

*Amplify* your  
*Impact*



**SWEETRUSH®**

**GOÖD THINGS**

*When I was a boy  
and I would see scary things in the news,  
my mother would say to me,  
“Look for the helpers.  
You will always find people who are helping.”*

**—MR. ROGERS**

# About

## SWEETRUSH & GOOD THINGS

**Good Things** is a brand within SweetRush that brings you the transformative power of learning, change management, and communications applied to foundations, nonprofits, and organizations whose work supports philanthropic, humanitarian, and environmental missions.

### Mission

*We amplify the impact of positive and helpful organizations and people to make life better for all.*

Since our inception, we have actively pursued these “good things” projects and are excited to offer you our expertise more formally under this brand. Business has an opportunity to improve the world we are citizens of, and SweetRush is uniquely positioned to catalyze the efforts of organizations like yours doing good work.

### CONTACT

**Annie Hodson**

Chief Client Solutions and Marketing Officer  
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# About

## SWEETRUSH & GOOD THINGS

There are many opportunities and challenges in the world that need our attention. SweetRush knows that there are many organizations like yours with solutions that will create a positive and helpful impact on the world, making it better for all of us.

**We use our tools, talents, people and passion to help you amplify that impact, because our world needs more good people doing more good things.**

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BE THE CHANGE  
YOU WANT TO SEE  
IN THE WORLD

# How Can We Help You Amplify Your Impact?

Over the years, we've had opportunities to help organizations that are doing good in the world, and these have been some of our most meaningful projects.

**Education and behavior-changing communications are powerful tools that can help bring about positive change.**

Please reach out if we can help.



**We'll embrace your challenge and develop a unique solution that connects with your target audience.**

- Blended learning
- Branding
- Classroom training (ILT)
- eLearning
- Gamification and learning games
- Localization
- Mobile learning
- Performance support
- Simulations
- Training needs analysis
- Video, audio, and animation
- Virtual classroom training (vILT)

**Do you need a temporary learning professional to augment your team? Our talent pool is ready to help.**

- eLearning developers
- Graphic designers
- Instructional designers
- Instructional technologists
- Project managers

**Emerging technology is opening up exciting possibilities for learning, helping us increase empathy and safety. Curious? Let us show you how these technologies can work for you.**

- Augmented reality
- Immersive learning
- Artificial intelligence/ intelligent assistants
- Virtual reality

## CASE STUDY



NATIONAL  
DEMOCRATIC  
INSTITUTE

*Working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government*

### The Challenge

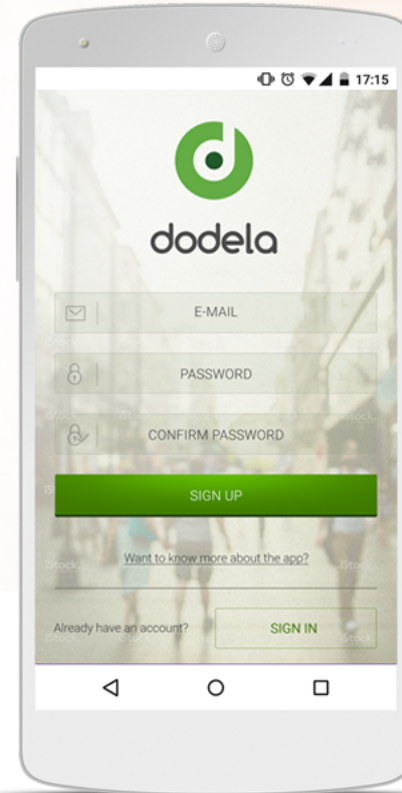
The National Democratic Institute (NDI) wanted to reach the diverse population of potential activists in Europe and Asia and meet the demand of current activists for ongoing training.

### The Solution

SweetRush developed a civic-advocacy curriculum optimized for mobile distance learning, delivered through a custom, interactive mobile app.

Sixty- to 90-second **microlearning** components build into a broader unit of learning, supported by short animations, expert videos, infographics, fun quizzes to verify knowledge, and real-world activities to practice and apply the learning.

