

SPARK + CO CLIENTS

Spark + Co has worked with nearly [60 clients](#) developing many instructional solutions since 2007. These examples shared represent 86 modules that we've developed in Articulate Storyline in the past 5 years. We've included a range of clients to give an idea of the range of the solutions we've built: technical knowledge needed to develop a tech start-up, cannabis industry professionals, property assessment professionals, technicians, and records management professionals are just a few of our clients.

Venture Learning Platform – New Ventures BC

New Ventures BC needed to take a blended course and make it 100% virtual to ensure that it was accessible throughout the province. We had worked on the course with the original owner of the content (ACETECH) and were familiar with the details of the content and knew the audience. We redesigned the original content for an online version and migrated it to Thinkific in order to host/distribute the program across the province. The self-paced courses are free (subsidized) for anyone to take in BC, but the coaching is a fee-for-service.

Features:

- 19 Self-paced courses developed in Articulate Storyline,
- Coaching add-on (virtual via skype/zoom),
- Resources,
- Workbook for application

This case study is an example of our ability to help clients move to e-learning. One significant aspect was working with a team of subject matter experts who provided examples and stories that enhanced the training. They also provided the voice over for the modules. A detailed case study about this project is [available on our website](#).

Project Team

The overall project will be led and managed by **Holly MacDonald, Principal Consultant for Spark + Co.**

Holly spent nearly 10 years with FedEx Kinko's and was the National Training Manager for all Canadian operations. Kinko's was an early adopter of e-learning and was involved in developing e-learning solutions in the 1990's! She then spent 4 years with TAP Training and Consulting, building the internal training function from the ground up. In 2004 Holly joined Vancity as the Manager of Training, leading an award-winning team of 12 trainers and instructional designers and was responsible for overseeing the transition of Vancity's first LMS and subsequent e-learning modules.

Holly founded Spark + Co in 2007 and has provided organizations in the public and private sector with guidance on various learning needs in both Canada and the US. Holly was an early user of Articulate's course authoring tool since 2009. With over 25 years in the

learning field, Holly has gained significant experience working in organizations to build employee development programs. Over the past 25+ years, Holly has developed solutions for corporate, public sector and not-for-profit clients. All of the client examples we've shared were lead by Holly. You can also see Holly's [extensive client list](#) on our website.

Having worked for a consulting organization and as an independent consultant, and having participated in many IT projects, Holly has extensive consulting + project management know-how. And understands how to complete engagements, on time, and within budget. Holly has also recently been made **an Articulate Super Hero**, which is a status less than 5% of the 600,000 registered users of the site hold.

Holly has a BA in International Relations from the *University of British Columbia* and has certificates for Instructional Design from the *Darryl L Sink & Associates* and Multi-stakeholder Collaboration from *Community At Work*. Holly will oversee the direction of the program, including E-learning design.