Greywave develops effective, affordable, and practical plans for seniors as they transition to needing more support by finding solutions that allow them to live productive, healthy lives in their homes, neighbourhoods, and communities.

The Challenge

Greywave Senior Care Consulting was seeking assistance in the development of a strategic plan for a new live online offering to grow their business. Greywave had an existing presentation that had been, pre-pandemic, delivered in-person. Marie-Claire Chartrand, Lead Senior Care Advisor, needed expert help with modernizing her presentation by refreshing her current content for an online format.

The Solution

Reviewing the existing presentation slides, shiftED modernized/optimized a professional presentation slide deck to position Greywave as an elevated and valued leader in the market.

We established the minimum infrastructure and systems required for hosting Greywave's live online presentation. In Greywave's case, Zoom was the preferred webinar platform and shiftED trained them on the use of their new technology.

Through one-on one coaching and an audit of the new online webinar, shiftED assisted in incorporating best practices and technical considerations for effectively presenting online.

> **shiftED did exactly as its byline says: Elevated my Awesomeness. I feel confident and prepared to provide a professional presentation to my audience."**
> **- Marie-Claire Chartrand, Lead Senior Care Advisor**

The Result

"shiftED Academy clearly understood my needs, my vision and my goals. Tisha and her team created an amazing PowerPoint. Far beyond what I had expected and really could have imagined. I didn't know a PowerPoint could look and function this good. Tisha was able to assist in determining what technology and platform was best suited for me and for my audience. She also provided expert advice and coaching regarding my online presentation skills."

Through the shiftED coaching sessions and the optimized presentation, Greywave found themselves in the position to provide seniors and their families an alternative to in-person meetings through online information sessions and discussions. This allowed Greywave to be more flexible and accessible to a greater part of the community.

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