

FLOWSPARKS JOINS FORCES WITH GUYKAT IN A NEW GLOBAL PARTNERSHIP

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Introducing our new partnership with FLOWSPARKS, a cloud-based eLearning software suite.



We are pleased to announce a new partnership with @FLOWSPARKS, an intuitive content authoring solution. FLOWSPARKS guides authors to create great looking interactive content based on proven instructional design principles.

GuyKat's core competency is supporting international customers in designing their digital learning paths. Our partnership with FLOWSPARKS will enable us to offer our clients an intuitive tool to create their own content based on sound instructional design.

GuyKat will continue to offer bespoke end-to-end content creation as a core offering. However, there is an increasing trend of organizations wishing to bring their content creation in-house, FLOWSPARKS bridges this gap. Clients benefit by having timely, low-cost access to a wide range of learning options coupled with our expertise in all aspects of the project delivery lifecycle. The content created using FLOWSPARKS can be deployed on any standard LMS.

'We are extremely proud of our partnership with GuyKat, and our shared mission to empower customers by giving them access to the most advanced digital learning environment. We can rely on each other to offer not only best in class learning products but are also aligned on striving for the most excellent customer care.' - FLOWSPARKS Chief Commercial Officer, Cédric Herregodts

'We're excited to help bring FLOWSPARKS to the UK and US. There are some great intuitive authoring tools on the market but the thing we love about FLOWSPARKS is that it forces the user to add proven instructional design thinking into content. Beautiful design without instructional design is just eye candy. It's the instructional design that ensures learning has impact. We've not seen any other authoring solution that has this guidance baked in. This is a game-changer.' - CEO & Founder of GuyKat, Guy McEvoy

About GuyKat

GuyKat is an award-winning B2B learning technology company. Founded in 2009 and based in Birmingham, UK, it serves clients in six continents and have deployed training in over 50 countries. At the core of the company is a passion for user experience, design and learning outcomes. 'We go beyond eLearning...'