



CASE STUDY

HOW A BRAND REFRESHED ITS MESSAGING TO BE CLEARER, BOLDER AND MORE PERSONAL

BRAND MESSAGING DEVELOPMENT

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CHALLENGE

Tooling U-SME, a provider of training for manufacturing functions, realized its marketing messaging had become stale. Over recent years, the messaging that was once engaging had become watered down with technical jargon, vague language, and features-focused with little emphasis on the benefits for the customer. The organization sought to develop refreshed language that is clear, bold and benefits-focused.



STRATEGY

We began by reviewing the organization's target audiences and their unique challenges, and aligning those challenges to the organization's value proposition. From here we were able to identify clear benefits for each target audience.

With an eye on SEO, we developed a set of keywords that would improve our rankings in search.

Next, we created our brand personality, identifying the tone, voice and vocabulary that best reflect who we are and are inviting to our audience.

We then developed clear, benefits-focused, SEO-rich messages for each audience, using language that exhibits the brand personality.

Next, we identified “proof points,” i.e., facts, figures and statistics that support and prove our key messages, adding credibility.

Finally, we conducted a competitive analysis to ensure our organization’s messages are unique.

Upon approval of the refreshed messaging, it was introduced to all staff and immediately used in new marketing materials.



RESULTS

Average email CTR increased from 2.08% to 3.88%.

Web page bounce rates decreased from 63% to 48%.

Landing page conversion rates increased from 1.5% to 2.3%.

Sales staff reported that customer feedback indicated an improved understanding of the organization and its value proposition.

Tooling U-SME

Message Map Matrix

Messaging pillars.

Transformational

Tooling U-SME helps manufacturers, educators, and workforce development organizations elevate, simplify, and optimize, ensuring a prepared and focused workforce. We also help transform lives by offering a continuous path of improvement and a ladder to ever-greater opportunities.

Connecting

Tooling U-SME connects the industry with training. Companies with content. Driven individuals with their futures. Workforce development with a clear path to get there. Plus, through SME, it is our relationships and connections that add the ultimate value.

Visionary

The manufacturing world doesn't stop innovating. Neither do we. We are constantly staying one step ahead. Planning for the remarkable future to come.

Ready

This isn't merely plug and play. We work with manufacturers, with educators, with government, and with individuals to create programs that simply work. We're industry leaders and advocates, always present, and always forwarding the entire world of manufacturing. One individual, one company at a time.

Messaging personality traits.

Human

The brand must have a human, storytelling quality. It must also be empathetic, acknowledging the pressures and challenges our varied customers face.

Bold

We must shed our humility and claim our leadership position. Our customers want strength. Our users want confidence. We must provide both by presenting ourselves as trusted leaders.

Optimistic

We see a brighter future for users, for manufacturing in general, and for the world. We solve challenges, but always in a way that represents hope in action. Our purpose and our product are one and the same.

Clear

We cannot obscure our message in complexity. The brand must be simple. The paths must be clear. And the calls to action must be evident. Always.

Brand statement.

Tooling U-SME creates dynamic training solutions using a combination of technology, humanity, and proven outcomes to optimize organizations, continuously improve lives, and accelerate the future of manufacturing.

Expression of brand.

It began as a path to competency. It has become so much more.

As a result of Tooling U-SME's work, we have witnessed countless organizations flourish. We've seen workers open doors to better futures. We've seen students become prepared to contribute on day one. And we've seen the industry rise to the challenge of new technologies and techniques.

With the solid foundation of SME, we are focused on the technical details, but always with an eye on the bigger picture, meeting challenges, anticipating needs, and focusing on a capable and inspired workforce. And offering the most tangible and sustainable return on investment possible: continuing education and knowledge sharing.

We're not merely training. We're a technology company that creates a path to success. For students. For workers. For the unemployed. For the dislocated. For the motivated. For those responsible for building our workforce. For small manufacturers. For the largest manufacturers in the world.

Wherever you are, we're here to help you get from where you are. To better.

