



ABOUT PRODIO

AND

StoryStyle™

imagination based audio learning



ProDio Audio Learning Inc. is a Canadian private company
based in Vancouver, British Columbia, Canada.



ABOUT IMAGINATION IN PROFESSIONAL LEARNING

Imagination is the most powerful - and most underutilized - tool in professional learning today.

Imagine providing professional learning for your members that feels effortless - like getting lost in a favorite audiobook or podcast, or listening during their commute - yet absorbing valuable professional knowledge they'll actually use.

StoryStyle™ audio courses spark imagination, helping learners visualize real-life scenarios and characters that stick in their mind. Instead of zoning out during traditional training, they'll find themselves deeply engaged, remembering the stories and key insights and understanding how to confidently apply them in their professional life.

It's professional growth made easy, convenient, enjoyable, memorable and truly effective.

“ **This was honestly the best PD course I've taken** with CPA. The format was excellent - it was so nice to be able to listen to the course while cooking dinner or driving in the car, and the app made it all seamless. Also, the presenters were fantastic - kept it really interesting and I really enjoyed the content. ”



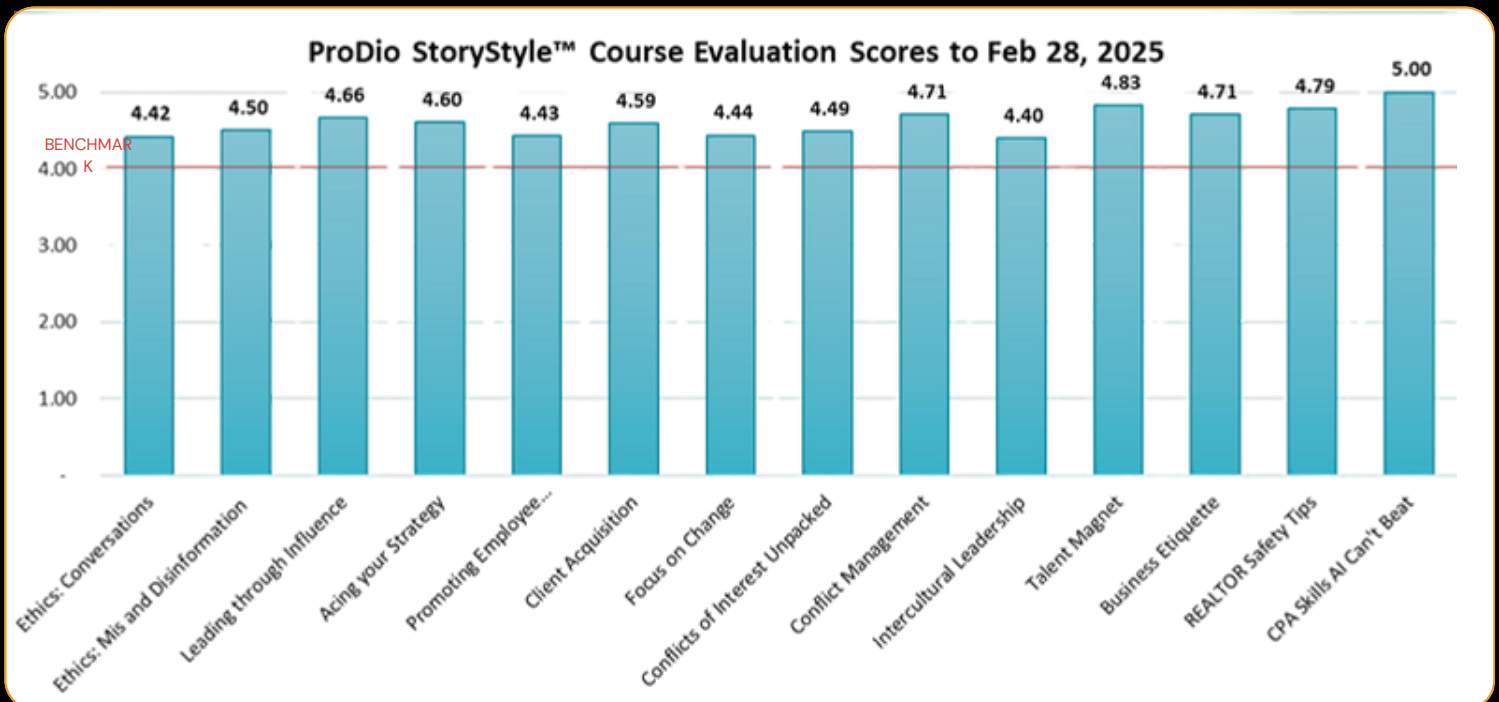
OUR SUPERPOWER: BRAIN INTERACTIVITY

With StoryStyle™ Audio Learning, **every learner becomes CO-CREATOR**, actively using their imagination to bring characters, environment and details to life. That's why we can guarantee a **UNIQUE EXPERIENCE** for each learner, and that's why learners love and remember our content.

