



CAPABILITIES STATEMENT

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CORE COMPETENCIES—Experts in instructional design and adult learning theory partnered with creative graphic designers to create innovative custom training programs for online or instructor-led delivery.

Media 1 develops **custom learning and training solutions** for global organizations to help them meet their strategic business goals and achieve the highest potential from their workforce, including the following:

- Web-based, computer-based training
- eLearning
- Instructor-led training, webinars
- Virtual Classroom training materials
- Blended learning solutions
- Performance Consulting
- Decision tools for performance support
- Competency mapping

Why should this matter to you? Because when you work with Media 1, you gain a partner, not a vendor. A partner who:

- Helps **problem solve** and think through **critical issues** and **learning objectives**
- Works to a **sensible** and **proven** development **methodology**
- Manages your **time** and **budget** as if it were our own
- **Communicates** openly and regularly
- Possesses valuable **cultural**, business, and **technical experience**
- Develops content for multi-national and **multi-cultural audiences**
- Mines **complex information** and translates it into engaging and instructionally sound learning solutions for any learning level
- Learns your internal processes in order to more effectively support you during the **entire life cycle** of a project

PAST PERFORMANCE *(Additional references available upon request.)*

Hewlett-Packard Company—Preferred vendor for enterprise-wide training initiatives. We have maintained a long-term relationship working on multiple courses and curricula rolled out globally, and localized into multiple languages. In the last 10 years, designed and developed over 250 courses across over 20 departments within the organization, ranging in subject matter from Ethics training to sales courses to technical and product courses.

Meijer, Inc. —Development vendor of choice, with over 270 retail operations courses over the past 15 years, ranging from new hire orientation to systems and procedures training to behavioral training, including new courses and maintenance and technology conversions of existing courses.

Waters Corporation—Developed a range of courses for the sales organization, dealing with food safety issues, biopharmaceuticals, and life sciences. Currently working on an eMercial (animated web commercial) for the marketing department around a new product launch.

Course examples available upon request.

KEY DIFFERENTIATORS

- 16 years experience
- Award winning, certified WBE
- International award winner for online learning
- Documented history of **cost savings** and **cost avoidance**; no hidden costs
- Accessibility (508 compliance)
- U.S.-based; U.S. employees
- Innovation; creativity; interactivity
- Learning effectiveness
- All projects are work-for-hire; you retain ownership of source code as well as content

COMPANY HISTORY

- Founded in 1993, in business for 16 years
- Has successfully completed over 600 learning-related projects across all areas of learning and training
- Preferred provider of Standards of Excellence courses for a HP
- Holds more than 60 regional & 7 international awards from the Society for Technical Communications (STC) in the past 8 years, including 2 International Best of Show for Online Communications in 2008 and 2009 (only company to win two consecutive Int'l Best of Show awards from STC)
- Over 10 state/local business excellence awards, including Top Women Owned Business, and 5 international awards for creativity

CODES & CERTIFICATIONS

DUNS: 872771258
 Small Business
 Woman-Owned Business
 Certification: 255043
 NAICS Codes: 611430, 541612, 541990, 541611, 541618, 541490
 Cage Code: 05NW9
 Federal Tax ID: 38-3363772

An electronic version of this Capabilities Statement can be found on our website at: http://www.media1.us/Media1_Capabilities_Gov.pdf