VitalSmarts has created award-winning training that improves interpersonal communication, builds cultures of accountability, and changes human behavior. While our off-the-shelf training solutions apply to a large majority of business industries and a variety of organizations, we understand that there are times when personalizing the course to a specific audience or industry can increase learning transfer and lead to improved results.

That’s why we’ve created the Product Personalization process for tailoring all four of our training programs to the specific needs of your organization. Whether you’re looking to make minor terminology tweaks or insert customized video scenarios, we have three levels of personalization that will help you get started in personalizing our training courses to speak directly to your employees.

### Three Levels of Product Personalization

<table>
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<tr>
<th>Level 1: <strong>Contextualization</strong></th>
<th>Level 2: <strong>Customization</strong> Includes Level 1 services</th>
<th>Level 3: <strong>Custom Video</strong> Includes either Level 1 or Level 2 services</th>
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| **What does product personalization look like?** | Make minor edits to the training presentation to better fit your organization. We’ll help you change:  
- Words, terminology, examples, language  
- Images  
- Replace a standard video with an approved video produced by your organization. | Work with our consultants to identify and create targeted changes for a specific initiative. In addition to the Level 1 changes we’ll help you create:  
- New or modified exercises that address the challenges your initiative is seeking to solve.  
- Adapted lesson flow to better accommodate the goals of your initiative. | Work with our consultants to script new, custom videos. In addition to either the Level 1 or Level 2 personalization changes, our authors will speak directly to your employees in a custom video, and our consultants will script new actor videos that address scenarios tailored to your employees. |
| **Do I have to work with a VitalSmarts consultant?** | You have the option to work with a consultant, but it is not required. | Yes, we require that you work with a VitalSmarts consultant. | Yes, we require that you work with a VitalSmarts consultant. |
| **Will my changes be reflected in the participant toolkits?** | No, Level 1 involves changes to the presentation only. | Changes to the standard toolkit are optional. | If you select Level 2 then changes to the standard toolkit are optional. |
| **Will my changes be tested to ensure the highest quality?** | No, Level 1 changes are not tested. | Testing is optional and depends on your needs and desires. | Yes, script testing is required prior to video production. |

### Want more personalization?

The three levels of product personalization are a way to get you started on customizing the course to meet your organization’s needs. If you’d like to make changes beyond what you see here, we are happy to work with you. Please contact your VitalSmarts representative to get started on your unique personalization plan.

### What’s the next step?

If your organization could benefit from product personalization, contact your VitalSmarts representative today to learn more at 1-800-449-5989 or visit us at www.vitalsmarts.com.