Who We Are:

Two Steps Ahead is a full-service consulting, training and marketing development firm with particular expertise in the effective use and integration of media to support educational requirements.

With over 25 years of experience, we differentiate ourselves through a unique combination of subject matter expertise, media experience, consulting and instructional design skills.

We consistently surpass our customers’ expectations by delivering very high quality materials for reasonable expense with unusual speed.
Our Services

Consulting:
- Strategy Development
- Needs Analysis
- Media Assessment
- Process Identification/Improvement

Assessment/Testing:
- Personality Assessment/Pre-Employment Screening (with Pacific Profiles Group)
- Performance-Based Software Testing
- Print-Based Training Assessment Development

Training Development:
- Media Expertise: Print, CBT and e-Learning, Multimedia
- Subject Matter Expertise:
  - Soft Skills: Teaming (particularly Integrated Product Development), Leadership, Quality, Sales, Organizational Development
  - Technical: Desktop Hardware/Applications, Satellite Hardware
GM Finance

TWO STEPS AHEAD was involved in a multi-year project translating a 13-module instructor-led Finance curriculum into a series of networked computer-based training modules.

The challenge was to develop a creative, interactive training approach, while incorporating a very large amount of somewhat dry content.

The program uses animated characters, music, narration and an innovative puzzle-piece methodology under which students earn puzzle pieces by answering interim questions about the content they review.
Hughes Aircraft Company

We have completed over 50 successful projects for HAC (now merged with Raytheon), ranging from consulting and needs assessment to large curriculum Development. Some examples include:

- **3Cs Program**: This was a major training development effort sponsored by Michael Armstrong with the preliminary goal of thoroughly educating all executives (later flowed down to other organizational levels) on three core initiatives: Communication, Customer Focus, and Continuous Measurable Improvement (cmi). We were charged with researching and developing an instructional approach that included a mix of video, lecture, discussion, case study and exercise, and then developing all of the print materials associated with this week-long seminar.

- **Integrated Product Development Curriculum**: Integrated Product Development (IPD) is a team-based approach to product development that emphasizes the use of cross-functional product teams working together from concept through manufacturing to manage large development programs. HAC formed a team of IPD Champions from each of their business units, with whom we worked to develop a large number of marketing, training and education deliverables to help support what was a massive organizational change effort across the company.
Project Examples

Hughes Aircraft Company …

- We developed over 10 training programs, including introductory briefings, a team start-up workshop, team facilitator/IPD Specialist training, IPD Proposal Development process definition and workshops and a series of focused workshops on managing team conflict, interpersonal skills, and team leadership.

- **Electro-Optical Systems Business Decision Gates**: This business unit, in order to qualify for ISO certification, was faced with the need to identify all of its business processes and train all personnel how to use them. The effort was organized around the unit’s development approach, from pre-proposal activities through manufacturing, with various support processes (such as DTC, HR, Finance and Quality) specified as well. We worked with each process owner during this effort, in some cases helping to specify processes and sub-processes, in some cases supporting existing processes through the development of training. The combined process flow, entitled Business Decision Gates, uses a series of checkpoints to measure the ROI of a business opportunity at concept and throughout its lifecycle. We also produced a handbook that listed each Gate, presented key steps, entry and exit criteria, deliverables with samples to be reviewed by Gate Owners and resources to get training and/or more information.
Project Examples

Hughes Electronics

After the Raytheon acquisition of HAC, Hughes Electronics remains a GM company, including, among other companies, Hughes Space and communications, DirecTV, and Delco Electronics. We worked on several projects for HE:

- **ATEP Program**: We are currently working on a large needs assessment to explore business unit needs tied to the development of an Advanced Technical Education Program. The first round of the assessment involved conducting focus groups with business unit leaders to determine the best approach, processes, and operational practices to employ. With this phase completed and our recommendations approved, we are now interviewing Chief Scientists and Senior Technology Development Managers from each business unit to specify curriculum needs and learning objectives, and to gain their commitment to review and maintain content and provide competent instructors. The final round of assessment will be a survey to definitize highest priority requirements, and gain buy-in to move forward.

