

Custom Courseware & Program Development

A Professional Service by Rising Tide Solutions

Your problems. Your people. Your program.

Service Overview

Off-the-shelf training is often best suited for the average organization. Your organization isn't average — and your challenges probably aren't either. Custom Courseware & Program Development is how Rising Tide Solutions builds training that fits your organization the way a good plan fits the mission: built around the actual terrain, not a generic map.

Whether you know exactly what the problem is, you know something is wrong but can't name it, or you're somewhere in between — we have a path that gets you to a custom training solution built specifically for your people, your processes, and your goals.

And here's the most important part: there is no single "right way" to work with us on this. The options below exist because different organizations need different things — and our job is to find the combination that works for you.

How We Build It — Three Starting Points

Every custom courseware engagement starts with understanding the need. There are three ways we get there — and which one is right for you depends entirely on where your organization is today.

We Evaluate, Then Build	You know something isn't working, but you're not sure exactly what or why. RTS comes in, conducts an organizational evaluation — interviews, observation, document review — and identifies the specific gaps. From that evaluation, we design a custom course or program that addresses what we found. This path is ideal for organizations that want an outside perspective and a diagnosis before committing to a solution.
You Tell Us, We Build	You already know what the problem is. Maybe it's onboarding, maybe it's a specific skills gap, maybe it's a process that keeps breaking down. You describe it to us, and we design the courseware to solve it directly — no evaluation phase required. This path is ideal for organizations that have already identified the issue and are ready to move straight to the solution.
A Hybrid of Both	Most organizations land somewhere in the middle — they have a strong sense of the problem but want validation, additional context, or a more complete picture before the courseware is finalized. RTS can conduct a lighter-touch evaluation focused specifically on your stated concern, then build the program around both your input and what we find. This is often the most efficient path — and the most common.

There is no wrong door. Whichever way you come to us, the result is the same: courseware built specifically for your organization — not adapted from someone else's.

Your Course, Your Way — Three Delivery Options

Once your custom courseware is built, you decide how it gets delivered. This decision is 100% yours — and you’re not locked into one option. Many clients mix and match across different courses within the same program.

Option	Delivery Model	How It Works
A	We Teach It	RTS facilitators deliver the custom courseware directly to your team — in-person or virtually. Best for organizations that want the program delivered by the people who built it, with zero internal lift required to stand it up.
B	You Teach It	RTS builds the complete courseware package — facilitator guides, participant materials, slide decks, everything needed — and hands it to your internal trainers to deliver. Best for organizations with established internal training capability that want full ownership of delivery from day one.
C	Train-the-Trainer	RTS trains your internal trainers on how to deliver the custom courseware effectively — available on a course-by-course basis depending on which programs you want your team to own. Trainers are developed through direct RTS instruction. Best for organizations that want long-term internal capability without giving up quality of delivery.

Mix and match: it’s common for organizations to choose Option A for high-stakes leadership content, Option C for foundational courses they want to scale internally, and Option B for material their existing trainers are already equipped to handle. We’ll help you figure out the right mix — or you can decide it all upfront. Either way works.

Is This Right For Your Organization?

If any of the following sounds familiar, the answer is almost certainly yes:

- “We’ve tried generic training before and it didn’t move the needle.”
- “We have a specific problem and need training built around it — not adapted to it.”
- “We know something is wrong but we can’t put our finger on what.”
- “We want our own trainers to own this long-term, but we need help getting started.”
- “We want experts to handle delivery so our team can stay focused on operations.”
- “We’re not sure what we need — we just know we need something.”

That last one is more common than you’d think — and it’s a perfectly good reason to start the conversation.

Why Rising Tide Solutions

<p>Built by Leaders, Not Generic Vendors</p>	<p>Every course we design is built on decades of real-world leadership experience — not adapted from a stock template. The content reflects how leadership and management actually work in demanding environments.</p>
<p>Proven Track Record</p>	<p>RTS has built specialized curriculum and training programs that have been recognized by clients as transformative — with documented results and a track record of exceeding expectations on custom development work.</p>
<p>Total Flexibility, Zero Pressure to Pick Wrong</p>	<p>Three paths to develop the content. Three ways to deliver it. Mix and match across both. There is no rigid package here — there is a conversation that finds the structure that fits your organization.</p>
<p>An Ecosystem Behind Every Course</p>	<p>Custom courseware doesn't exist in a vacuum at RTS. It connects to our full ecosystem — workshops, coaching, and more — so your custom program can be reinforced and extended as your needs evolve.</p>

Investment

Because every engagement is shaped by which starting point and which delivery model fit your organization, pricing is determined through a conversation — not a price sheet. The scope of an evaluation-driven, multi-course program with full RTS delivery is a different investment than a single course built from a defined need with a train-the-trainer handoff. Both are valid. Both are priced fairly for what they are.

The only way to get an accurate number is for us to have a conversation — and that conversation costs you nothing.

Why Have the Conversation

We get it — “contact us” can feel like a wall. So here’s what actually happens when you reach out:

<p>1</p>	<p>We have a conversation about what’s going on — no commitment, no pressure, no sales pitch. Just two people talking about a problem.</p>
<p>2</p>	<p>We ask questions. A lot of them. Because the more we understand, the better we can tell you whether — and how — we can help.</p>
<p>3</p>	<p>We give you our honest read. If a custom program is the right fit, we’ll tell you why and what it might look like. If it isn’t — if a workshop, a coaching engagement, or something else entirely is a better fit — we’ll tell you that too.</p>
<p>4</p>	<p>You decide. There’s no obligation at any point in this process. The conversation is the whole ask.</p>

We’ve found that organizations rarely regret having the conversation — they regret waiting six more months while the problem got bigger. There are a lot more ways for this conversation to lead somewhere good than there are reasons not to have it.

About Rising Tide Solutions

Rising Tide Solutions LLC (RTS) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) headquartered in Coastal North Carolina and serving clients globally. Founded and led by a retired U.S. Marine Corps Sergeant Major with decades of leadership experience, RTS provides customized leadership and organizational development solutions that work — because they were built by leaders, for leaders.

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Let's Talk

You don't need a fully formed plan to reach out. You don't even need to know exactly what you need — that's part of what this conversation is for. Whatever is going on in your organization, there's a good chance we've seen something like it before, and an even better chance we can help.

Reach out today. Let's figure it out together.

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"A Rising Tide lifts all boats."