**Gamification** encourages engagement, as does social media integration (the app can also be used anonymously). SweetRush produced the program in both Russian and English.





CASE STUDY



*Giving girls and boys around the world a healthy start, an education, and protection from harm*

**The Challenge**

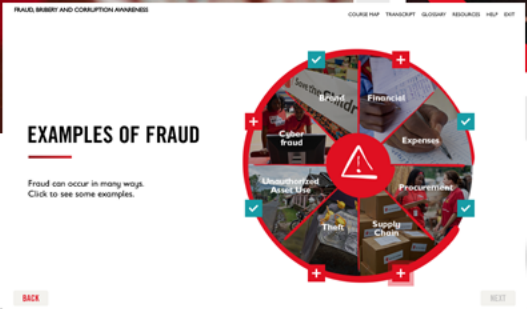
It's an unfortunate truth we all know: The nonprofit sector is not immune to fraud, bribery, and corruption risk-and in fact, global organizations such as Save the Children face specific challenges in this area.

**The Solution**

Save the Children partnered with SweetRush to create an innovative and engaging learning program for its US and international staff. The **eLearning** course covers fraud, bribery, and corruption, including real-world examples of how they affect Save the Children programs and operations, key risks, and red flags that provide warning to staff members of illegal operations.

In addition, the training features customized content tracks for US, UK, and international staff, including **tailored case studies and scenario-based content**.

Finally, the course ends with an **assessment** to ensure staff members have learned the key concepts presented.



## CASE STUDY



*Empowering women since 1881*

The mission of national grassroots organization AAUW is to empower women as individuals and as a community through education, economic security, and leadership. One of its focus programs is ending the gender pay gap through salary negotiation. In fact, their goal is to train 10 million women to confidently and successfully negotiate their salaries and benefits by 2022.

### The Challenge

AAUW previously offered this training only through an in-person workshop-which limited the number of participants-and their train-the-trainer model requires substantial resources to implement with rigor and fidelity.

### The Solution

Together, SweetRush and AAUW developed an effective **blended learning** solution relevant to women working in all industries, regardless of their socioeconomic status or the role they are applying for. The **mobile learning** experience is vibrant and engaging, and the audience learns through **interactive video and scenarios** featuring stories from diverse women. Through a **mini-simulation**, women see how negotiating salaries early in their careers can impact their wages over time. Sponsored by CLIF's LUNA line, this program will help AAUW achieve its goal of reaching more women with this training.







## CASE STUDY

### Investing in Syrian Humanitarian Action

*Strengthening the knowledge, skills and capacity of Syrian civil society organizations*

#### The Challenge

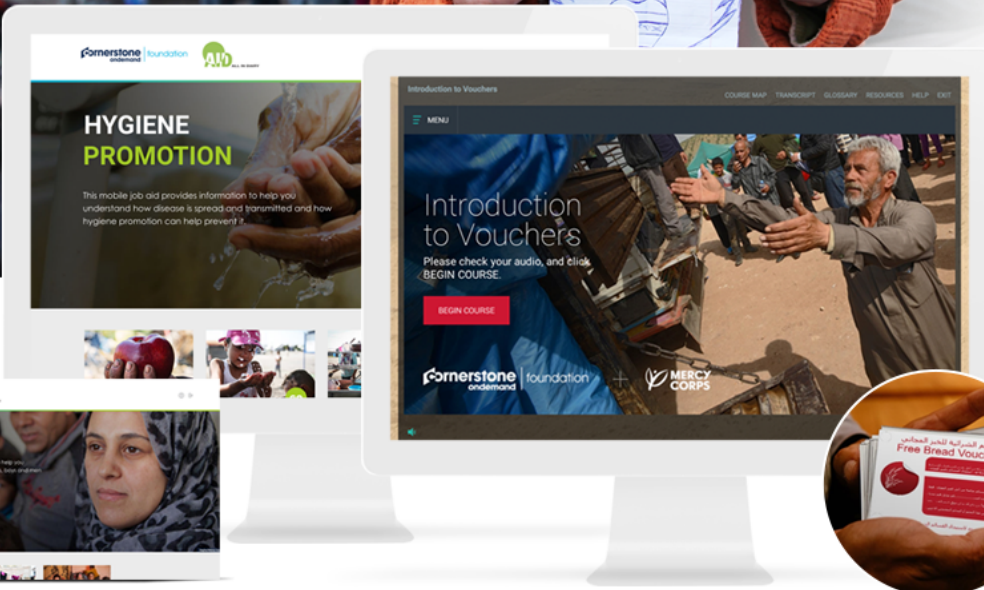
Training is extremely important for Syrian humanitarians. The vast majority of relief workers are local people, because it's nearly impossible for outsiders to get into Syria to help. But they are new to this work and need to learn about the international standards and frameworks for delivering humanitarian assistance and the basic fundamentals of starting up and managing a nonprofit organization.