- **IRP Web-site**: HE Security has been running seminars across the company to educate all employees on the importance of information resource protection. Based on limited personnel available to teach the seminar, and thus, slower implementation than planned, we are developing a web-site that will provide key information, links to detailed documentation, and an EPSS (Electronic Performance Support System) that would allow employees to enter answers to questions and receive on-line instructions regarding how to legally protect various classes and types of documents.
Two Steps Ahead was engaged by Raytheon Learning Institute to work on several projects:

- **Supply Chain Management:** The new Raytheon Systems Company has developed a new process for material purchasing using a supply chain management approach. We developed an executive briefing package for this group to help them “sell” the new process to business unit leaders. This package has been enormously successful, and we are currently engaged in developing similar presentations for SCM sub-process teams.

- **Risk Management:** The newly formed Raytheon Learning Institute has identified several major risks to their successful launch and integration as the primary source for training and education services at RSC. We developed a risk management process and mitigation template for them, and provided preliminary mitigation strategies to get them started.
Two Steps Ahead was engaged by Raytheon Learning Institute to work on several projects:

- **Peace Shield Web Site**: Peace Shield was an extremely successful Hughes Missile Systems Company program of the 1980s, notable for exceeding customer expectations by coming in on budget and schedule, after a previous contractor had failed. It is also notable as an early adapter of cross-functional teaming, to which the success of the program is largely attributed. We are developing the content for a large Peace Shield web site, which provides detailed information on each of the key components of Peace Shield’s success (Team Start-up, Integrated Planning, System and Software Engineering, Customer Relations, Deployment, etc.). For each of these areas, we describe the roles and responsibilities, show the process that was used and drill down to guidelines for using the process, define common challenges and provide advice, and provide pointers to resources.

- **Program Manager Training**: This project involved the compilation of training modules on a wide variety of topics of interest to Program Management to be delivered in week long classroom training sessions. We worked with subject matter experts to define and refine content, developed a standard "look and feel" for the program, formatted slides and developed a CD ROM classroom delivery system and Participant Guides.
Project Examples

Boeing

Two Steps Ahead developed a series of web-based training for Boeing, including courses on Financial Acumen, Critical Thinking, Writing Requirements and Specifications and several additional projects. The courses include creative, engaging exercises and other methods to ensure content retention.

Loral

We completed a web and CD-ROM based curriculum to teach the fundamentals of Satellite Communications to non-technical personnel, using voice narration, music, animation and creative exercises to engage the user, together with self-scored testing and assessments.

Stamps.com

Two Steps Ahead developed a detailed tabbed guide to offer an overview of this organization’s technical structure to new employees and customers. The Guide has since been used for many purposes, whenever there is a need to explain the technology in a way that is able to be grasped by non-technical individuals.
Big 5 Sporting Goods

Big 5 Sporting Goods hired us to develop a CD-ROM based training program to replace classroom training targeted at teaching managers to use its proprietary store retail system.

Using a Day in the Life case-study scenario, we map the technical training to typical events in the day of a retail store manager that would necessitate using the system. This training includes a detailed interactive assessment to ensure skill retention. The implementation of this CBT has reduced total training hours used for this management process by 40%, and is now a prerequisite for promotion to Store Management for all Management Trainees.

Later, we developed and maintain CBT to teach firearms sales procedures, and specifically, how to accurately fill out the 4473 form. This course uses a simulation of the actual form, and presents interesting possible scenarios and dilemmas that come up when selling firearms. It includes a multi-tiered interactive test to ensure that students have learned what they need. Since the launch of this program in 2004, incidences of forms filled out incorrectly (which occurrence threatens the ability for retail stores to sell firearms at all) have been reduced substantially.
Newscanner

Newscanner is the manufacturer of an innovative LED advertising globe (The Eyeball), and needed a very splashy PowerPoint presentation to attract investors and sell the benefits of their approach. Two Steps developed this presentation, as well as a web-based and CD ROM marketing demo to sell the benefits of the Eyeball to prospective customers.

