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News Release

FOR IMMEDIATE RELEASE

eCoach Streamlines and Enriches Presentation Skills Training

Chicago, Illinois – May 14, 2010 – Turpin Communication, a Chicago-based training company specializing in tailored presentation and facilitation skills development, has launched eCoach, a first-of-its-kind learners' portal. Through eCoach, Turpin blends the highly experiential in-class training they're known for with the convenience and efficiency of online training. The unique training experience offered through eCoach not only streamlines the live training process, but also enriches skill development over the long term. The result is greater value and increased return on their client's training investment.

eCoach enriches the live workshop experience in three ways.

Online pre-work jumpstarts the training. Before their live workshop, participants spend an hour or two online completing a draft of the presentation they will practice in class. The pre-work course, called "Preparing Your Presentation," is taught by Turpin trainers using video and PowerPoint. As they create their presentations, participants are also learning Turpin's unique approach to fast, effective organization. When the draft presentation is completed, it's uploaded to eCoach. From there, Turpin trainers review it and prepare feedback to be delivered in the workshop.

This is an important advantage because when participant and trainers meet in the classroom, the foundation for the class is already laid. "Not only does this save precious workshop time," says Dale Ludwig, Turpin's president, "but since participants are able to work at their own pace online they have time to absorb the underlying concepts of organization and persuasion."

eCoach enriches individual coaching. Beyond pre-work, the secure eCoach site is used to house each participant's in-class videos. Like most presentation skills companies, Turpin relies on video to help presenters gain perspective and focus their improvement. When videos are recorded in class, participants review them privately with a Turpin trainer. Until recently video was recorded on VHS tapes. It was the switch to digital recording, according to Ludwig, that sparked the eCoach revolution. "Once video went digital, we realized that we had a huge opportunity to improve how the video was accessed and the quality of learning attached to it."

Workshop participants no longer leave class with a VHS tape in tow. Instead, after the workshop all videos are uploaded to eCoach. From there, Turpin trainers review them, integrating comments and reminders that will be visible to participants as the video plays. This way, when presenters review their videos, they're reminded of the coaching they received. "Before eCoach," says Ludwig, "what was discussed with presenters during video review was fleeting and easily lost. Now we're able to put it at their fingertips."

Skills are refreshed. Workshop participants have access to eCoach for the twelve months following their live workshop. During that time they can review their videos, retrieve course materials and watch seven refresher videos. These brief refreshers offer on-demand reminders and skill reinforcement. Like the pre-work, the refreshers are another way Turpin is using online methods to enrich the live workshop experience.

Turpin's clients are excited about the value-add eCoach provides. As Frank Iamelli of the Blue Cross Blue Shield Association said, "I'm thrilled to be able to offer something new, innovative and cost-efficient while still bringing high-value (training) to our students."

About Turpin Communication

Turpin Communication has been delivering presentation and facilitation skills workshops since 1992. It delivers group workshops to a variety of clients, open-enrollment classes for individuals, and presentation skills training delivered online. Turpin's goal is to help presenters and group facilitators develop the skills and insight they need to succeed.

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