

# Solution Provider Profile

## Thinking Cap

January 2025



Company At-a-Glance	
Name of Product/Offered	Thinking Cap LMS
Headquarters	Toronto, Ontario, Canada
Year Founded	1999
Top Customers	Amazon, World Trade Organization, FTD, Canadian Manufacturing Network, Teranet, Minnesota Department of Public Safety, O'Reilly
Website	<a href="http://www.Thinkingcap.com">www.Thinkingcap.com</a>

## Thinking Cap Solution Overview and Value Proposition

Thinking Cap provides a learning management system (LMS) that prioritizes flexibility, engagement, and ease of use. Their platform empowers organizations of all sizes and industries to create, manage, and deliver impactful learning experiences that drive employee growth, enhance performance, and support overall business goals. Thinking Cap's commitment to innovation, customer success, and continuous improvement is evident in their product offerings and their dedication to providing exceptional service and support.

### Value Proposition

Thinking Cap's core value proposition centers on its ability to transform the way organizations approach learning and development. By offering a flexible, customizable, and user-friendly platform, Thinking Cap enables businesses to:

- Streamline L&D Administration:** Thinking Cap's intuitive interface and automated workflows simplify the management of training programs. The platform's centralized dashboard provides an extensive view of learning activities, making it easy to track progress, manage enrollments, and generate reports.

- **Enhance Learner Engagement:** Recognizing the importance of learner motivation, Thinking Cap incorporates gamification elements, social learning tools, and mobile accessibility to create a more interactive and enjoyable learning experience.
- **Deliver Personalized Learning:** Thinking Cap supports adaptive learning and personalized learning pathways, tailoring content and recommendations based on individual learner needs and preferences.
- **Drive Business Results:** Thinking Cap's data-driven approach allows organizations to track learner progress, measure training effectiveness. The platform's robust reporting and analytics capabilities provide valuable insights into learner behavior and performance, enabling L&D professionals to make informed decisions and optimize their training strategies.
- **Support E-commerce:** Thinking Cap's integrated e-commerce functionalities empower organizations to monetize their learning content and generate additional revenue streams. The platform supports secure payment processing, automated enrollment, and customizable pricing options.
- **Ensure Scalability and Security:** Thinking Cap's cloud-based platform is designed to scale with the needs of organizations of all sizes. It also offers robust security features, including data encryption, user access controls, and regular backups, to protect sensitive learner information.

## Solutions

- **Extended Enterprise Learning:** The platform enables organizations to extend learning beyond their internal workforce, providing training and development opportunities to customers, partners, and other external stakeholders.
- **Multi-Tenant:** Thinking Cap's multi-tenancy feature allows organizations to create separate learning environments for different departments, teams, or audiences while maintaining centralized administration and control.
- **Associations:** The platform offers specialized features and functionalities to support the unique needs of associations, including membership management, continuing education, and certification programs.
- **Selling Courses Online:** Thinking Cap's e-commerce capabilities allow organizations to monetize their learning content and generate additional revenue streams.
- **Compliance Training:** The platform facilitates the creation and delivery of compliance training programs, ensuring that employees are aware of and adhere to relevant regulations and industry standards.

## Services

- **Implementation & Training:** Thinking Cap's team of experts provides extensive implementation and training services to ensure a smooth transition and successful adoption of the platform.
- **Custom Development:** The company offers custom development services to tailor the platform to specific organizational requirements and integrate it with existing systems.
- **Ongoing Support:** Thinking Cap provides ongoing support and maintenance to ensure that organizations continue to derive maximum value from their investment.

## Analysis by Brandon Hall Group™

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### Situational Analysis

As workforces become more distributed and diverse, traditional training approaches often fall short of meeting the needs of modern learners. Organizations need adaptable, engaging solutions that can foster a culture of continuous learning and drive tangible business results.

### Challenges to the Business

Businesses face many challenges in their pursuit of effective learning and development. One major hurdle is learner engagement, as traditional training methods often fail to inspire, leading to low participation and poor knowledge retention. The need for scalability and accessibility in delivering training to a diverse and dispersed workforce is paramount. Many organizations also want or need to monetize their learning content but lack the necessary tools and infrastructure.

### Implications for the Business

Disengaged learners and ineffective training programs can lead to skill gaps, less productivity and missed opportunities for growth. The inability to monetize learning content or ensure compliance can result in lost revenue and potential legal repercussions.

## Questions to be Answered by the Business

- How can the organization create a learning environment that fosters active participation and knowledge retention?
- How can the organization efficiently deliver training to a diverse and geographically dispersed workforce?
- How can the organization leverage its L&D initiatives to generate revenue and contribute to the bottom line?
- What technology solutions can the organization implement to streamline its training administration and ensure compliance?

## Thinking Cap as the Answer

Thinking Cap fosters active participation and knowledge retention for learners. Through gamification, social learning tools and mobile accessibility, the platform creates a learning environment that transcends traditional training methods. Learners are encouraged to actively engage with the content, collaborate with their peers, and apply their knowledge in real-world scenarios, resulting in improved learning outcomes and skill development.

For organizations seeking to leverage their L&D initiatives as a revenue stream, Thinking Cap's integrated e-commerce functionalities allow businesses to sell their courses and other learning content online, creating new revenue opportunities and expanding their reach to a wider audience. Thinking Cap also understands the importance of compliance and tracking and facilitates the creation and management of compliance training programs, ensuring that employees are aware of and adhere to relevant regulations.

Finally, Thinking Cap's commitment to customer success is evident in its suite of services. The company offers implementation and training support, custom development, and ongoing maintenance to ensure that organizations can maximize the value of their investment and achieve their L&D goals.

### **Contribution Team:**

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