



Program Overview

- Cultivate is a new kind of employee learning program that works like Netflix.
- A lending library of best-selling audiobooks helps employees engage in personal and professional development and make more productive use of their travel time.
- Employees can listen to books during their commute or other business travel; it's a great fit for sales, field service teams, and employees with long commutes.
- Current clients include Time Warner, Fidelity Investments, REI and Ben & Jerry's.

Employee Benefits

- Employees gain access to over 300 best-selling titles focused on professional and personal development.
- Check out is easy with a couple clicks on our web site, and is free for employees.
- CDs arrive within a few days with a pre-paid return envelope.
- No limit on usage, titles can be sent to an employee's work or home address.
- New titles added are every month, many at the suggestion of our members.
- We send out an email newsletter to members every 2 months announcing new titles and features, and we provide flyers for new employees to introduce them to the service.
- Professional development titles include sales skills, leadership, career, public speaking, communication effectiveness, organizational change, time management, negotiation, conflict resolution.
- Personal development titles include health and wellness, personal development, parenting, personal finance, foreign languages, work/life balance.
- Audiobooks make travel time productive and allow members to get through that pile of books that many busy professional would otherwise never find time for.

Employer Benefits

- Cultivate is a turnkey program. We handle all set up, administration, fulfillment and reporting. Clients can manage their own membership list and run reports on our admin site.
- Employees engage in personal and professional development either on their own time or during work-related travel time.
- We set up a private-label web site for your company that can be integrated with your Intranet.
- Employees appreciate this affordable program as much as more expensive retreats, conferences, bonuses or perks.
- Participation is high because it's a great way for employees to access best-selling titles and become happier, healthier, more productive professionals.
- Detailed utilization reports are good source of intelligence on what employees need.
- The program provides an alternative medium for employee development that is complementary to other content delivery formats and other employee development initiatives.
- Lack of career and professional development resources is one of the primary causes of employee turnover
- Promotes and enhances a learning culture within the organization.

Contact: Owen Silver
Director of Business Development
Cultivate – Boulder, CO
303-325-7637
owen@cultivateminds.com

For more information visit our website:

www.CultivateMinds.com