This increases enjoyment, engagement, emotional connection and retention. Neuroscience evidence shows that this also **increases the brain's capacity for creativity, innovation and critical thinking.**

PROFESSIONAL LEARNING

LEARNING CHALLENGES	PRODIO'S SOLUTION
Boredom, lack of engagement and low completion rates.	StoryStyle™ uses nine forms of media to ignite imagination and engage learners.
Poor evaluation results and complaints from members.	ProDio course evaluations average 4.61 out of 5 (2,816 evaluations).
Too busy - takes too much productive time.	Learners can listen while commuting, exercising, walking or doing chores.
Lack of emotional connection with content.	Engaging and relevant stories and scenarios increase emotional connection.
Lack of understanding of how to apply the content.	Real-word scenarios increase understanding of how to apply the learning
Lack of accessibility or the need for accessibility tools.	Listening to audio removes accessibility barriers for blind and visually impaired.
Expensive and time consuming.	StoryStyle™ Audio is faster and less expensive to produce and update.





WHO IS PRODIO?

Founded in 2017, ProDio Audio Learning Inc. is the global leader in audio-only professional development, using learning storification, branded as StoryStyle™, a proprietary methodology combining nine forms of audio media, including storytelling, acted scenarios, and expert instructors and guests.

ProDio has an excellent track record of **long-term partnerships** with respected global professional learning organizations including:

- LinkedIn Learning,
- The International Federation of Accountants (IFAC),
- Ontario Society of Professional Engineers (OSPE),
- CPA Associations across Canada (CPABC, CPAA, CPASK, CPAMB, CPANS, CPANB)
- Freedom of Information and Privacy Association (BC)
- Greater Vancouver Realtors (GVR)
- South African Institute of Chartered Accountants (SAICA)

Through these partnerships, ProDio has achieved global reach, surpassing 95,000 learners worldwide by June 2025.

EXISTING PRODIO COURSES

We believe that custom content, produced specifically for your learners' needs, is the most valuable and powerful learning option; however, our course catalog includes some courses that may be of value. We would be happy to provide complimentary access to evaluate these courses.

- Emotional Intelligence - Leading Through Influence
- Conflict Management - From the Inside
- Intercultural Inclusive Leadership
- Change Management - Focus on Change
- Acing your Strategy - A Leader's Guide
- Talent Magnet - Attracting and Retaining Top Talent
- Promoting Employee Engagement
- Ethics: Conflicts of Interest Unpacked.

NOT PODCASTS

All ProDio courses are **formal learning**, led by **Subject Matter Expert Instructors**.

Our courses include handouts, quizzes, evaluations and a completion certificate, and **meet the strictest accreditation standards for CPD**.

STORYSTYLE™

STORYSTYLE™ AUDIO LEARNING USES

9 FORMS OF MEDIA

to convert dry, boring learning content into engaging and immersive audio that ignites imagination and is the only truly mobile way to learn.



