**KWP Generic Brochure**

Design specifications (relevant for the web site, the brochure, the white paper, and video explainer)

* The KWP brochure must look very different from the SBP brochure, especially since some of the concepts are similar.
* Experiment with different visuals – not photographs of workers like the SBP style. Maybe try using avatars for the people – very high-tech, contemporary. We need human beings in the design, but we need a different spin.
* Model the KWP Connect environment style – again, high-tech. Suggest interconnectivity everywhere without always being explicit about interconnectivity
* Use the zone images on the page describing the ecosystem.

6-page brochure:

When the brochure is handed to someone or mailed to someone, they will see the cover first. Then, typically they will turn it over to look at the back. With that behavior in mind, the cover sets the stage of why people need KWP and the back cover identifies the ways people can partner with KWP. The inside spread offers the product specifics. See the diagram below so you set this up correctly for print purposes.

When you craft the .pdf version, the pages should flow according to the page numbers in the diagram below. Do not put page numbers on the brochure itself.

|  |  |  |  |
| --- | --- | --- | --- |
| COVER – Value proposition  **Knowledge Workers PRO – Performers with Distinction** |  | Back page behind insider spread center-ways to partner  **Partner with KWP** |  |
| Inside spread left p2 –the training and certification offering  **KWP Career Track Training and Certification** | Fold in from the right to left so it slips inside the cover - page p5 – KWP advantage  **Why Knowledge Workers Pro?**  When you open this page, the KWP Connect spread reveals and the center spread is fully exposed | Inside spread center p3-KWP Connect – Make these 2 pages connect visually.  **KWP Connect** | Inside spread right on the opposite side of the fold in page-p4 -Ecosystem zones  **Explore the Ecosystem** |

**[COVER]**

**Knowledge Workers PRO – Performers with Distinction**

Job-based Standards and Soft Skills - Trained. Validated. Certified.

**[Inside left on the triple spread-p2]**

**KWP Career Track Training and Certification**Preparing job-ready professionals for today’s challenging workplace

**Six Career Tracks**

Carefully crafted for workers new to the workplace, who need to brush up on skills for current responsibilities or prepare for career advancement.

* Small Business Ownership
* Customer Service
* Marketing
* Sales
* Talent Development and Human Resources
* Administrative Support
* Plus, Workplace Professional – A Certification Program

Focused on business and soft skill competencies directly relevant to the realities of the workplace.

Established, governed, and maintained by the KWP International Certification Standards Board.

All designed for adult learners, incorporating a wide range of techniques so learners can practice, reinforce, and validate learning.

**Validate job skills competency**

*Gain prestige and career advantage.* Stand out in today’s competitive marketplace with KWP Certified Professional credentials.

*Make work experience count.* Verify the competencies achieved through years of work experience. Or, take the certification course first to update skills and increase the odds of passing the exam.

**Make learning a life-long pursuit**

The Life-Long Learning CurriculumTM is a vast training library that complements the career track programs with specialty topics, concepts and skills professionals need along the way.

**[Inside fold-in opposite the inside left-p5]**

**Why Knowledge Workers Pro?**

Knowledge Workers Pro seeks to understand workforce needs, provide expert career resources, and create unique solutions that help fulfill the greater purpose of overall growth and economic prosperity around the globe.

**Accessible** – Learners access topics they need, wherever they are, in a learning format that fits their style. Training providers have easy access to people who need training.

**Practical** – Workers acquire soft skills necessary to succeed in the workplace. They learn and apply real skills, tools, and techniques they use every day on the job.

**Verifiable** – Learners validate skills attainment and prove they earned the KWP Career Certification credential. And, employers can verify job candidate claims.

**Transferable** – Competency standards begin with the job description, so the newly acquired skills transfer directly. Supervisors are assured that the training investment is measurable and worthwhile.

**[in a sidebar format on this page]**

**Supporting Technology**

**KWP Learning Management System**

A state-of-the-art LMS sits seamlessly behind the vast library of courses and exams. Publish your training schedule. Manage registrations. Track results. All at your fingertips.

**Skilled Matrix**

This proprietary, cloud-based hosting platform facilitates all proctored certification exams. As a stand-alone testing solution, you can easily author tests, certify students, verify skills attainment, and verify job candidate credentials.

**[Inside center on the inside spread– page 3]**

**KWP Connect   
A high-tech virtual ecosystem connecting all stakeholders in the career life-cycle**

A socially-engaging environment, KWP Connect integrates career training, certification, the job marketplace, events, and creative resources in a single portal.

***Learners*** - Review course offerings, register and attend classes, take exams, attend virtual events, and chat with other participants.

***Enterprise Buyers and Authorized Trainer Partners*** - Purchase and access all authorized training materials, publish your training schedule, register participants, host classes and webinars, and access course evaluations and test results for your learners and customers.

***Employers and Recruiters*** - Promote job vacancies, screen candidate resumes, schedule and conduct candidate interviews, and verify KWP credentials.

***Sponsors and Partners*** - Participate in the 24 x 365 virtual exhibit hall, chat with prospects, promote your products and services in banner ads, ticker tapes, virtual events, and sponsored webcasts.

***Trainers*** - Purchase and access all authorized training materials, conduct online classes and take full advantage of KWP resources as a community member.

**[Inside right on the back side of the fold-in page – page 4]**

**Explore the Ecosystem**

**The Lobby** - Visitors and registered members enter the ecosystem through a virtual lounge, then easily navigate throughout the space and network with others.

**Networking Zone** - A hub of activity. Chat informally or participate in scheduled group discussion with topic experts, colleagues, trainers, recruiters, and special guests.

**Learning Zone** – The training venue. Access the theater and classrooms for live event experiences. Integrated with the LMS, training providers securely maintain student records, learning paths, progress, and customer reports.

**Expo Zone** – A virtual trade-show. Where sponsors and partners market their products and services 24 X 365 or on a scheduled event basis.

**Idea Zone** – An online library and resource center. Visitors can read blogs and articles, view videos on-demand, and access other free content, easily downloadable from the portal.

**Gaming Zone** – The game center. Where visitors and community members play educational games, earn participation points and badges, watch the leader board, and keep track of activities.

**There’s so much more to explore.** We’ll host job fairs, conferences, award programs, and webcast, all available from any device, anywhere. Plus, you’ll find a skills testing center, a recruiting center, and a trainer’s hub. There’s simply nothing like it.

**[Back page-pg 6, printed on the back-side of page 3]**

**Partner with KWP for Measurable Results**

**Authorized Training Partners, Distributors, and Resellers**

Earn market leadership, competitive advantage, and industry prestige by joining the KWP internationally recognized program.

**Ecosystem Sponsors, Exhibitors, and Advertisers**

Promote your business and get noticed. Engage with potential customers and reach qualified job candidates.

**Training Buyers, Enterprises, and Government Agencies**

Increase staff productivity. Prepare employees for new job responsibilities. Improve the skill levels of your citizens and overcome geographic challenges with an accessible online solution.

**Universities and Educational Institutions**

Adopt practical career and soft skills training solutions to help graduates get jobs. Host business and soft skills development programs in your continuing education business.

Serving you from our global headquarters in Austin, Texas, USA

Become a KWP Partner today

www.knowledgeworkerspro.com