



MAVERICK INSTITUTE
Innovative Knowledge Transfer

FOR IMMEDIATE RELEASE

CONTACT: Tamara Greenleaf 303.565.6161 tamara@maverickinstitute.com

MAVERICK INSTITUTE TO FOCUS ON INNOVATIVE KNOWLEDGE TRANSFER

New Focus Will Help Companies 'Retool' Ineffective Training With Mentoring, Viral Teaching and Social Media

BOULDER, Colorado (September 24, 2008) -- The [Maverick Institute](http://maverickinstitute.com) announced today that it is re-orienting its mission to focus exclusively on innovative knowledge transfer. The Boulder, Colorado-based think tank previously did much of its work in the operations excellence space.

Head Maverick Todd Hudson says that the shift in direction is needed because knowledge transfer is the single most difficult and critical issue in making organizations successful today.

"Knowledge transfer is the Achilles' heel of every organization," Hudson says. "Retiring baby boomers are causing brain-drain, millennial (Gen Y) employees don't respond well to traditional methods, and global operations and outsourcing make developing expertise in far-flung employees a huge challenge. Companies need better, faster, more cost-effective methods to solve these problems."

Hudson says that companies need to transfer, not just facts, but wisdom and judgment. However, for many, understanding the new methods and technologies, cutting through all the jargon and vetting the overblown claims of effectiveness can be daunting.

(more)

2/2 Maverick Institute

The Maverick Institute will work with organizations to help them find the right solutions to solve their knowledge transfer problems. For example, Maverick will help companies 'retool' inefficient classroom-focused training with much more effective methods such as mentoring, e-learning, viral teaching, and Facebook-type social media.

Maverick knowledge transfer methods will specifically help companies to:

- Speed onboarding and improve employee retention.
- Teach employees to work safely in high-danger environments.
- Integrate mergers and acquisitions.
- Achieve more effective outsourcing.
- Improve on-site installations and post-sales support.
- Transfer product knowledge to sales teams.
- Capture escaping knowledge from retiring workers.

Hudson says the Maverick Institute will bring its trademark real-world, no-nonsense, let's-get-traction focus to what has so far largely been an academic topic. "We're focused on methods that get fast and measurable results," he says. "Today's companies don't have time to debate learning theory. They need this problem solved *now*, and we can help them do that."

///

The Maverick Institute is a think tank for knowledge transfer innovation. The Maverick team works with organizations to "retool" inefficient classroom-focused training and replace or supplement it with new and much more effective knowledge transfer methods and technologies. Maverick clients range from fast-and-furious start-ups to mid-size growth companies to the Fortune 100 and are located around the globe. More information at www.maverickinstitute.com.