

Brandon Hall Gold Award Winning sales simulation for Ericsson

Gronstedt Group, a leader in innovative learning strategies, has won a coveted Brandon Hall Gold Award for excellence in custom content. The interactive sales simulation, produced on behalf of telecom leader Ericsson, follows an Ericsson Key Account Manager through a series of meetings with a client CTO and CMO (who, along with other characters, are portrayed by professional actors).

The character-rich, multi-path roleplay is built around an informative, humor-filled narrative that directly addresses key client-identified learning objectives. Ericsson reps playing the learning game make decisions throughout the simulation as they learn to position complete solutions for their customers.



The judges raved about the program:

- "The video and e-learning scripting production was absolutely fantastic, with great feedback/interaction points. Nice job!"
- "This is the most engaging and motivating entry I've judged so far."
- "It was genuinely fun to watch. It didn't feel 'forced' like some learning products I've viewed. I thought the actors were great, they were 'almost' over-the-top but not quite, which gave it a great tone, made it a lot of fun while still able to learn the content along the way...."

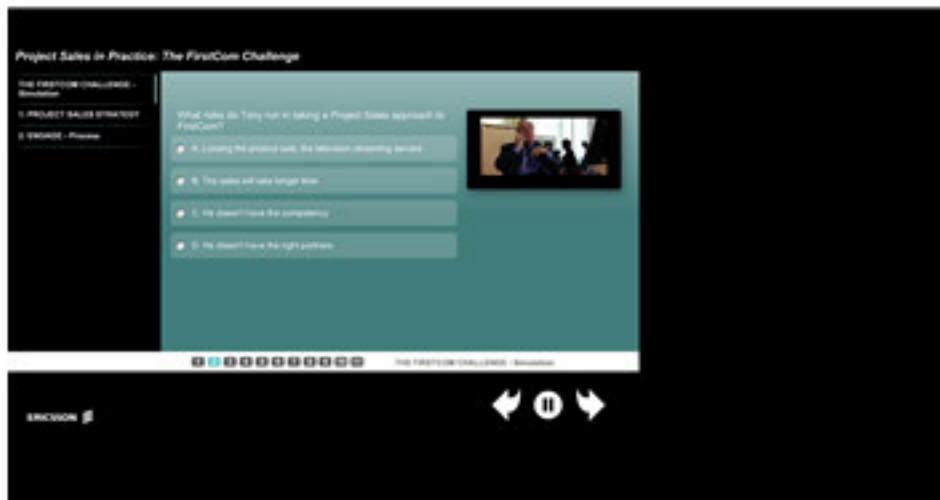
Gronstedt Group was recognized during a ceremony and reception held on September 25 in Santa Clara, CA, as part of the 2007 Innovations in Learning Conference.

"The Brandon Hall Award is the highest and most respected level of achievement in the eLearning industry," said Anders Gronstedt, Ph.D., president of Gronstedt Group North America. "We're honored, to say the least, and are grateful to our colleagues at Ericsson for their willingness to innovate and make best use of these exciting new learning technologies." Dan Gronstedt, president of Gronstedt Group Europe, said, "We take pride in the strong relationships we've built with our clients. Without that deeper knowledge and trust this degree of creativity wouldn't be possible."

The Brandon Hall Excellence in Learning Awards are presented annually by Brandon Hall Research, one of the leading research firms in training and development. Now in its thirteenth year, the Awards program showcases exceptional work in the use of learning technology.

"We are thrilled with the quality and creativity of this year's winning entries," said Brandon Hall, Ph.D., chairman of the Awards program. "These winners represent the cutting edge of innovative learning."

Entries were submitted in the categories of Best Custom Content, Best Innovation in Learning Technology, Best Blended Learning Program, Best Learning Team, Best Results of a Learning Program, and Best Use of Emerging Technology. A total of 256 entries were originally submitted. The entries were evaluated by independent judges around the world.



About Gronstedt Group

Gronstedt Group improves front line and management performance with emerging electronic technologies like podcasting, wikis, blogs, online simulations, and virtual worlds like Second Life, all of which are changing the face of workplace learning. From offices in Denver and Stockholm we custom develop content for an international roster of clients, helping industry leaders like Avaya, ADT, Accenture, Arrow Electronics, FedEx Kinko's, Emerson, Jamba Juice, Cox Communications, Ericsson, Electrolux, and Volvo Cars innovate their way to better, more cost-effective learning and communication solutions.

About Brandon Hall Research

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the ground-breaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Awards program each year to recognize the best in innovative learning. To honor the Award winners Brandon Hall Research hosts the Awards ceremony and reception in conjunction with its Innovations in Learning Conference.