

## Knowledge Technology Education for the 21th Century

Featured in the Ottawa Business Journal

*“A Willis education – a page in your mind, not just a line on your resume!”*

Willis College of Business & Technology, the premier e-Business, Internet technologies and business management training provider, is at the heart of three highly innovative initiatives that has brought together the talents of experts in leading-edge software development, academia, business training, research, learning, and management. Rima Aristocrat, President and CEO of Willis College, is on a crusade and leading this synergy through several strategic partnerships.



Through an exciting endeavour with Adnega Corporation, her first mission is being accomplished: to take advantage of AI, wireless capabilities, the Internet and an accumulated wealth of knowledge to turn the existing 'one-size-fits-all books online' approach to e-Learning into a revolutionary intelligent pro-active e-Learning system.

e-Learning system. "As the world becomes 'wireless,' so goes e-Learning. Willis and Adnega's invention of Smart Engine Technology and the use of wireless computing represents a new paradigm in online learning," states Ms. Aristocrat. "The artificial intelligence built into the e-Learning Suite proactively delivers rich course content to match the individual's learning style. This optimizes the learner's comprehension and retention giving corporate clients a powerful tool to more efficiently keep employee skills and knowledge on the cutting edge, resulting in a higher ROI."

"If knowledge is an asset, then learning must be viewed as both a strategic initiative and a competitive advantage, especially in an age where the lifespan of skills and knowledge are constantly shortened by technology" says Ms. Aristocrat. "If knowledge is the power and training is the key, then choosing a training provider capable of maximizing an organization's training investment has never been more important."

"Thanks to our partners, such as Microsoft, Oracle, CompTIA, Certified Internet Webmaster, SUN Microsystems, Novell, Universities, KRC and the IT industry, we are not only delivering a superior quality in high-tech career training, but are actively expanding our services in the corporate and e-learning divisions.

From traditional classroom training to revolutionary online delivery, Willis Career, Corporate & e-Learning Centres provide your organization with a competitive advantage in today's knowledge-driven economy." says Ms. Aristocrat. It started in 1989 when she took over the helm of what was then a small local secretarial school, and transformed it into Canada's premier e-Business & Internet Technologies private college. Today the standards, tools, innovations and methods pioneered by Willis College are being recognized globally and serve as the framework for educators in Canada and the United States.

The high student career placement statistics at Willis are the direct result of the inventive approach to course instruction. As part of the diploma program, Willis students complete real life projects in collaboration with sponsoring IT companies. This business-like approach allows students to gain essential analytical and teamwork skills, to develop distinctive business applications in Oracle, e-Commerce and web design; thus, providing graduates with a professional portfolio.

In 1995, Willis was the first and only PVS in Ontario to successfully combine industry certifications and Ministry of Education approved diplomas. The success of their graduates did not go unnoticed. In 1998, Willis College was the only Canadian college chosen from over 1,300 universities, community colleges and high schools to represent Canada on the first ever Microsoft Authorized Academic

Training Provider (AATP) Advisory Board. In the summer of 2000, Willis became a founding member of the Canadian Academic Development Institute.

Willis College's second initiative is a first for the Ottawa area. In response to the growing corporate need for employees to possess both strong technical and business management competencies, Willis College has partnered with the University of Winnipeg to provide a university accredited management studies certificate within its IT career programs offering Willis graduates two transferable full course credits from the University of Winnipeg.

Not content to serve only Canada, Willis and Ms. Aristocrat are venturing out internationally with a third undertaking. Willis is one of the founding members of KRC Knowledge Resources Canada Inc., a not-for-profit collaboration of Canada's foremost learning and technology organizations. KRC, is committed to establishing Canada as the leading provider of advanced learning solutions in regions of the world where capacity building is of the highest priority. Willis is a key supporter of the KRC agenda in Eastern Europe, Latin America, Africa and Asia and with organizations such as the UN and The World Bank.

While the former concert pianist is a strong believer in the adage 'knowledge is power,' she believes that it is equally important to remember that experience counts when delivering career, corporate, or e-Learning @ full velocity.

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