#### The Solution

Cornerstone onDemand Foundation (CSODF) is involved in Investing in Syrian Humanitarian Action (ISHA), a program designed to strengthen the capacities of local humanitarian organizations by delivering assistance inside Syria through on line learning. CSODF engaged SweetRush to help with two important learning programs.

The first program, developed in partnership with Mercy Corps, focuses on voucher programs. Our goal was to take 40+ pages of dense content and make it more approachable while customizing it for this audience. An **introductory course** provides foundational knowledge, while a second course features an interactive simulation- humanitarians can design and execute a realistic voucher program within the **eLearning**. A “program health meter” changes dynamically based on the **learner’s planning and execution decisions**, allowing them to see their impact in real time.

Developed in partnership with All in Diary, the second program transformed print-based job aids (on topics such as hygiene promotion) into **mobile-responsive microlearning courses**-essentially mobile job aids. Courses were delivered remotely through the CSODF mobile app. Feedback from the program has been overwhelmingly positive, with many humanitarians reaching out expressing gratitude that the training is available to them. All materials were also produced in Arabic.



## CASE STUDY



### *Educating the public about hidden biases*

The study of unconscious bias—thoughts and feelings outside of conscious awareness and control—has come into focus in the academic and corporate worlds, as we begin to understand its impact on recruiting, talent development, and advancement. Project Implicit (PI) translates academic research into practical applications for addressing diversity, improving decision-making, and aligning actions with personal and organizational values.

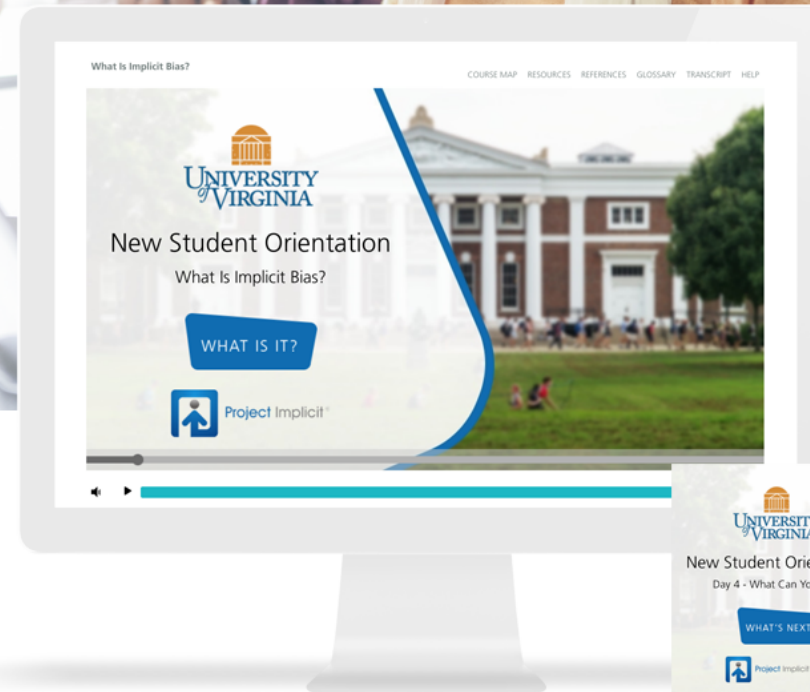
### **The Challenge**

PI was hired by the University of Virginia to provide unconscious bias training for incoming freshman students. However, their learning materials were limited to PowerPoint and lecture-style videos, and classroom delivery was not feasible for ~3,000 students.

