



**HOW TO ACHIEVE THE TRAINING TRIFECTA:
GREAT CONTENT, SIMPLE TECHNOLOGY,
& DEDICATED LEADERSHIP**

INTRODUCING



BRIAN LEACH

President, CEO and Co-founder



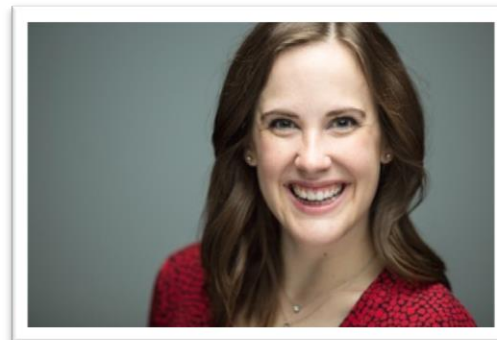
DAVID WILLIAMSON

Manager, Content Strategy



TYLER LONGEST

Product Manager



KIERSTEN HOFFMAN

Business Development

A LITTLE ABOUT UNBOXED

Since 2009, we've made the complex simple to learn and sell with our custom training and sales enablement solutions. We take a different approach, and our clients' results prove it. If you've seen your share of boring training and clunky apps that leave you scratching your head, it's time to Think Outside™.



EXPERTISE: We've spent years creating and testing our solutions with real users in multiple industries. We know what works, and our clients' results show it.



SIMPLICITY: We make the complex simple. Human-friendly is our specialty.



PERSONALIZATION: Our solutions are tailor-made and reflect your brand, culture, and workflow.



COLLABORATION: You get more than a vendor. You get a strategic partner who fits into your team and business seamlessly.

AWARD-WINNING

2016

2016 Sales Training Companies Watch List | trainingindustry.com

#2, Top 3 Gamification LMS | eLearning 24/7

#3, Top 3 Social LMS | eLearning 24/7

2015

#5, RVA 25 | Richmond BizSense

Winner, Innovation in Technology Builder Award | Richmond Technology Council

2015 Learning Portal Companies Watch List | TrainingIndustry.com

LET'S BEGIN
WITH A STORY

A USER FRIENDLY PLATFORM... MEETS SIMPLE TECHNOLOGY...



iTunes // January 2001

1st Generation iPod // October 2001

AN UNMATCHED LIBRARY OF CONTENT...



