



Helping Business People Run as Fast as Their Computers

Client: **GE Corporate Audit Staff**
Project: Audit Training
Description: The GE Corporate Audit Staff is a highly educated, geographically dispersed workforce. Although the audit staff is 50% MBA graduates, the non-MBA half of the learner population still requires in-depth training on the latest financial topics, such as revenue recognition, corporate restructuring and auditing best practices. The Corporate Audit Staff was faced with training these dispersed learners in a cost-effective manner without having to recall professionals from their assignments around the globe.
Run Fast Role: Run Fast led an effort with the GE Corporate Audit Staff to plan, design, develop and roll-out realistic, case-based courses to hundreds of professionals around the globe. The process began with evaluating various development and deployment options for the courses to reach users with potentially as little as 28.8 kbs connections. Run Fast performed all of the system design and data analysis tasks on the project. Run Fast then developed web-based business simulation courses to instruct the Audit Staff on how to apply advanced financial and auditing concepts. Run Fast rolled out new training modules each trimester in 2000 and 2001, totaling almost 50 hours of custom development training, and plans to continue our successful relationship into 2002.

Client: **GE Capital Corporate Risk Management**
Project: Expert Knowledge Systems for Acquisition and Commercial Credit Due Diligence Processes
Description: These knowledge systems were built on the principle that knowledge is best transferred from experts to adult learners through a story-based medium. Expert knowledge is captured in the form of lessons learned, examples, analogies and best practices. Expert knowledge is disseminated through audios and videos of interviews with the actual experts and animated graphics with voice-overs to depict concepts that lend themselves to graphics-based display (e.g., process flows, diagrams, etc.).
Run Fast Role: Run Fast planned and executed a series of projects to rationalize content across multiple knowledge domains into the Acquisition Due Diligence and Commercial Credit Due Diligence knowledge domains. This knowledge engineering work required detailed content and data analysis of over 400 pieces of technical finance and process-oriented content. Run Fast evaluated various media compression hardware and software solutions and managed the process of converting the non-web-enabled media to streaming media formats compatible with the GE intra-networking, telecommunications and desktop technologies.



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Client: **GE Capital, Card Service**
Project: Marketing Process Digitization
Description: GE Capital's Card Services business was lagging the competition in rolling out new products -- typically taking over one year to deliver marginally differentiated products. Card Services' goal was to reduce cycle time by 50% and to ensure quality processes to deliver unique products. Card Services needed to standardize its processes and to create an environment for sharing best practices while decreasing time to market and improving product quality.
Run Fast Role: Run Fast drove the process with GE Capital Card Services to define 'the right' solution for Card Services dispersed workforce of adult learners, including solution planning, functional analysis, and technical evaluation. Next, Run Fast designed, developed and deployed a web-based process and document management system that embodied process best practices and institutional knowledge. The solution was dubbed 'EZBinder' and is now a salable product to other GE businesses and external customers.