

Corporate Training and Corporate e-Learning Flash Developer Clearly Trained Opens a New Website

*By utilizing custom developed Flash programs, **Clearly Trained's** new website offers companies a unique and effective solution for corporate training and corporate e-learning.*

Louisville, KY. March 13, 2009 – The thing Eric Bort remembers most about the training film *wasn't* what the company giving it had in mind.

Instead of learning something about his (at-the-time) job, Bort instead remembers the suppressed snickering in the room as the film's "actors" demonstrated how to best help a client. "Essentially, the training film was a joke, because it was so laughable in tone. It was like a high school film, and definitely made me think I could do better" said Bort, owner of corporate training and e-learning company Clearly Trained, which is launching a new website.

Bort's experience with the training film helped pave the way for his eventual foray into the world of corporate e-learning and corporate training. His company develops custom interactive Flash animations/cartoons that are used by corporations for a variety of situations, mostly related to corporate e-learning and corporate training. Bort's company has been in business since 1998, and the new website signifies not just an online facelift, but a slight re-branding of his company as well.

"In the beginning, I called the company 'Living Children Media', simply because I thought it sounded clever" said Bort "But I realized as time went on, the name was not really descriptive of what we did, which was developing professional corporate-level training programs with Flash. Hence the "Clearly Trained" subsidiary name, new URL, and new website."

The Clearly Trained website is aimed squarely at the corporate market, offering companies of all sizes a sampling of what interactive, Flash-based e-learning can do for them. The website sports samples, case studies, and gives a complete overview of the advantages e-learning and Flash-based corporate training offer. "The biggest advantages are retention and cost." says Bort "Because a Flash program is interactive; the user views it at his or her own pace, and retains more information. Plus, there usually isn't a need for a 'trainer' – a company can utilize the program over multiple offices, and even multiple continents. It basically brings corporate training into the 21st century".

The new website also gives viewers a taste of how impactful Flash training can be. Right away, a graphical representation of "new way vs. old way" greets a viewer, and is rather memorable. "I don't want to spoil it for readers" said Bort "but we've already had a ton of feedback on the opening graphic. And I love hearing it, because it illustrates exactly what Flash training and e-learning are all about – retention and making an impact."

You can visit Clearly Trained at their new website, www.clearlytrained.com

About Clearly Trained

Based in Louisville, Kentucky, Clearly Trained is a subsidiary of Living Children Media, who has been developing custom Flash-based corporate training and corporate e-learning programs since 1998. Owned by Flash programmer Eric Bort, the company helps corporations of any size realize the power of e-learning and Flash-driven corporate training. You can visit the company at www.clearlytrained.com, or e-mail info@clearlytrained.com.