



Skill-Pill Mobile Learning Bite-sized training modules, just in time

It's an interesting concept and one that could only work in today's rich-media, multi-channel environment. Skill-Pill Mobile Learning provides short, audio-visual training briefs that can be delivered to a handheld media device. The idea is that the user is on their way to, say, make a sales pitch. Perhaps they've been running about or there's traffic. Whatever the case, this brief – the skill-pill – delivers a short burst of training, coaching and calming to put the user back in the zone. 'It is,' says founder Gerry Griffin, 'a cure for infomania.'

Although the delivery system is web-enabled, the pills will typically download to a mobile phone. First a text message is sent – the user is asked if they want to download the pill. If they say yes, then the pill (about 750k) downloads; it usually takes a couple of minutes. Skill-pills can also be linked to electronic calendar management systems.

As well as peppering users up when they need it, says Griffin, skill-pills can also help to provide booster shots. 'Ten billion pounds a year are spent on executive training, and studies suggest that 90% is lost over the course of the year. It's like sitting in the bath with the plug out.'

But Griffin doesn't see the web as magic dust. He once worked out that on good days Hyde Park ice cream vendors did £400 worth of business an hour, and 'it's hard to see how the web could improve this'. But, he adds, when the web is good, it's very good. 'Skype has been fabulous for SMEs. We use Skype video every morning – with people in Germany, Sydney and Washington. They talk and send documents to each other free of charge. That part of our business would be hugely expensive without it.'

tel +44 (0)870 240 6656
www.skill-pill.com