

Introducing...

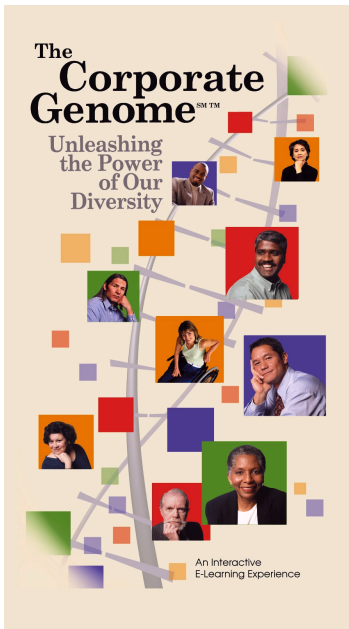
The Corporate Genome^{SM TM}

Unleashing the Power of Our Diversity

The Award Winning E-Learning Initiative

It's the foundation for everything you do.

The Corporate Genome^{SM TM} delivers foundational knowledge and skills that will give your employees the competitive edge in the marketplace because of their diversity. An organization's diversity can create highly competitive, synergistic teams and avoid wasted time, effort and talent. The course teaches the skills you can apply to every cross-cultural encounter, and practical ways to put them to work in your company.



CDAWN Learning is gratified to have received the Gold Medal Excellence in E-Learning Award from Brandon Hall and the editors of Online Learning Magazine. By receiving this award, The Corporate Genome^{SM TM} is recognized as being among the best of what e-learning has to offer for its pacesetter achievement and custom content.



"This is not another "how-to-be-politically-correct" course. It captures how real people think and react in situations involving the issue of diversity...based on the live workshops of Wayne and Cindy Shabaz, (it)is engaging and contains interesting dialog and plot. It is sure to keep the student's interest throughout."

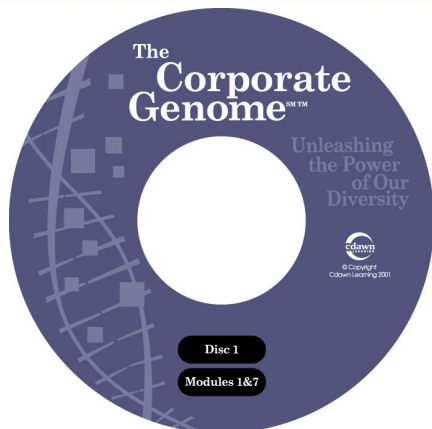
HR Executive Magazine, September 2001

"Not only did you educate and encourage our team, you also gave us vital survival tools for building solid relationships, working in ambiguity, and thriving with diversity. Thank you! I am frequently reminded that your instruction has continued to improve our teams performance - long after your message was presented.... I often hear our team refer to the skills learned in your course as we face challenging issues. Our effectiveness has clearly increased ... we spend less time in the "red blob" and make choices that open the doors to positive rapport and understanding (vs. alienation and isolation)."

Jim Bennethum, JCI – DC Integration Center

"...business demands such as fast-to-market, high productivity, high margins, etc. are easily attained by leveraging the power of diversity. This course enables the learning..."

Kathy Braglia, EDS



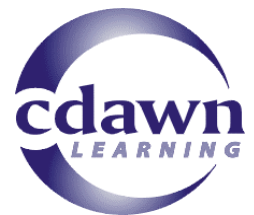
- Award Winning E-Learning Initiative
- Fully Compatible With Your AICC Compliant LMS

We've combined robust content, instructional design and proven technology to deliver an "e" solution that is highly interactive and multi-media rich.

Knowledge and skills are delivered more rapidly and efficiently to whomever, whenever and wherever training is needed. The latest training techniques and delivery methods have created many role plays and simulations enhancing participation and performance in a non-risk environment. Success in the course encourages practice of the principles in real life.

Higher retention is achieved by accommodating varied learning styles, schedules and availability, individualized pace and engaging more of the senses. Participants periodically review this practical course, leading to life-long learning. The e-learning format is less intimidating for the student. By eliminating the embarrassment of failure and allowing consequences of student actions in a non-threatening environment, errors can be corrected and lessons repeated.

The Corporate Genome ^{SM TM} course is based on the highly effective and popular live workshops taught by W. Shabaz Associates, Inc. For the last 25 years, the course material has addressed issues of globalization, diversity, improved communication, team building and managing organizational changes for clients such as General Motors, EDS, Ford, AMOCO, Johnson Controls, Delphi, Allstate, Nissan and Hewlett Packard. To meet their client demands of impacting larger numbers of employees quickly, affordably, effectively and digitally, CDAWN Learning partnered with Mentergy to develop The Corporate Genome ^{SM TM} into an engaging, educational and interactive e-learning experience.



CDAWN Learning was established to focus on the creation of e-learning tools. We're a team of more than 125 culture-specific resource people, workshop leaders, program developers, educators and marketing specialists. Our worldwide network includes a variety of professionals with diverse backgrounds. Their insights are fresh and they're familiar with the challenges facing you.

Are You:

- Challenged by increased global responsibility?
- Faced with or even leading changes in your organization?
- Grappling with diversity issues on your team?
- Wanting to benefit from cross-cultural "lessons learned"?
- Looking for ways to creatively resolve conflicts?
- Hosting international partners, suppliers or customers?
- Experiencing the merger of corporate cultures?
- Challenged by communication roadblocks?
- Selecting personnel for international assignments?