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Business Communicators Dial-Up Careers with Distance Learning
Red Ladder, Inc. Partners with IABCMN to provide TeleSeminar Training to members

INVER GROVE HEIGHTS, Minn. (2/01/08) – Five years ago, Regina Barr, CEO and founder of Red Ladder, Inc., launched her first TeleSeminar (telephone seminar) when she recognized a future shift in how companies would eventually deliver education.

Red Ladder pioneered the use of telephone seminars, which allow groups of employees to participate in training from multiple locations via a telephone line and Internet connection. Barr creates and often facilitates the programs, which incorporate multimedia technology such as PowerPoint, Brainshark and LiveMeeting.

“In order to get the greatest return on their training and coaching dollars, organizations are increasingly seeking customized, cost-effective programs that reduce time away from the office,” Barr said.

Since then, Barr has helped several organizations develop and launch their own distance learning programs. The Minnesota Chapter of the International Association of Business Communicators (IABC) recently retained Red Ladder to develop and deliver their distance learning program.

“The one hour monthly TeleSeminars are designed to be an easy, convenient, and affordable way for members to benefit from working with an executive coach and trainer,” said Pam Maurus, IABCMN Director of Specialty Programs. “The topics are information-rich and interactive. The dial in format eliminates drive time, parking or weather concerns, allowing members to focus on the benefits of a learning session without disrupting their day.”

Red Ladder serves its clients through three divisions: strategic project management, executive coaching and professional speaking. The consulting firm works with organizations ranging from Fortune 500 companies to small businesses.

As a professional trainer and speaker, Barr frequently delivers workshops, seminars and keynotes to audiences across the country, particularly as a long-standing leader of Financial Women International (FWI). As FWI’s current president, Barr devotes significant time to managing the volunteer-led professional development association, which has nearly 800 individual members in all 50 states, Canada and Russia.

In addition to Barr’s consulting, coaching and training work, she writes an e-newsletter and several columns, frequently speaks to the news media about the financial services industry, and serves as a volunteer with Twin Cities-based charitable groups.

For more information about Red Ladder, see www.redladder.com.

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