



EE Founders

Georgia Patrick and Tracy King's partnership is a natural and inevitable new development from the intersection of the InspirEd Education Enterprise and The Communicators Certification Enterprise. Together, they have created a unique signature service developing Expertise Enterprises.

Key Results

- Relevant education & certification programs
- Sustainable revenue streams
- Advancing the industries our clients represent

Start Here

Georgia@Communicators.com
Tracy@Inspired-ed.com

A NEW CONVERSATION

Economic and workforce disruptions are rapidly shifting the continuing education and credentialing landscape. We've observed organizations who have historically served as industry authorities struggle. We see them wrestling with the demand for more programs with less resources. Meanwhile they experience growing alarm by falling registration numbers, fewer membership renewals, and a lackluster response to credentialing programs. They've invested a lot in these programs and services – they feel frustrated reacting to this financial feedback not knowing what's required to stem the hemorrhaging and regain their market position.

Is this you?

The reality is value has shifted. And we know precisely what organizations must do and master to remain relevant in their industry. Because of this, we have combined our lenses of developing education and credentialing businesses for our clients into a New Conversation: Expertise Enterprise. Not only is this the name of our signature service, it's our promise. Organizations who are invested in advancing a profession and are prepared to innovate to develop the workforces they represent choose us to help them get there.

If not you, then who will become the Expertise Enterprise for your industry? We work with the leaders. Contact us.