

Press Release

FOR IMMEDIATE RELEASE

Laredo Group Launches Instructional Design Services Division

Professional Curriculum & Course Development and LMS Services to Lower Training Costs and Improve Customer Support or Employee Knowledge, Skills, Productivity and Retention

Fort Lauderdale, Florida – May 4, 2017 – The Laredo Group today announced the formation of its Instructional Design Services (IDS) Division to address the increasing need for internal and customer training. This new division of the 21-year-old company, which has long been known as the first and leading digital media training company, will serve not only their traditional client base in media, but also companies in all industries.

Customized training programs can be created for employee on-boarding, job skills, soft skills, product training, HR compliance and regulatory needs, or any other application, software or process. Courses and training can also be used for product training for customers, bringing the typical online video demo or tutorial to an entirely new and much more effective level, which increases customer loyalty, product usage, resales, upsales and retention.

According to Ted Leibowitz, who recently joined Laredo Group from Microsoft's internal instructional design group to become IDS Vice President, *"The real value of Laredo Group Instructional Design Services is to convert the knowledge of a company's subject matter experts (SMEs), or externally developed content, into effective learning experiences that adults can best absorb. This allows the SMEs to spend their time at what they're truly expert in, which is typically not designing, building or delivering interactive eLearning experiences or instructor-led training."*

For companies with a Learning Management Systems (LMS), Laredo Group can provide any format required, and the courses can be produced using the tools and programs used by the client...for continuity and easy internal modification. For companies without an LMS, Laredo Group can provide a co-branded or white label LMS based on the Laredo Group cloud-based LMS, which includes direct management access and reporting.

"We've developed and used tools and techniques based on proven adult learning theory and best practices for over 20 years.", said Leslie Laredo, Founder and President of The Laredo Group. She continued *"We have added additional resources, including staff members with Masters Degrees in Instructional Design and years of experience creating eLearning, Blended Learning and Instructor-led training programs delivered around the world and in multiple languages. This new division offers our experience and proven course development capabilities to any company needing to more efficiently train their employees or customers as cost-effectively as possible."*

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Founded in 1996, The Laredo Group is a leading instructional design, training (through its *Academy of Digital Media* division), research and consulting firm. Its experienced staff is dedicated to helping companies in all industries better understand and teach today's increasingly complex and constantly evolving products, policies, practices and procedures necessary for the success and growth of their business. Headquartered in Fort Lauderdale, Florida, Laredo Group also has offices in New York City and serves clients, on-site and remotely, around the world.

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