

Kelsey Apple Consulting

Industry: Consulting

Case Study

Background:

Kelsey Apple, owner of Kelsey Apple Consulting, has been helping clients in various industries with project and problem-based computer consulting and education related to software design, development, support, and project management for over twenty years. She is an IBM Certified Advanced Instructor (IBM CAI), Microsoft Certified Trainer (MCT), Microsoft Certified Professional Developer for Enterprise Applications (MCPD), and a CompTIA Certified Technical Trainer (CTT+), whose excellence in teaching and technical experience has been recognized by IBM's prestigious Dr. James Adair Award for Instructors. Kelsey has also been a finalist for Woman of the Year in Technology at the Annual TopCat Awards, which celebrates the top contributors to the advancement of technology in central Ohio.

The Challenge:

In response to a large government RFP, Kelsey Apple Consulting was looking for a comprehensive training program that could be delivered virtually and included quality courseware covering relevant topics and a virtual lab solution. As an owner and instructor, she recognized that a well-rounded solution that included Labs accessed through a web browser was essential in solving four critical needs:

1. Deliver a cost effective solution
2. Minimize a complicated classroom setup
3. Give students hands-on, real-world experience in a safe environment
4. Provide students with a post-class tool that would allow them to continue practicing concepts learned in class

The Solution:

Kelsey Apple Consulting decided to work with Logical Operations because of the LogicalLABS offering, which includes a remote lab environment with hands-on activities for students that can be practiced during and after class. The activities within LogicalLABS map directly with our award-winning curriculum and are delivered on our configurable CHOICE platform so that they are easily accessible to the student.

After an arduous bidding process, Kelsey Apple Consulting's proposal was selected—she credits much of the proposal's success to LogicalLABS and the fact that she was able to offer her customer a complete solution, which differentiated Kelsey Apple Consulting from competitors.

For this training program, Kelsey Apple Consulting utilized CHOICE print plus digital courseware plus LogicalLABS. As the instructor, Kelsey structured class in a non-traditional manner—a lecture for two to three hours, followed by lab practice in the afternoon. This allowed the over 550 students, who are professionals, to practice activities on their own time while still being able to attend to issues that came up at work. Her students enjoyed this flexibility because they could also access the labs from home if they needed extra time to complete the activities. Part of the solution delivered also included the traditional classroom model for the incredibly technical system administrators of the group. Kelsey Apple Consulting was able to adapt the training to meet the varying technical needs of the students.

The Bottom Line

Kelsey Apple Consulting was able to differentiate their training proposal from competitors to win a large training solution bid, using CHOICE courseware and LogicalLABS. As part of the training solution, LogicalLABS provided students with hands-on practice within a virtual environment, removing the need for a complicated technical setup which would have required additional time and investment for

the organization. Additionally, students had the flexibility to continue practicing activities even after class, which reinforced learning and allowed the instructor to spend class time focused on the most important topics. For students who were systems administrators, Kelsey Apple Consulting was able to provide a more in-depth technical presentation to meet the varying technical needs of the students. Kelsey Apple Consulting has also replicated this training program for several international clients via virtual delivery, in order to reduce travel costs associated with training and mentoring.

For more information about Kelsey Apple Consulting and how the organization can help you with your training needs, please contact Kelsey Apple at 614-507-0866 or kapple@columbus.rr.com.