Permamentec

Permamentec is poised to revolutionize the field of performance management, using a sophisticated web-based management application and a host of associated processes and procedures. Two Steps developed an in-depth workshop for the consultants who will sell the product family, together with system documentation and marketing materials.

InterAction Training

Two Steps Ahead worked with this Australian firm to develop a library of self-study web-based courses covering key Human Resource topics such as Management, Leadership, Employee Orientation and many more. The courses use a proprietary system called VCB, which includes a dedicated testing and tracking system known as CheckPoint.
Key Processes

Basic Assessment Process

1. Define Assessment Goals
2. Define Assessment Strategy
3. Define Assessment Instruments
4. Begin Assessment

- Analyze Findings
- Determine Recommendations
- Prepare and Present Report

Multiphase?
- Analyze Phase Findings
- Determine Phase Recommendations
- Prepare and Present Interim Report(s)
Key Processes

Training Development Process

1. Identify Project Requirements
   - Develop Design Document
   - Determine Media Elements
   - Joint Review

2. Develop First Draft/Prototype
   - Joint Review
   - Develop Final Draft/ Master

3. Begin Production
Pete Jump has over 20 years of experience in all aspects of department and company management, as well as project management and technical development. During his career, Pete has often been tasked with creating and managing large design projects. He is adept at motivational leadership, helping others to achieve optimal performance in pursuit of mutual goals.

Pete worked at Hughes Aircraft Company for five years as a programmer analyst, involved with the development of financial systems and extensive relational database development on top-secret government programs. After this, he worked for American Training International as Director of Development, and then filled the same role for SRA, a division of McGraw Hill. With years of experience developing computer-based training (CBT), Pete went on to found SoftSkills Interactive with several partners, and introduced an innovative line of new products to the market.

During this period, Pete managed the development of a large testing and tracking program for The Gartner Group. Additional major projects included a large scale computer-based financial training series for GM APO, and an innovative web-based electronic performance support system for Hughes Electronics/Space and Communications Systems Security Management Division.

As Chief Technologist at Stamps.com, Pete was tasked with building and maintaining the information infrastructure for the corporation.
People

His team supported facilities in Santa Monica, CA, Irvine, CA and Seattle, WA. They deployed major applications for marketing (Annuncio Live!) and ERP (Lawson Insight II), as well as a large SAN solution with EMC technology. They also designed and implemented geographic load distribution and disaster recovery for multiple production sites.

Pete was also the Director of Systems and Network Operations at Questerra, a leader in Spatial Information Management (SIM). During his tenure in this position, he has managed a wide-scale migration from Sun Solaris to HP/Linux, encompassing all development and staging/production systems, and has significantly reduced operating costs. He was responsible for the entire infrastructure for Questerra, including help desk, computer and telephone systems and security.

Diana Jump has designed and developed professional and technical training for IBM, Hughes Aircraft, Hughes Electronics, Raytheon Systems Company and Xerox Corporation. As an Account Manager, she has been involved with computer-based training since the early 1980s, helping launch American Training International’s first CBT product line and marketing mainframe CBT for Crwth (SRA). She has performed product launch, marketing and training consulting and needs assessment for IBM, Northern Telecom, and Xerox. She has also been involved in management training and development and personality profiling, working with the Los Angeles Police Department, Transamerica Corporation, Farmers Insurance, Visual Imaging Corporation and many other firms.
People

Diana has worked extensively in the aerospace industry, developing strategies and training curricula associated with Integrated Product Development, teaming, customer focus and program management. She specializes in organizational and behavior change, and is adept at conceptualizing and developing systems that translate complex technical issues into pragmatic how-to information readily accepted by target audiences.

