



Learning & Development Consulting Services

Delivering **affordable** training solutions tailored to your company's culture and business goals, with clear and measurable ROI.



Core Capabilities

Learning Strategy

- Needs, Learner, & Performance Gap Analyses
- Instructional goal identification & documentation
- Instructional materials & assessment development
- Summative evaluation of instruction & ROI
- Evaluation of existing training content
- Conversion/modernization of outdated content

Course Development

- Custom curriculum design
- Tailored learning journey design
- Learner engagement tracking & reporting
- Revisions & optimization from learner feedback

Training Delivery

- Live, virtual, & video instruction of existing content
- Schedule, register, & facilitate your virtual sessions
- Learner engagement design & support (chat, poll, breakout group, gamification, survey, and more)
- Learner feedback & engagement reporting

Sales Team Assessment

- Scientific measurement of your sales team's prospecting motivation & emotional barriers
- Comprehensive executive report with expert analysis and prospecting development plan
- Coaching session with sales manager

Live & Virtual Workshops

Creating **exceptional** learning experiences for over a decade - let us design one for you!

Qualifications

Training Expertise

Over a decade of experience supporting the diverse learning needs of small to mid-sized companies. Designed and delivered high-impact training to thousands of business professionals on:

- Business Development
- Consultative Selling
- Sales Call Reluctance
- Overcoming Objections
- Strategic Leadership
- Communication
- Business Planning
- Resilience at Work
- Time Management
- Emotional Intelligence

Creation and implementation of large-scale, custom learning initiatives on business-critical topics like:

- Change Management
- Technology Adoption & Digital Transformation
- Data Privacy & Security Awareness
- Industry-Specific Regulatory & Compliance

Rapid Value Creation

Equipped with a master's degree in instructional design, all learning solutions are based on research-based learning theories and proven design methodologies that deliver superior outcomes and measurable ROI. Expertise with a systematic design approach ensures that learning projects are planned, designed, developed, implemented, and evaluated with the utmost efficiency and efficacy.

Stacie McKenna, M.Ed.

GUIDE ON YOUR SIDE

stacie@guideonyourside.net

(615) 715-1859

[Let's Connect on LinkedIn](#)



Set up a discovery call today → stacie@guideonyourside.net