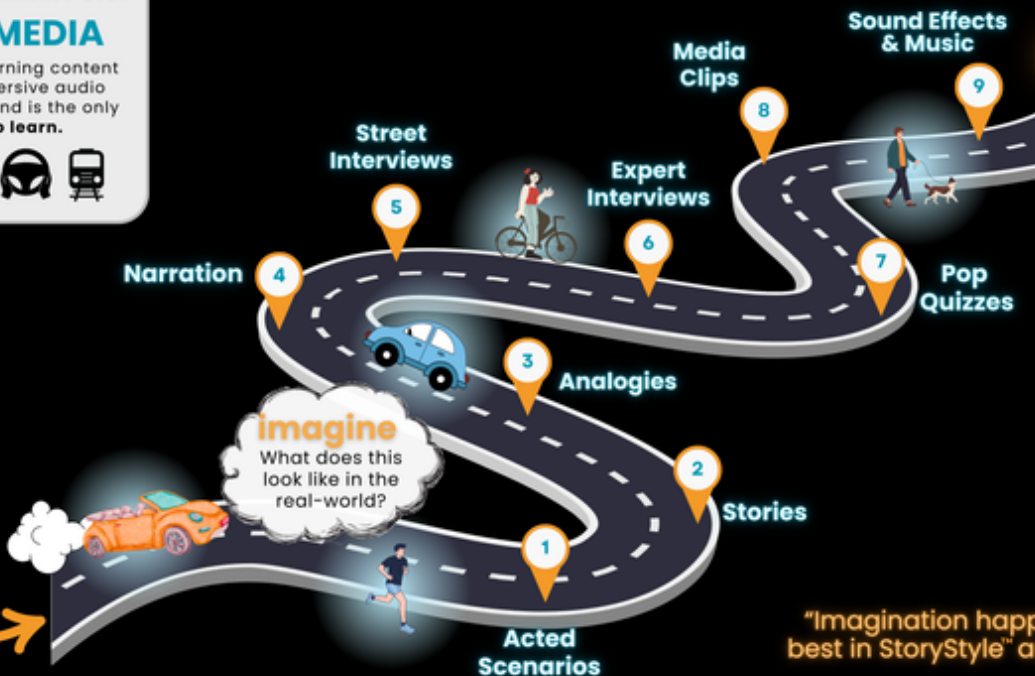
FROM UNHAPPY LEARNERS

LEARNING PROGRAM

- Stale / Outdated
- Boring/Lack of Engagement
- Low Retention/Application
- Poor Evaluations
- Not Accessible
- Low Completion Rates
- Text/PowerPoint Heavy

LET'S GO!

Send us your existing course script and materials



TO ENGAGED & HAPPY LEARNERS

IMPROVED

- Engagement
- Experience
- Understanding
- Application of Learning
- Completion
- Emotional Connection
- Mobility and Flexibility
- Convenience
- Creativity
- Critical Thinking

"Imagination happens best in StoryStyle™ audio."

Russell Cullingworth, CEO



Consider adding StoryStyle™ Audio Learning as a **BLENDED LEARNING OPTION**

“

“Greater Vancouver REALTORS® have collaborated with Russell Cullingworth and the ProDio team on 3 audio-learning courses now. I have found them extremely easy to work with and highly professional. They demonstrate meticulous attention to detail and extremely high production values. Our members have found these audio courses highly engaging while being easy to listen to. In particular, the “storytelling” approach is a highly educational instructional format, which can address complex issues in a logical and engaging way. The evaluations for these courses have been superb and I highly recommend the ProDio team to any potential partners.”

”

Richard Joy, Director, Professional Development and Member Relations,
Greater Vancouver REALTORS®



BENEFITS OF IMAGINATION IN STORYSTYLE LEARNING

Research shows that imagination enables deeper learning: Maxine Greene and other philosophers argue that “imagination helps students go beyond just applying learned principles. It allows them to create or discover new principles - essential for innovation, cross-cultural understanding, and personal growth.” (Maxime Greene)

Our trademarked StoryStyle™ approach emphasizes the use of imagination in learning. Our approach is fully supported by neuroscientific research, which has identified the following benefits:

Enhanced overall learner experience - The combination of acted stories, scenarios, media clips and expert insights creates an immersive learning environment that enhances engagement and enjoyment. This results in higher completion rates and evaluation scores.

Improves creativity and critical thinking – neuroscience evidence shows that using multiple regions of the brain to imagine improves cognitive flexibility, creativity and critical thinking skills.

Improved intrinsic or cognitive engagement – listening to nine forms of audio media ignites imagination and engages multiple brain regions simultaneously. The learner’s brain becomes co-creator of the visual imagery and is therefore fully engaged.

Improved understanding of how to apply the learning – through scenarios, stories and interviews, the learner gains a better understanding of how the learning applies to their day-to-day work.

Emotional connection to learning content – when stories and scenarios reflect the learner’s experience and possible future situations, they emotionally connect with the content.

Removes accessibility barriers for blind and visually impaired learners – StoryStyle™ audio allows blind and visually impaired learners to fully experience the learning without accessibility tools or accommodations. [READ MORE](#)

Truly mobile – learning can take place anytime, anywhere in this age of distracted learning. Whether commuting, exercising, walking the dog or doing the dishes, truly mobile allows learners to maximize their productive time.

Faster, easier and cost-effective – audio learning is much easier and faster to produce and update. Voiceover work, interviews and production can be performed remotely without the need for expensive studios, travel or equipment. Audio updates are vastly easier than video to match with existing content.