Carla Conley has designed and developed computer-based training for over 15 years in the field of personal computer software. She has designed and developed training for companies including ATI, SRA, Crwth, Individual, and SoftSkills as well as custom training for customers such as ServiceMaster and General Motors. Her development expertise includes programming ability in Borland Pascal, Visual Basic, Macromedia Director, and a number of proprietary authoring systems.

She has also worked extensively in the graphic design field using virtually all of the tools available today. Creating training and testing for all the major Microsoft software as well as many lesser-known products has given her a working expertise with most of the major software on the market today. Carla’s specialty is in rapid production of high-quality products using any medium that meets customer requirements.
People

Thomas W. Rodes is a recognized expert in information management and data security. He has thirty-four years experience in the information technology fields, having placed particular emphasis on strategic planning, information risk management and internal controls. He is frequently engaged by private industry, government agencies and contractors and software vendors in consulting, auditing and project planning roles.

Gail Edwards concluded her roles portraying the engaged Vicky Larson on ABC’s Full House and Sharon Lemure, the fast-talking mother of Six on NBC’s Blossom, is no stranger to television. During her six-year run portraying Dot on ABC’s It’s A Living, Gail accumulated many movies-of-the-week, along with numerous guest-star appearances in such hits as Night Court, MASH, Taxi, Happy Days and the premier episode of The Amazing Stories, directed by Steven Spielberg. Gail’s commercial and voiceover credits have been equally impressive. Besides interacting with Jack Klugman for Canon Copiers or making pictures disappear with David Copperfield for Kodak, Gail’s Clio-award-winning Dr. Pepper commercial and forever-running Sizzler ads have kept her in the public eye since her first Johnson’s Baby Shampoo spot.
People

Robert Decker has produced over 50 biography/instructional music programs featuring such artists as Brian May of Queen, Nancy Wilson of Heart, Steve Lukather of Toto, innovator of the electric guitar, Les Paul and jazz virtuoso Larry Carlton. He has also headed the audio/video divisions for such major publishing companies as Hal Leonard Inc., Amsco/Music Sales Corp., and Noma Video Inc.

He collaborated with world-renowned guitarist/transcriber Wolf Marshall—producing a legion of products including The Stevie Ray Vaughan and Elvis Presley Signature Series Tribute CDs. By the mid ‘90’s, well over 50% of the market’s instructional audio/video musical products were either engineered, produced, and/or originally owned by Robert Decker. His production credits include the engineering and sound design for numerous independent films, shorts and commercials. Music scores vary from Dragonfly Pictures’ Bad Business, Noma Video’s feature film Shock ‘Em Dead, to Barr Films’ animated short Freckle Juice, and the Disneyesque score for Full Sail Productions’ Serrana the Lazy Fairy.

John Bomhoff has over 15 years’ experience narrating for radio, television, and hundreds of multimedia projects for NASA, PBS, Sprint, Verizon, Prudential Financial, AOL, Starbucks, and many other organizations.
**People**

**Steve Nyland** has over 15 years experience in web and graphics design and is familiar with HTML, Flash, PHP, MySQL, Shockwave and other web-based design and development environments as well as various industry-standard graphic design software packages.

He also has extensive experience of software simulation and CBT, utilizing a broad range of leading digital publishing systems and formats, for standalone products and across proprietary and open-source CMS and LMS systems.

**Markham Anderson**, Voiceover Artist, boasts a wide range of styles. Markham works from the East Coast, and he has been described as believable, reassuring, conversational, and genuine. Markham is under contract with and is the spokesman for Troop Transition College, in Southern California, and has recorded every conceivable type of project for the past seventeen years. From national and regional TV and radio spots, trade show announcements, documentary and industrial narration, medical videos, messages on hold, books on tape, corporate image pieces, faith-based projects, movie trailers, training videos, to military and police information projects. Markham is even a seasoned professional singer/guitarist.