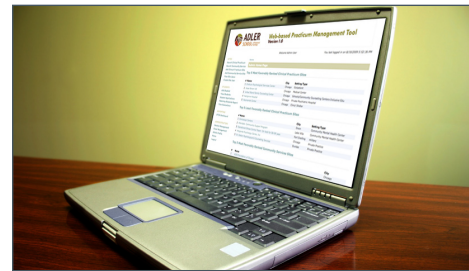
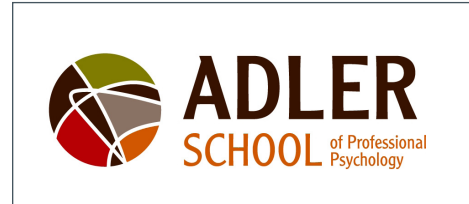


INDUSTRY ACADEMIA
 WORK DONE INFORMATION STRATEGY, PROCESS AND WORKFLOW

Using the Web to Manage Clinical Training



ADLER SCHOOL OF PROFESSIONAL PSYCHOLOGY

The Adler School of Professional Psychology, the oldest independent school of psychology in North America, hired Blue Daring in 2007 to “create a database”. Adler’s Department of Training and Community Service needed to efficiently manage the training of thousands of students and was looking to the web for some relief. Blue Daring conducted comprehensive process analysis sessions to thoroughly understand Adler’s functional and executive needs. What was revealed, was the need for a web-based management tool that allows students to search through training opportunities online, the DTCS to manage students, sites and the performance of both via web. Blue Daring developed the Practicum Management Tool (PMT), a web-based collaboration and management tool that saved Adler hundreds of hours of staff time, helped them get greener by dramatically cutting paper use, and gives the school an efficiency-based competitive advantage.

BD helped Adler use the web to gain a competitive advantage, cut paper use, and work better.

TOOLS

- Information Strategy
- Process Analysis and Modeling
- Requirements Development
- Web Application Development



STRATEGY | COMMUNICATIONS

Blue Daring is a services firm specializing in strategy and communications. Through our strategy division we work with executives to launch ideas, plan for the future, capitalize on information and improve workflows. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences through marketing planning, branding, messaging, the web and strategic outreach. **Call us at 312.243.8700 or visit us at bluedaring.com**