99¢
songs

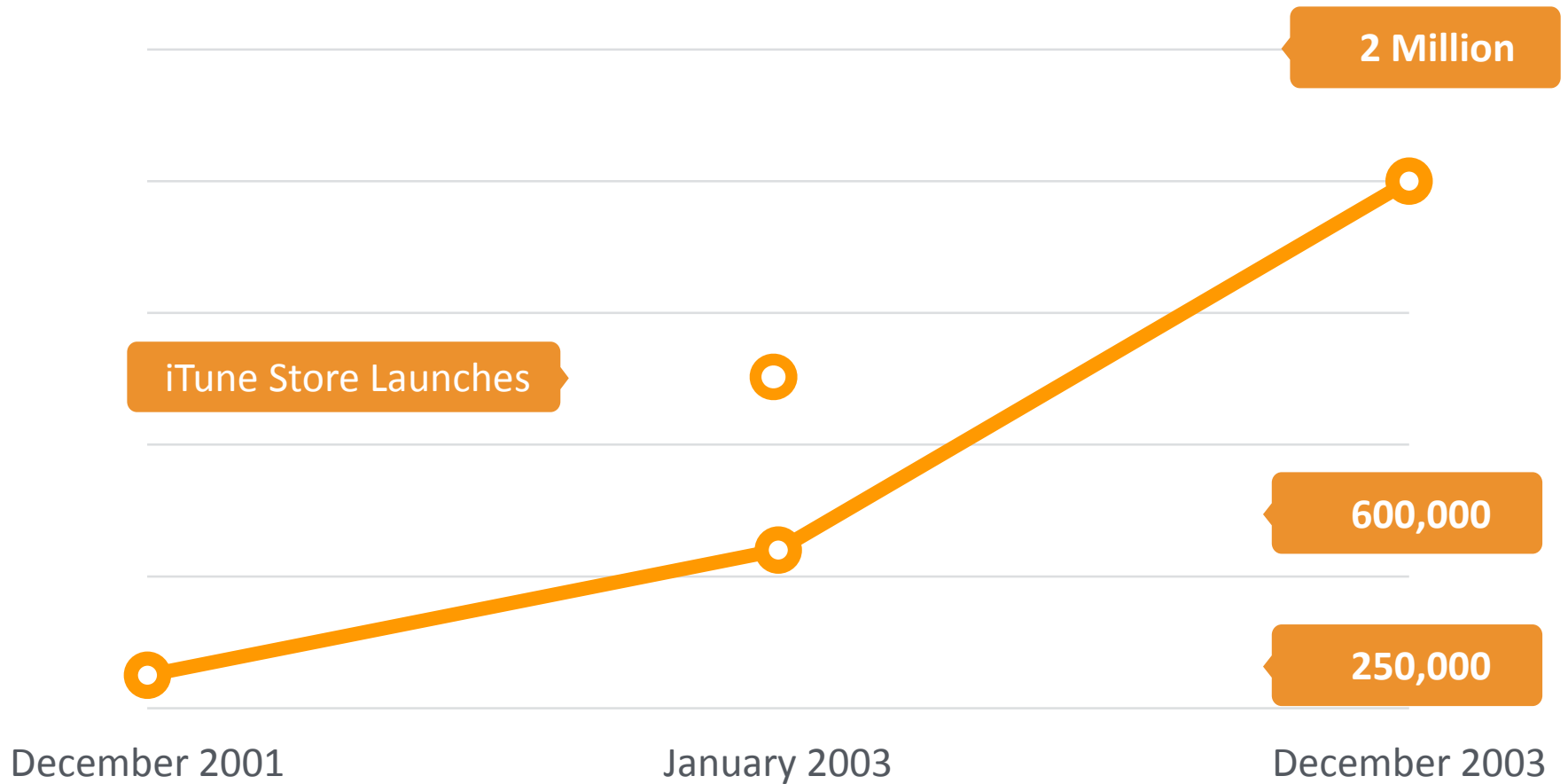
iTunes Store, 99¢ Songs // April 2003



“People want to enjoy their entertainment when they want it and how they want it, on the device they want it on.”

Steve Jobs

WE LOVE CONTENT + PLATFORM ROMANCES



iPod Units Sold // 2001–2003

<http://ipod.about.com/od/glossary/qt/number-of-ipods-sold.htm>

GREAT CONTENT
SIMPLE TECHNOLOGY
+ DEDICATED LEADERSHIP

EFFECTIVE TRAINING

GREAT CONTENT

DAVID WILLIAMSON

Manager, Content Strategy

**CONTEXTUAL
CONVERSATIONAL
TO THE POINT**



GREAT CONTENT



CONTEXTUAL

“I’m sorry” and “My bad” mean the same thing unless you’re at a funeral.



