



# Innovative Training Overview Brochure

## EPiC Learning, LLC

Dr. Erika Pryor, Founder & CEO



**Certified MBE**

Minority Business Enterprise



**Certified WBE**

Women-Owned Business Enterprise

April 2024

### Contact

**Phone** 614-264-4754

**Website** [www.EPiCLearningToday.com](http://www.EPiCLearningToday.com)

**Email** [Erika@EPiCLearningToday.com](mailto:Erika@EPiCLearningToday.com)

# Opportunity

Now more than ever, people are committed to continued personal learning and professional development.

Whether full time employees or gig economy workers, people are seeking opportunities from employers to accelerate their knowledge and adopt new skills. Entrepreneurs and volunteers alike are evaluating an organization's ability to help build community and engagement with like-minded individuals as a must.

Since our January 2020 founding EPiC Learning has helped meet this invaluable training and learning need for clients across diverse industries and sectors.

EPiC is particularly well-positioned to provide innovative and immersive training experiences. We are;

1. **Professionally trained and an experienced team.** Applying adult learning principles to optimize learner engagement, results and outcomes.
2. **Action-focused and application-based.** Providing best practices, resources and use cases to empower learners with concrete examples of how to take immediate action.
3. **Relevant and timely.** Ensuring all training programs are informed by industry experts **and** delivered by industry experts.

We are pleased to be a business-to-businesses service provider for:

- **Community-based, Entrepreneur Support Organizations.** Non-profits, foundations, CDFIs, SBDCs, MBACs regional and local economic development agencies providing technical assistance and support to business owners, founders and entrepreneurs.
- **Skilled Trade Associations and Organizations** offering technical, industry and market support to individual and organization members seeking greater engagement with women.
- **University-based, Entrepreneur Support Organizations** serving university researchers, faculty founders, student entrepreneurs groups, and community stakeholders.

# Training Delivery Options

To deliver exceptional training that creates more a-ha moments for learners, we bring together both white-label courseware and industry subject matter experts (SME). This strategic approach ensures training programs meet EPiC Standards: Efficiently Developed, Relevant and Timely; Action-focused and Application-based.

Training programs provided by EPiC Learning are delivered either **Single Session 1-Day** or in a **3-Day Training Series** to support learners' needs and training outcomes. **Office Hours** offer learners one-to-one and/or group coaching support helping reinforce application of new skills to specific situations.



## Single Session Training (Virtual or In-Person)

Introductory level content supporting skill development, application and identification of future coaching opportunities. Most training topics are offered in a single session. **Single Session Training programs includes delivery of 1 training session; Up to 75 minutes total.**



## 3-Day Training Series (Virtual or In-Person)

Offers learners Introductory-to-advanced learning content to support deep-dive skill enhancement and mastery through application, practice and assessment. 3-Day Training Series includes immersive, application-based activities to enhance skill acquisition and mastery.

**3-Day Training Series; 75 Minutes per session; 3 Sessions total.**



## Coaching Office Hours (Virtual Only)

offers learners Introductory-to-advanced learning content to support deep-dive skill enhancement and mastery

**3-Day Training Series; 75 Minutes per session; 3 Sessions total.**

# Training Delivery Options

**Industry experts are employed to provide training content customization** based on learner needs and relevant industry standards. Additionally, **industry experts deliver live training that is in-person and/or virtual**, augmenting the curriculum with their experience, knowledge and expertise during delivery.

**Live 1-Day Training Events** are invaluable, immersive community building opportunities offering attendees a memorable, high-impact experience.

Re-live the excitement event and build momentum for future immersive learning experiences with the **12 Month Replay License** including annual updates and additions which support learners' long term needs and training reinforcement.



## Live 1-Day Training Event (Virtual or In-Person)

An immersive training experience helping learners master new skills quickly through immediate application. Live, in-person training events offer community development, business and networking opportunities for attendees, trainers and service providers. **1-Day Training program in-person delivery, sponsor provides. venue, meals and refreshments.**



## 12-Month Replay License

Leverage your training investment with the **12-Month Replay License** helping ensure future learners, team members and leaders can access exceptional training whenever and where ever they are in the world. **12-Month Replay License includes user access to branded videos of training, up to 12 months per Replay License.**

# Training Provider Background

In January 2020, Dr. Erika Pryor founded EPiC Creative and Design, LLC. Due to Dr. Pryor's previous college professor and City of Columbus training experience, many marketing consulting clients requested training and coaching services as well. In 2023, Dr. Pryor leaned in on the unique market position – *providing marketing consulting, coaching and training* – and the EPiC Learning brand was launched.

Today, EPiC Learning delivers innovative training solutions on a range of topics in addition to marketing and communications. Since launching EPiC Learning, Dr. Pryor and her team have created a-ha moments for more than 300 learners across Ohio and the U.S.

