



# Let the gems in your organization shine — and shed their light on others

Your star performers are your past, present and future. Gather and share their brilliance so everyone else can follow their shining examples.

You've worked hard to get your organization where it is today. Keep your culture, hard-earned best practices and intellectual capital working for you. Virtual Guru® is the newest and best way to hang onto what you have and make it even better.

## What is Virtual Guru®?

Virtual Guru® is the 21<sup>st</sup> Century way to capture the know-how of your experts and turn it into employee development that's available anywhere and any time — at the touch of a dial or click of a mouse.

## Why Virtual Guru®?

Virtual Guru® is the essential knowledge management solution that allows you to accomplish four goals at once:

- **Protect the intellectual capital** that is your organization's lifeblood
- **Help retain your star performers** by giving them their due recognition
- **Reinforce and extend your strong culture of excellence** throughout the organization
- **Build bench strength.**

## Why now?

Turnover is expensive. New employees need the right information at the right time. Everyone needs to learn from your pros. When key players give notice or retire, you may have only minutes or days to capture *their* knowledge and *your* intellectual property. That's not enough time to do it right. Do it **now**, by capturing their secrets, developing others and increasing the odds that your stars won't leave in the first place. Virtual Guru® is also a great marketing tool for your website or email blasts. Your customers need to hear your voice above the noise.

## How does it work?

People learn from experts' experience and stories. Virtual Guru® makes it easy for everyone at every level of the organization to learn from the best — just in time.

Virtual Guru® interviews your experts, then edits, catalogs and turns the information into easily digestible bites that can be accessed anytime there's a learning opportunity. And, through the patent-pending LIFE™ program, the wisdom of your experts can become customized, interactive simulations and games with the power to change behavior and build your culture.

## How to learn more

Visit [http://www.atlasisland.com/virtual\\_guru.html](http://www.atlasisland.com/virtual_guru.html)

or call (858) 792-0961.