CONTEXTUAL

GET TO KNOW YOUR LEARNERS

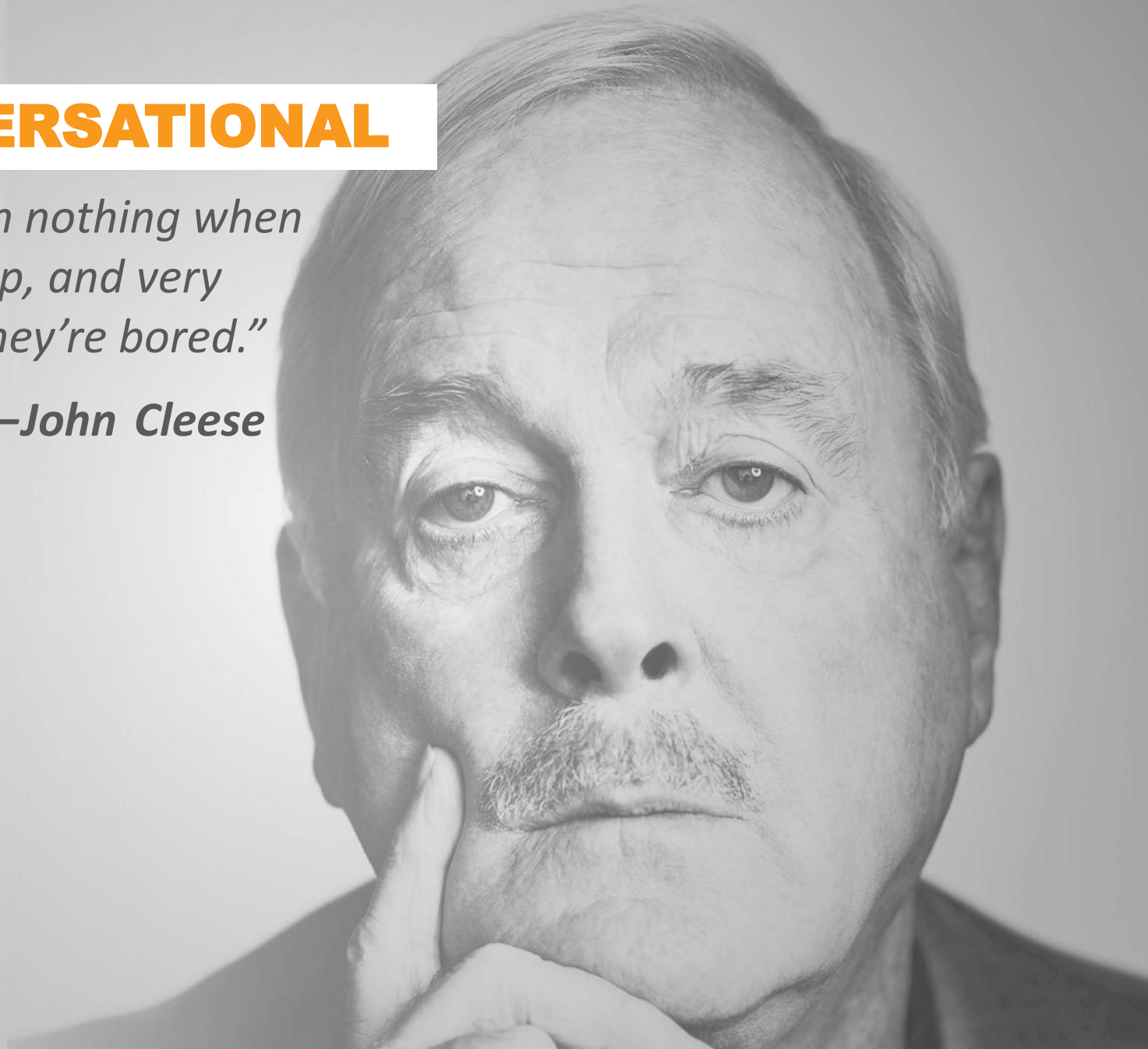
PRESENT COMMON SCENARIOS

USE REAL LANGUAGE

CONVERSATIONAL

“People learn nothing when they’re asleep, and very little when they’re bored.”

—John Cleese



CONVERSATIONAL

“Here’s the deal. The last time we left Mary, she was pitching Mood Beats to a big box retailer. She overcame Amy’s objections and earned a follow-up product demonstration. This time, Amy brought in her product expert, Tyler, to weigh in too. So let’s pop into that demo and see how Mary’s doing. ”

USE HUMAN SPEAK

INFUSE HUMOR

TO THE POINT

It's great to see so many new faces and we couldn't be more excited to share our story with all of you. Thanks for coming to the Corporate Learning Week conference here in sunny Orlando Florida.

*After attending this presentation and talking about this slide, you will better understand how to **get to the point.***

- | | | | |
|---|-----------------------|---|--------------------------|
| ✓ | CONTEXTUAL | ✗ | ONE SIZE FITS ALL |
| ✓ | CONVERSATIONAL | ✗ | BORING |
| ✓ | TO THE POINT | ✗ | PAID BY THE WORD |
-

GREAT CONTENT

SIMPLE **TECHNOLOGY**

TYLER LONGEST

Product Manager

**ACCESSIBLE
REWARDING
SOCIAL**



SIMPLE TECHNOLOGY

ACCESSIBLE



ACCESSIBLE

"It's unbelievable. All we did was move our old content onto Spoke. Overnight, the feedback was, 'This is amazing training!' Once the platform issues were out of the way, people could enjoy and learn from our content."