EPiC Learning is particularly well-positioned to serve your as-needed Leadership and Management training provider of choice. We are:

- **Professionally trained and an experienced team.** Applying adult learning principles to optimize learner engagement, results and outcomes.
- **Action-focused and application-based.** Providing best practices, resources and use cases to empower learners with concrete examples of how to take immediate action.
- **Relevant and timely.** Ensuring all training programs are informed by industry experts and delivered by industry experts.

## Training Client Testimonial



**Gloria Ware, Founder + Chief Rainmaker, Get the Bag, LLC**

"Working with EPiC has been great. Her team offers the unique combination of strategy and creativity to really bring new ideas to life."

# EPiC Training Team



**Dr. Erika Pryor**  
Founder + CEO

- **10+ years experience** in B2B marketing, branding, training, coaching, economic development, and workforce development.
- EPiC Learning **delivers innovative solutions that create a-ha moments for learners** anywhere, everywhere.
- **Competency areas:** Marketing and Communications; Career Advancement & Professional Development; Community Outreach & Engagement



**Kris Cannon**  
Training Program  
Director

- **Certified Diversity Practitioner**, an international speaker, Meyers Briggs facilitator, and trainer with 20+ years experience in human resources, business management, and operations.
- **Passionately works with small business clients** to promote continuous growth, engage and motivate employees to realize and reach their full potential
- **A transformational leader** delivering strategic solutions to streamline processes, improve organizational culture, and culture change.



**Kelsee Joseph**  
Account Executive

- **6+ years experience in marketing**, with a focus on real estate marketing, borrower and lender communications.
- Develops and delivers **high-impact designs, account management**, execution support, event support, and competitive market research.
- Strives to connect ideas to purpose, **helping more clients achieve results and increase outcomes.**

# Training Program Descriptions

**For community-based , non-profit, entrepreneur support organizations** including non-profits, foundations, CDFIs, SBDCs, MBACs regional and local economic development agencies providing technical assistance and support to business owners, founders and entrepreneurs.

## 1. Smashing Your Sales Goals

Introduce learners to the key principles fundamental to developing a sales pipeline and process. For business owners and founders and any stage of in their business lifecycle, Smashing Your Sales Goals provides deep-dive insights, best practices and strategies learners can implement right away to begin making progress on achieving BHAG sales goals.

## 2. Telling Your Story, Owning Your Presence

A. transformative training program empowering learners to enhance their speaking presence and confidently share their narratives with audiences of all sizes. With immersive exercises and coaching, participants have invaluable opportunities to refine their public speaking skills, embrace self-expression, and elevate their overall mastery of communication to authentically own their narrative presence. mastery.

## 3. Networking to Generate Sales and Increase Profits

Learners are introduced to new online and offline networking strategies empowering them to connect with key decision-makers in their target market. With outreach templates and communication scripts, learners master networking and outreach skills more quickly, helping increase engagement with leads and prospects.

## 4. Marketing Content Creation with AI

AI-enabled content creation is a cutting-edge approach to increasing both creativity and productivity. In **Marketing Content Creation with AI**, discover how AI tools enhance content production and enable streamlined workflows. We identify essential AI tools to integrate into your tech stack today and start seeing results tomorrow..

# Training Program Descriptions

***For Skilled Trades Associations and Organizations*** offering technical, industry and market support to individual and organization members seeking to attract greater numbers of women and/or minorities to the trade.

## 1. Inclusive Community Outreach and Engagement

With ***Inclusive Community Outreach and Engagement***, learners are introduced to foundational strategies and approaches empowering them to create meaningful partnerships and relationships with diverse and inclusive communities. Learners are provided templates, communication scripts and evaluation criteria to better understand how to connect with diverse community leaders and groups.

## 2. Inclusive Marketing: Difficult to Reach Audiences

Leverage ***Inclusive Marketing: Difficult to Reach Audiences*** training to more effectively connect and engage audiences that can be difficult to reach. With introductions to gorilla marketing, micro-influencer and location-based tactics, learners are offered new tactics and approaches to better connect with audiences in more relevant and meaningful ways leading to greater engagement.

## 3. Telling Your Story, Owning Your Presence

A transformative training program empowering learners to enhance their speaking presence and confidently share their narratives with audiences of all sizes. With immersive exercises and coaching, participants have invaluable opportunities to refine their public speaking skills, embrace self-expression, and elevate their overall mastery of communication to authentically own their narrative presence.

## 4. Marketing Content Creation with AI

AI-enabled content creation is a cutting-edge approach to increasing both creativity and productivity. In ***Marketing Content Creation with AI***, discover how AI tools enhance content production and enable streamlined workflows. We identify essential AI tools to integrate into your tech stack today and start seeing results tomorrow.

