



Pictured: Keith Bound (left) with Martin King-Turner of the National B2B Centre

Interactive website is key to learning

Keith Bound had been involved with corporate learning and development for three years before launching Image Dynamics.

The idea behind the company, which is based from the TechnoCentre in Coventry, was to offer a new wave of innovative learning techniques using digital media, applying positive psychology, animated images, words and sound.

The training aims to get people in the right frame of mind (creating a receptive learning state) to develop creative thinking, transformational leadership and innovative solutions through an accelerated learning process.

“The two sides of the brain learn things in a very different way,” said Keith. “The Image Dynamics way of learning taps into the right side of the brain by using imagery as the primary learning source making people see things from a new perspective and much more creative in their problem solving.”

It started by the showing of still photographs but through experimenting with the latest digital media technology, Keith felt he could

utilise e-business – particularly the internet – to enhance his company.

Web Technology

The Image Dynamics website – www.image-dynamics.co.uk – has a dual role.

There is a range of personal development and learning tools on the site which allows customers to access them whenever they want – some of which are paid for and some which are free.

They allow visitors to the website to have much more interactivity and, therefore, are likely to stay for longer.

People have a choice in using the technology – they can pay a subscription for online use through a web portal or download the software from the web site depending which is convenient for them.

But the site is also the company’s main marketing tool and is seen by Keith as the best way of attracting interest from organisations wanting to tap into these digital media technologies.

“These technologies are not limited to this country,” he said. “They work anywhere in the world and there is no better way of capturing a global audience than through a website that meets the needs of clients through interactive digital media.

“I don’t think it’s acceptable anymore just to have a front page with limited information – clients are more demanding with complex needs and require fast solutions to local, regional and global issues.

“Your website needs to engage customers and clients, there is no better way than having an interactive web environment as it creates curiosity and discovery through a rich engaging experience, generating more interest and business locally and globally.”

Results

People are utilising the wide variety of applications on the site including the interactive demonstrations and that is something that Keith expects to expand.

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But the biggest achievement is the amount of new business the website has helped him to achieve.

The company has been asked to carry out training and development programmes for a series of multi-national firms, international conferences and has attracted interest in Image Dynamics from across the globe – particularly the USA and Denmark.

With the help of the website, the Image Dynamics process was nominated as a finalist in the World of Learning Innovation of the year award 2007 and in the Business Enterprise works New Business awards Innovative Idea of the Year 2007 and it also helped the firm to land a major contract with the University of Warwick.

The Future

Now that the Image Dynamics' philosophy is recognised by several corporations and organisations, Keith wants to establish a learning research organisation which develops new digital media technologies for education and learning establishments such as schools, colleges, libraries and museums.

Again, by utilising innovative digital technologies Keith believes Image Dynamics can drive them to the website to develop 21st century skills.

Martin King-Turner, of the National B2B Centre – the e-business centre of excellence for the West Midlands, said: "While Image Dynamics has a very specialist business, many of the features they utilise on the website can be transferred to other companies.

"As Keith says, it's not just a case of having a site for the sake of it. If you can offer potential customers an array of functions, information and activities, they are more likely to come back to the site again and again."

Further Information

Do you want to create an interactive experience for your web visitors? Would you benefit from feedback and closer contact with clients?

If you would like advice to make your website more interactive then contact the National B2B Centre using the details below.

Creating an interactive website

- Websites are increasingly moving toward Web 2.0 which is a new era defined as "a second generation of web-based communities and hosted services such as social-networking sites, wikis, blogs, and folksonomies, which aim to facilitate creativity information sharing, collaboration, and sharing among users." (Source: <http://en.wikipedia.org>).
- You don't need to be a leading technology company to be part of Web 2.0 and create an interactive website, you just need to understand the tools available and how to use them.
- As a starting point any material you produce should be uploaded to your website – that includes newsletters, articles and fact sheets - anything worth sharing.
- Write a blog (an online diary) about your business journey, any projects you're working on, new clients, awards, trips, exhibitions etc. It's a chance to share your story with others and create awareness of your business too. Make it engaging to encourage interaction, or controversial if you want to open a debate!
- Create a video or podcast. If you think it's not relevant to your business think about all the text on your website, could any of that be committed to video or audio? Your testimonies, events, company history, services?
- Create a social network website using free tools, such as WebEx, where your visitors can interact and meet similar businesses, or provide you with feedback.