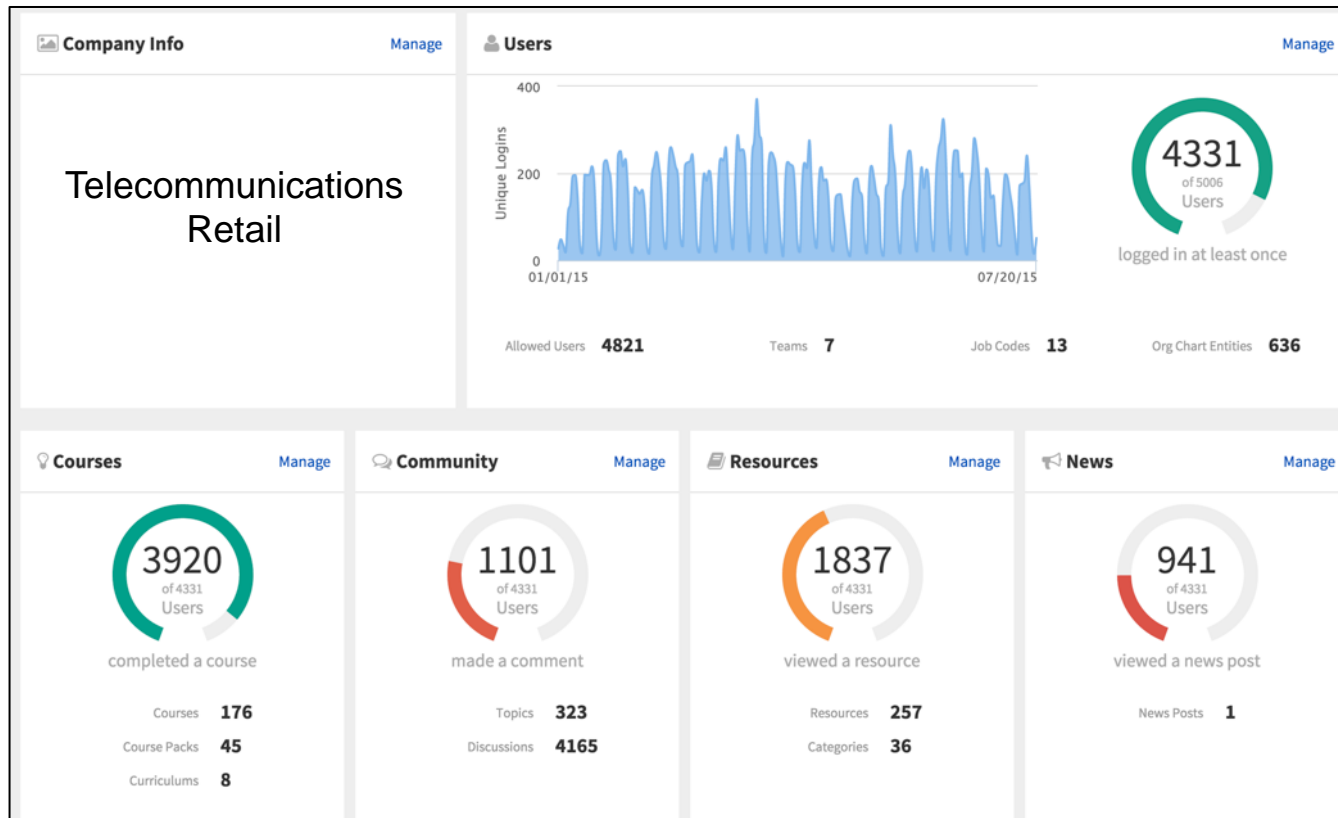
REWARDING





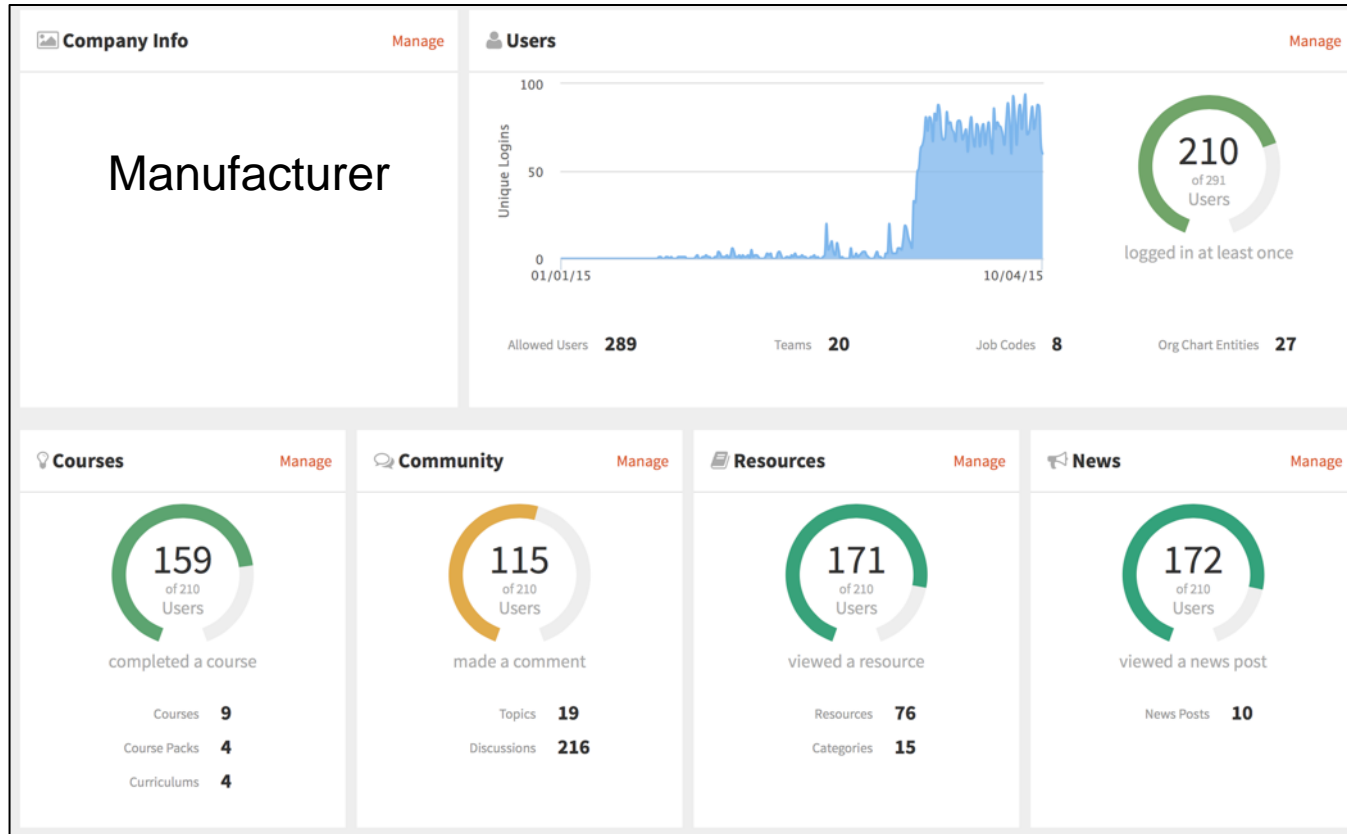
SOCIAL

RESULTS



- Over 87% of employees have accessed Spoke.
- Over 91% of users have taken a course.
- Over 25% of users engaged in the Community.

RESULTS



- Over 75% of users have taken a course.
- Over 54% of users engaged in the Community.
- Over 81% of users viewed a resource.
- Over 81% viewed the News feature.