# Training Program Descriptions

***For University-Based, Entrepreneur Support Organizations*** serving university researchers, faculty founders, tech spin outs, student entrepreneurs groups, and campus community stakeholders.



## **1. Considering Consultanting? How to Monetize Your Expertise for Profit**

This training program equips early and mid-career professionals with skills and strategies needed to monetize their expertise to generate income. Learning modules and interactive sessions, help learners identify market opportunities, package their knowledge effectively, create client relationships and execute sales. This program provides a roadmap to successfully monetize your expertise and grow a thriving consultancy.



## **2. Personal Branding: Launching Your Platform for Profit**

***Personal Branding: Launching Your Platform for Profit*** is an immersive training experience tailored to empower college students, faculty, and staff to amplify their personal and professional brands for financial success. Learners refine their unique brand identity, craft a compelling platform, and strategize short-term launches and long-term profitability. With a blend of expert insights, actionable strategies, and practical tools, this program equips learners with the confidence and know-how to kickstart their journey towards lucrative personal branding ventures from day one.



## **3. Networking in the Gig Economy**

A dynamic training program designed to equip college students, faculty founders, and emerging campus entrepreneurs with the essential networking skills to thrive in the gig economy job market. ***Networking in the Gig Economy*** offers real-world simulations, participants will learn to leverage their connections, build meaningful relationships, and navigate the intricacies of the gig economy with confidence. This program provides tools and strategies needed to forge valuable connections and unlock opportunities in today's rapidly evolving professional landscape.

# Previous Adult Training Programs

## ***Kauffman Foundation, 1Million Cups and FastTrac Entrepreneurship Program Training***

***Custom-build, single-day training program*** for entrepreneur support organizations and small business community organizers. Quarterly group, virtual delivery; Virtual office hours to facilitate one-on-one coaching support; and Instructional slide decks for additional skill development and mastery. Training topics include: *Marketing and Communications; Outreach and Engagement; Team Build and Collaboration; and Volunteer Community Sustainability.*

## ***Workforce Development Board of Central Ohio, Women@Work: Career Acceleration Program.***

***Custom-build, cohort-style, multi-week training and coaching*** program for unemployed and under-employed women in Franklin County. Weekly career development, virtual delivery; Virtual office hours to facilitate one-on-one coaching support; Instructional slide decks for additional skill development; and Employment search support coaching. Topics include: *Personal Branding; Creative Problem-Solving; and Goal Setting.*

# Previous Adult Training Programs

## ***City of Columbus, Citywide Training and Development Employee Training***

***Single-day and multi-day professional development training*** for City of Columbus employees and private residents. In-person delivery at CTD assigned site; Utilize provided curriculum; Training topics included: *Social media marketing; Principles of Marketing; Sales and Customer Services; Effective Team Management; Project Management; and Principles of Project Management.*

## ***Buckeye Interactive, Employee Professional Development Coaching Program***

***Custom-build, multi-week, cohort style training program*** for cross-functional IT/Creative/Account team; Individual employee coaching; DISC personality assessment; individual debriefing and team debriefing by International Federation of Coaching Certified professional; and Individual career pathway planning. Training topics included: *Goal Setting and Getting Things Done; Improving Mindfulness; and Personal Productivity.*

# I'm Ready to for EPiC training. What do I do next?

*For decision-makers* ready to bring EPiC training to your clients, customers, volunteers and team members to create more a-ha moments, here's what you do next to activate the EPiC team on your training program.

1.

## **Schedule Your Training Program Strategy Session**

During your Training Program Strategy Session you will connect with an EPiC Consultant to discuss your training needs, learners, timeline and what you hope to accomplish. Your EPiC Training Consultant will help you narrow down the training program options that best meet your needs.

- We work best with approximately **45 days lead time** for scheduling and customization.
- Training programs are **customized by industry SMEs** to ensure relevance and audience adaptation

2.

## **Make Training Program Key Decisions**

This is the hard part -- and the fun part. Decide which training program(s) you would like to deliver to your team. Be sure to include video and audio replay licensing to ensure you, your team, volunteers, clients and/or customers have access to your training whenever and where ever they need access most.

- Video and Audio file delivery is estimated 14-25 business days following live training delivery.
- You can order more than one training program at a time.

3.

## **Pay Program Deposit to Activate EPiC Team**

Following your Strategy Session and Training Program key decisions, you will receive an ESTIMATE from EPiC Creative + Design, LLC. The estimate will indicate your deposit fee and payment terms.

- **ACCEPT the ESTIMATE** to a reveal your **Training Program INVOICE**.
- Click **Pay DEPOSIT** to make an ACH or Credit Card payment.

Once your deposit has been processed, an EPiC Consultant will follow up with you to schedule your Training Program Kick Off meeting.