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Happy Birthday to IMPACT Learning Inc.

IMPACT Learning Inc. is celebrating our 14th year of business! Yahoo! *It has truly been a pleasure serving all of our clients.*

It is always interesting to look back over the years and considering what has changed and what has remained the same. Significant changes are almost all related to changes in technology, how we use it and the rapid growth of social media. Fourteen years ago we did not Text, Skype or Tweet. Our primary clients ranged across all industries and tended to be corporate executives in Fortune 100 and 500 companies. Most of our work involved classroom training, traditional consulting and face-to-face executive coaching. We had a passive website that provided some general information about IMPACT Learning Inc. and our capabilities. We customized our deliverables to meet specific client needs and often were looking for long-term outcomes (3-5 years out).



Today, our clients continue to range, not only across industries, but also include a much wider spectrum. We still work with corporate executives from major companies, but we also work with many smaller companies, as well as entrepreneurs and "solopreneurs". Today much of our work is virtual and the face-to-face has been replaced with the telephone, webinars, email, Linked In, Facebook, Skype, teleconference, Twitter and more. Relationships and networks are still as important as ever. How we build them has changed as often they are being developed from afar instead of face-to-face. Fourteen years ago who would have thought that we would have a clients who found and hired us online without ever actually meeting us face-to-face and that we would have productive long-term business relationships with them?

As times have changed, our skillsets have had to adapt. Today we must be highly effective communicators. We must develop, market and deliver our

services more effectively using the technology tools available to us: Webinars, Texting, Social Media, Remote Communications, Video cams, U-tube, etc..... We have to be ready to adapt and adjust to changing client needs at any moment. Most clients are more concerned with short term outcomes that will ensure they stay profitable or in business another year. We need to stay up to date in an ever changing business world so that we can continue to share and "teach" specific best practices that are of value.

If you have been in the workforce the past fourteen years or longer, you have undoubtedly seen some of the same changes. It is critical to stay current, understand your client or customer needs and address those needs directly and with a sincere commitment to their success. The past fourteen years have been a lot of fun. Can't wait to see what happens next!!! Check out www.impactlearninginc.com to see some of the new tools and processes we have that can help you take yourself, your business or your staff to the next level or call us at 330 665-1865.

For those folks who made it to the end of this article, to thank you, we are offering you the opportunity for a personal coaching session for a reduced rate of only \$89 through February 28, 2011. (The usual rate is \$300.) Contact carol@impactlearninginc.com and refer to this newsletter. This offer is also extended to any of your co-workers.