### **The Solution**

PI partnered with SweetRush to develop **online, interactive unconscious bias training** for this audience. We devised a scenario-driven approach in which learners “discover” the content for themselves and develop awareness of their own mental patterns and behavior.

After completing an **assessment** of their implicit biases, they explore how those biases can impact their academic and university experience.



# Trusted GOOD THINGS Clients



# We're looking forward to doing award-winning work with you!

We're thrilled and honored to be recognized for our collaborations.



## eLearning Industry

### Top Provider Lists

- Immersive Learning
- Diversity and Inclusion
- Virtual Training
- Leadership Development
- Blended Learning
- Employee Onboarding
- Microlearning
- Custom eLearning
- Culture Transformation
- Soft Skills
- Gamification

## Chief Learning Officer

### 11 Gold Learning in Practice Awards

- Content
- eLearning
- Technology
- Community Service

## Training Industry

### Top 20

- Custom Content Development
- Experiential Learning Technologies
- Advanced Learning Technologies



# 187

## Brandon Hall Group Excellence Awards 2017-2023

### 130 Gold - 37 Categories

#### Analysis, Curriculum Design, & Evaluation

- Best Advance in Creating a Learning Strategy
- Best Learning Program Supporting a Change Transformation Business Strategy
- Best Program for Upskilling Employees
- Best Advance in Competencies and Skill Development
- Best Results of a Learning Program
- Best Advance in Learning Measurement

#### Program Design & Development

- Best Use of Blended Learning
- Best Advance in Learning in the Flow of Work
- Best Hybrid Learning Program
- Best Certification Program
- Best Association Professional

- Development Program
- Best Unique or Innovative Learning and Development Program
- Best Advance in Creating an Extended Enterprise Learning Program
- Best Program to Improve Individual Development Planning
- Best Advance in Succession and Career Management

#### Learning Technology

- Best Advance in Global Accessibility Standards
- Best Advance in Learning Technology Implementation

#### Custom Content Design & Development

- Best Advance in Custom Content
- Best Use of Games and Simulations for Learning
- Best Use of Mobile Learning
- Best Use of Performance Support

- Best Use of Social/Collaborative Learning
- Best Use of Video for Learning
- Best Use of Virtual Worlds for Learning

#### Subject Matter

- Best New Hire Onboarding Program
- Best Learning Program that Supports Diversity, Equity, and, Inclusion
- Best Advance in Leadership Development
- Best Sales Leadership Development Program
- Best Unique or Innovative Leadership Program
- Best Development Program for Frontline Leaders
- Best Sales Training & Performance Program
- Best Unique or Innovative Sales Training Program
- Best Sales Training Program for Extended Enterprise
- Best Sales Onboarding Program
- Best Advance in Compliance Training
- Best Learning Team
- HCM Citizenship

WE SHARE THESE

# Awards

WITH OUR CLIENT-PARTNERS.



Their trust and support makes this recognition possible!



**AAUW Work Smart Online**

Brandon Hall Awards  
 Gold for HCM Citizenship  
 Gold for Unique or Innovative L&D Program  
 Silver for Mobile Learning

Chief Learning Officer  
 Gold for Excellence in Community Service



**Barrow Brainbook**

HERMES CREATIVE AWARDS  
 Platinum for Web-Based Training  
 HORIZON INTERACTIVE AWARDS  
 Gold for eLearning  
 MUSE CREATIVE AWARDS  
 Rose Gold for eLearning  
 SUMMIT CREATIVE AWARDS  
 Silver for Training



**NETEC Guide My PPE**

Brandon Hall Awards  
 Gold for Best Advance in Creating an Extended Enterprise Learning Program  
 Gold for Best Unique or Innovative L&D Program  
 Gold for Best Use of Performance Support

# Amplify your Impact

Give us a call • **Make a connection**

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