



Neil Lasher. An independent learning event organiser, the Learning Coach LLP's managing partner and CEO of Phone2Know Ltd., is a leading light in both the eLearning and 'mobile' industry. One of the pioneers of both of these methods of delivery, Neil has pushed the envelope at every opportunity and always challenges the existing rules of learning to forge new methods so that the end user takes away the very best content and has the most engaging experience. A lively speaker, Neil has been sought by many conferences around the world to present in his entertaining manner. Neil has published many new papers on Instructional Design and mobile learning techniques, all in plain speak and easily understood.

Neil sits on the advisory board of LPI and is a past president of ASTD (UK Network) and past vice chair of the eLearning network. Neil hosts a mobile 'technical stage' each year for the eLearning Guild's mLearnCon (the world's premier mobile conference) in the USA. Recently he accepted an invite to join the faculty of eLearning Intensives in Florida.

Neil has been published as the expert in CLO magazine and was a monthly columnist for many years in HCM magazine. A regular speaker at many conferences including Learning Live, Learning Technologies, Learning Solutions and DevLearn, Neil has presented recently at Humanos Recursos Mexico, HR Istanbul, HR Moscow and Learning World Singapore. Neil was one of the two keynote speakers at the BLA's first conference in London at the Royal Institution.

In the 70's Neil served an apprenticeship and became a silversmith by trade gaining his freedom of the City of London. In the years that followed he took on his own indentured apprentices and his first training assignment had begun. When he left the trade in the early 90's Neil set up a training company where his first assignment was to train 450 people in a technical process in Kuala Lumpur, Malaysia. A stark awakening to the training industry.

In the 80's as a board member of the Radio Society of Great Britain, Neil was a pioneer of data transfer using wireless technology, sitting on a newly formed Data Comms Committee. Known then as AX25 it became popular with 20,000 radio hams who created the first and biggest wireless network, sending files, emails and having real time conversations over the data network which Neil managed. A member of the ARPAnet the forerunner of the Internet, Neil traveled the world teaching people how to set up and join this network.

In the 90's Neil was instrumental in bringing the first eLearning authoring tools to the UK from USA and promoted their use to many hundreds of household named organisations introducing the concept of DIY CBT and then eLearning and teaching



'trainers' to be developers and instructional designers.

In the 00's Neil developed and published new instructional design methods for eLearning and introduced to the learning world new courses to help trainers become self sufficient in the creation of their own elearning. He challenged every existing rule to ensure they still worked in the technological world of eLearning. His courses attracted hundreds of developers wanting to know how to find better ways to create learning in the modern world.

In forming a partnership, The Learning Coach LLP, he has moved very much from training courses to learning events, providing many high profile clients the ultimate experience in a learning event, centred around creating an environment the delegate will never forget. With it the learning is associated forever. Instrumental in creating events for Instructional Design, Mobile learning, Strategy, Team Building and Talent Identification as business performance drivers, using locations including Williams F1, Lotus F1, Red Sox Boston and other extraordinary locations to deliver the ultimate experience in learning. Now independently he provides consultancy services under his own name.

As CEO of Phone2Know Ltd, Neil has for the last few years been working to push mobile technology further than ever imagined for learning. Developing and rolling out fully interactive voice conversations using interactive voice technologies and SMS systems for learning. The 'learning conversation' is a ground breaking technology that uses the simple telephone or computer microphone to create a learning environment you engage with your voice! Recently Neil presented this technology as a basis to deliver a 'Street University' aimed at the disadvantaged youth, a dream he intends to deliver in the near future.

During the summer of 2012 he worked as a contractor to LOCOG and London 2012 helping to deliver the biggest event yet, an outstanding Olympic games to London as one of the trainers of the Games Makers and as one of two Field of Play Group Leaders for Modern Pentathlon.

A very experienced learning consultant, an event creator extraordinaire and a bleeding edge technologist, Neil ensures his clients can create the very best experience for the most discerning of professionals. His LinkedIn recommendations speak for themselves.