✓ **ACCESSIBLE**

✓ **REWARDING**

✓ **SOCIAL**

✗ **COMPLICATED**

✗ **COMPLIANCE-BASED**

✗ **ISOLATED**

SIMPLE TECHNOLOGY

DEDICATED LEADERSHIP

BRIAN LEACH

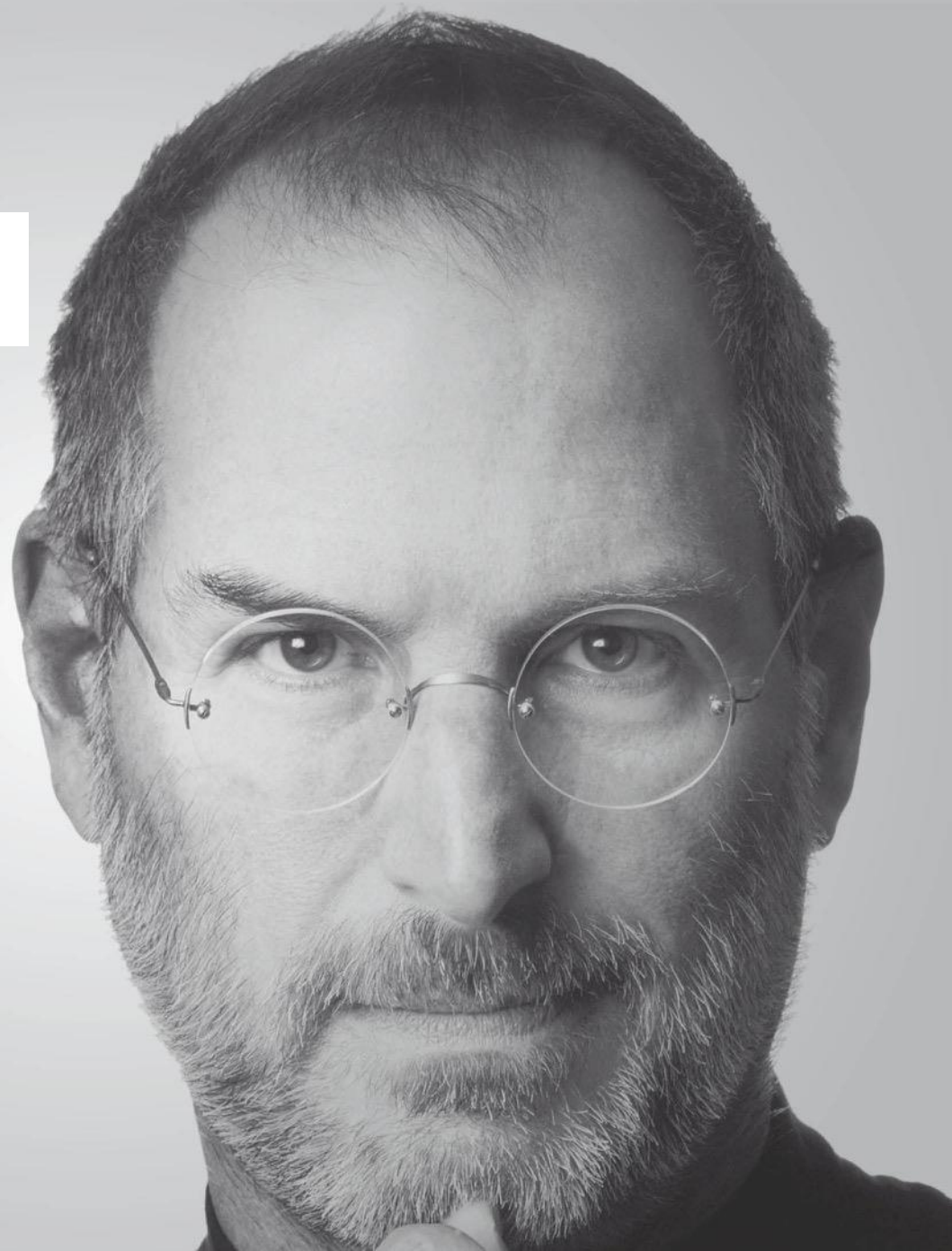
President, CEO and co-founder

VISION
OWNERSHIP
+ **ACCOUNTABILITY**

DEDICATED LEADERSHIP

CHANNEL YOUR

INNER JOBS





KEEP
CALM
AND
OWN
IT

ACCOUNTABILITY



✓ **VISION**

✓ **OWNERSHIP**

✓ **ACCOUNTABILITY**

✗ **NO STRATEGY**

✗ **FINGER-POINTING**

✗ **PASSING THE BUCK**

DEDICATED LEADERSHIP

GREAT CONTENT
SIMPLE TECHNOLOGY
+ DEDICATED LEADERSHIP

EFFECTIVE TRAINING



CONTACT US

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