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Chasm Institute and Option Six Win Bronze “Brandon Hall Excellence in Learning Award” in the Custom Content Category

Independent Expert in eLearning Validates Business Value of [Online Professional Development Programs](#) in [Market Development Strategy](#)

San Mateo, California – November 1, 2006 – [Chasm Institute LLC](#), a strategic marketing education and professional development company, and Option Six, Inc., an eLearning company, announced today that Brandon Hall Research, an independent expert in eLearning has recognized their online learning course, “[Foundations of High-Tech Marketing](#)”, through The Brandon Hall Excellence in Learning Award. “Foundations of High-Tech Marketing” is based on Geoffrey Moore’s classic writings “Crossing the Chasm” and “Inside the Tornado” along with a newer book entitled “The Chasm Companion” by Paul Wiefels, coupled with real-world consulting experience from hundreds of high-tech client engagements over the past ten years. This course introduces marketers to key principles in strategy development for high-tech companies.

“We are very pleased to receive this level of recognition from an industry expert such as Brandon Hall,” said [Mark Cavender](#), founder and managing director of Chasm Institute. “Our programs are designed to align a company’s workforce around a common strategy or strategies by helping professionals better understand, execute and communicate market strategy. We’ve been advocating Geoffrey Moore’s principles for over a decade now but the online course has only been available for about a year. With the successful introduction of this online tool, we are able to provide our clients with 3 key services -- public seminars, on-site programs, and now powerful eLearning. It’s great to be recognized for our ability to educate in this manner.”

The purpose of the Brandon Hall Excellence in Learning Awards is to showcase and recognize the best in innovative workplace learning. Entries were submitted in the categories of Custom Content, Learning Technology, Learning Case Studies, and Live Online Learning. In 2006 a total of 252 entries, representing 16 countries, were submitted. The entries were evaluated by independent judges from 44 countries around the world. The winners were announced at a reception and awards ceremony at the Marriott Denver City Center on October 24, 2006, as part of the Training Solutions Conference and Expo in Denver, Colo.

"The winning entries this year show great design and wonderful creativity," said Brandon Hall, Ph.D., chairman of the Awards program. "These winners really set the standard for innovative learning."

"Our collaborative development with the Chasm Institute was founded on a quality focus," explained Bill West, president and founder of Option Six. "Both companies have a strong philosophy on effective instructional design. This course addressed some highly complex subject matter; where our clients expect an effective result. This recognition by our industry's experts helps validate that we've met that mark." The course applied Option Six's *performance-driven learning* to the complex topics covered in the classroom sessions. This approach uses scenario-driven and problem-based approaches that have proven effective for highly cognitive subject areas.

About Brandon Hall Research

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the groundbreaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Awards program each year to recognize the best in innovative learning. To honor the Award winners Brandon Hall Research hosts the Awards reception and ceremony in partnership with VNU and in conjunction with the Training Solutions Conference & Expo.

About Chasm Institute

Chasm Institute LLC is a professional development and education practice designed to serve the needs of companies that seek to incorporate Geoffrey Moore's market

development methodologies and disciplines into their professional development process. These models provide a comprehensive framework from which to develop coherent and effective strategies. As a result, engineering, marketing, and sales organizations from companies such as HP, Nokia Ventures, and FileNet can create more effective and aligned go-to-market programs. Further information is available by contacting Chasm Institute at (650) 532-6000 or info@chasminstitute.com, or by visiting www.chasminstitute.com.

About Option Six

Option Six, Inc. is a pioneer in the development of customized online training. Based in Bloomington, Indiana, Option Six has a proven record of providing successful learning experiences, establishing trusted relationships, and generating mission-critical results. As a result, Option Six has received enthusiastic approvals from its customers and has been selected to develop online courses by several Fortune 500 companies, including Microsoft, HP, Eli Lilly & Company, Roche, Johnson & Johnson, and Krispy Kreme. Using performance-driven learning, the company helps its clients achieve the full value-on-investment of e-learning by producing effective and engaging solutions for subject areas that are strategically imperative. For more information, visit www.optionsix.com or contact Option Six at (812) 337-9704 or info@optionsix.com.