Handouts and quizzes to support learning – it’s important to realize that audio learning doesn’t stand alone. Handouts, templates, slides are available for download or printing, to support the learner’s ongoing understanding and retention of the learning once the course is completed. Quizzes that are directly related to learning outcomes help the learner to review and reinforce important points.[]

Read more [RESEARCH AND RESOURCES](#)



COURSE PRODUCTION AND REVENUE SHARE OPTIONS

At ProDio, we want what's best for you and your professional learners. We offer the following selection of options for us to revenue share:

OPTION 1: 50/50 Custom Course Creation

We equally share the risk and reward. Provide a Subject Matter Expert (SME) to work with ProDio to script the course and materials. We'll take care of everything else to produce high-quality StoryStyle™ Audio Learning courses - concept, creativity and storytelling, production, editing, and delivery.

Revenue share split will be 50% / 50% between your organization and ProDio.

OPTION 2: 60/40 Revenue Share on Existing ProDio Courses

Offer any of our existing courses to your members at a 40% revenue share to you (60% ProDio).

OPTION 3: 100% Custom Course Creation

You may choose to pay ProDio to produce custom content, which you will own completely. ProDio offers 3 Tiers of Course Production: Basic, Standard and Premium.

The pricing levels for these 3 Tiers are shown on the following page.

OPTION 4: Speaking, Collaborating or Training Your Team

Hire Russell to speak or train your Professional Development Team on Imagination and how and why to create StoryStyle™ Audio Learning in-house.

HOSTING OPTIONS

Courses can be hosted on your Learning Management System (LMS) or on ProDio's custom designed and fully-integrated LMS, which includes an app specifically created for mobile audio learning.

“ **This was an excellent course** that goes through not just the client acquisition but how to effectively communicate and improve on communication techniques with clients to assist in all aspects of the client acquisition, retention and expansion of future work within a practice. ”



“ **This is a great course.** It covers a broad variety of topics, all relevant to current business environments. It also has many real world examples and scenarios and provides terrific guidance on how to approach these situations. To top it off there are the interviews with individuals in business - I found these particularly insightful. Thank you for putting this course/material together so well. ”

LINKS TO RESOURCES

-  More about StoryStyle™ and sample audio for each of the 9 forms of media
-  Imaginative Learning - Neuroscience Research and Resources
-  DEMO: Board or Management Issue? (YouTube)
-  DEMO: IFAC Exploring the IESBA Code: A Focus on Technology - Artificial Intelligence (YouTube)
-  Articles about Imagination-Based Learning and StoryStyle™
-  About Us and our WHY Story.

According to the The LPI (Learning and Performance Institute) 2024 Learning Survey "Over half (52.75%) of L&D Managers believe their learning strategy is mostly ineffective."

FREE CREATIVITY AND CRITICAL THINKING SCORECARD

In appreciation for your time to consider ProDio, we'd like to offer you free access to our **Creativity and Critical Thinking Scorecard**. In today's fast-changing business world, creativity isn't optional — it's a strategic advantage. Global reports from the World Economic Forum, LinkedIn, IBM, and McKinsey have consistently ranked **Creativity** among the top skills needed to thrive in the future of work. It fuels innovation, problem-solving, adaptability, and is a key driver of employee engagement and organizational growth.

Take just 5 minutes to assess your organization's ability to nurture and develop Creativity, Innovation and Critical Thinking.



Creativity (Imaginative Generation)

The ability to generate original and imaginative ideas by forming new connections between existing concepts or experiences.



Innovation (Creative Application)

The process of applying creative ideas in practical, valuable ways to solve problems, improve systems, or create new offerings.



Critical Thinking (Imaginative Evaluation)

The skill of analyzing information and imagined scenarios logically and reflectively to make sound, reasoned decisions.

ACCESS THE SCORECARD

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Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will.

George Bernard Shaw

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THANK YOU!

Thanks for taking the time to consider ProDio StoryStyle™ Audio Learning.

I'd be happy to follow up with a meeting to discuss pricing or to answer any other questions you may have.

Please feel free to book a meeting [directly in my calendar.](#)

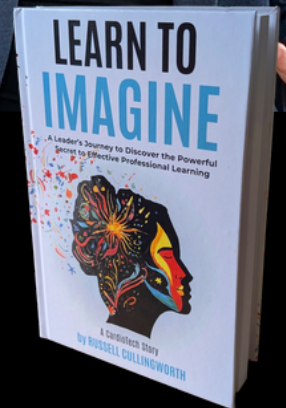
Many thanks, Russell Cullingworth, CEO



MY BOOK IS AVAIAABLE ON AMAZON



Learn to Imagine: A Leader's Journey
to Discover the Powerful Secret to
Effective Professional Learning



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