now?
2. What would you like to use or do for that in the future?
3. What else is on your mind?

The first two questions encourage participation and yield answers that are immensely helpful to the project. The last question shows that you are listening and interested in what stakeholders have to say. No matter how you word the third question, respondents will tell you what's on their mind. Asking these questions creates an experience of respect, openness and concern which has immeasurable long-term benefits.

In summary, FutureU consulting services for planning and strategic thinking can help you:

- Get buy-in from your decision makers.
- Identify and secure needed financing and other resources.
- Plan a pilot program to test and introduce your collaboration or learning initiative.
- Decide whether to create your own collaboration or learning space or purchase an off-the-shelf product.
- Choose and implement the right delivery options to meet your stakeholders' needs.
- Plan an entire organizational "university."
- Lay the foundation for an enhanced and expanded learning community or community of practice.

## Consulting for Assessments, Evaluations, and Surveys.

The judicious use of readiness and needs assessments is a FutureU consulting hallmark. Assessments not only confirm that sufficient resources and support are available for your project, but they also help develop your strategic plan in alignment with actual needs, not just the perceived.

Computers, teleconferencing equipment, learning management systems, course authoring software, collaboration tools, and purchase or development of training content—these are big-ticket items. Find out what your people need, want, and are ready for—before committing to tools and methods. The more you learn, the better equipped you are to make great decisions and get great value from your investment.

Online polls, personal interviews, and focus groups do more than gather data. They engage and educate participants, shorten the learning curve, and increase "buy-in" by providing instant feedback of results. You can even maintain momentum with a follow-up discussion online. Increase survey participation even further with questions that are clear and appealing. Online survey delivery simplifies data collection. Assessments before and after will satisfy number crunchers. Identify your next steps based on solid evidence and expert observations. The results will speak for themselves.

FutureU can help you with:

- Needs Assessments
- Readiness Assessments
- Online Market Research
- Event Expectations Survey
- Telephone Interviews
- Focus Groups
- Ongoing Consultation
- Custom Online Surveying
- Spot Consulting for Smaller Problems
- Executive coaching or "On Call" Consulting

Need some help making your way through the quagmire of decisions you must make to choose the best solutions for your collaboration or learning initiatives. FutureU has years of experience and up-to-moment expertise in what tools are available, what they really do, and how effectively they have helped other organizations.

Now you can benefit from this breadth and depth of experience through a personalized session with FutureU's President Claude Whitmyer. He'll help point you in right direction, answer the most frequently asked questions, and support you in identifying and solving the issues that are unique to your organization and critical to your success.



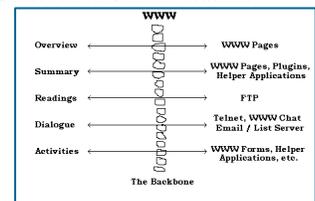
## Course Design Reviews.

Confidential written critique of the content and/or presentation of your own courses, with expert recommendations for design or content enhancements, delivered privately to instructors or course designers by email. May be used to augment your own written evaluations.

## Course Content Conversion.

Want to offer your existing content over the Internet? Some institutions choose not to train instructors to convert their own courses for Web delivery. Others find that they have course calendars that demand rapid conversion to meet an enrollment deadline.

We can coach instructors or course developers one-to-one to rapidly build an online course and guide those new to online instruction through the facilitation and teaching techniques required to deliver pedagogically sound courses in the virtual or blended classroom. We can also convert courses for online delivery. We work primarily by telephone, email, and discussion forum with each instructor or developer to convert their content to Web-readable format. We also provide a Web-based training module (either self-paced or as the text of a facilitated module) prior to the conversion process, so that course materials will be appropriately designed and organized for Web delivery.



**The Business Case for Open Source.** Open source has arrived and open source software is definitely ready for "prime time." Ask about our ongoing tracking of open source content management and authoring tools. We've found that using open source software, hosted (ASP/SaaS) or on an in-house server can often deliver the same features, flexibility, and security as any of the expensive proprietary packages for a similar or sometimes smaller budget.

For more information, visit our website or contact us:

The University of the Future, LLC (FutureU™)  
601 Van Ness Avenue, Suite E433  
San Francisco, CA 94102  
www.futureu.com  
consulting@futureu.com  
415-824-7726