Tooling U-SME
Empowering manufacturing

Today/ tomorrow.

Proactive today.

Tooling U-SME is built for today. Originally focusing on meeting current popular and niche training needs alike, we've honed our experiences to help create competency and efficiency, allowing users to achieve maximum gains with minimal time.

With courses, certifications, and assessments already available and more coming online on a consistent basis, Tooling U-SME unleashes the power of individual and organizational strength — creating instant returns on productivity, efficiency, and possibility.

Prepared for tomorrow.

The world is evolving quickly. From additive manufacturing to increased automation, the need for training and mastery has never been greater.

At Tooling U-SME, we work one step ahead — ensuring we're featuring the latest equipment and techniques. In addition, we're unleashing the power of virtual reality and simulation-based technology to close the gap between training and production even further. The future is coming. We're enabling the pipeline of talent to be engaged and ready.

Organized offerings.

Every need.

Apprenticeship

Supporting nationwide apprenticeship programs with a competency-based apprenticeship approach.

Certifications

Industry-recognized certificate programs in the most sought-after fields in manufacturing.

Assessments

Employ assessments to map and align competencies, curriculum, and the needs of individuals.

Every place.

Always on

Gain 24/7 access to one of the largest digital resource libraries in the industry.

At home or on site

Training is fully unleashed, allowing users to immerse themselves at their convenience.

Resource rich

Industry-leading videos, eBooks, and technical papers, available on demand.

Organized offerings.

Every way.

Online

More than 500 easy-to-use, proven interactive courses.

Instructor-Led

Live or virtual, from the leading minds in manufacturing.

Custom Classes

Crafted specifically for your organization or curriculum needs.

Every advantage.

Track Progress

With continuous monitoring and measurement.

Stay Compliant

Through easy-to-track record keeping.

Get Updated

Know when new courses are available the moment they're ready.

Company/ corporate messages by audience.

The future is about agility. Your equipment evolves. Your workforce shifts. Improvement is necessary on every level: efficiency, productivity, and sustainability. Tooling U-SME is built for the future-minded organization — getting each new hire to be floor-ready. Helping your current workforce to evolve, grow, and thrive. Mirroring your production needs with cutting-edge training. Preparing the workforce of tomorrow to be ready on day one. All designed to enhance your current training programs.

Whether it's proven training solutions, next-generation technology, or solutions customized to perfectly match your needs, we combine the heads of SME, the hands of craftsmen, and the hearts of teachers to get you from here. To the future.

Training and Development Manager

Mindset:

- *Overwhelmed with pressures*
- *Resource starved*
- *Heavy turnover*
- *Drowning in documentation*
- *Reactive*

Productivity

Tooling U-SME provides a clear, proven path to prepare a new workforce to be ready on day one. We also help long-tenured workers hone their skills, learn new techniques, and adapt quickly to change.

Organizational Efficiency

We help organizations maximize the potential of equipment. This results in greater product quality, fewer errors, and reduced downtime, and fosters a culture of curiosity, learning, and growth. We help accelerate improvement and solidify outcomes.

Career Path/Employee Retention

Tooling U-SME allows employees to follow new paths. Based on their interests and career goals, the curriculum is designed to provide individuals growth opportunities, which has been proven to improve employee satisfaction and retention while simultaneously improving your organizational potential.

Lifecycle from Pipeline to Incumbent/Retiring (Community)

Tooling U-SME is designed to give driven individuals the tools to enter new careers. We empower young workers with the ability to enhance their skills and broaden their horizons. And we provide a continuum of tools to help them adapt and thrive throughout their entire careers.

Training and Development Manager (cont.)

Mindset:

- *Overwhelmed with pressures*
- *Resource starved*
- *Heavy turnover*
- *Drowning in documentation*
- *Reactive*

Expertise in Manufacturing and Learning & Development

For manufacturing cultures with a philosophy of growth and continuous improvement, we provide a conduit to systemize and better operationalize your training and development. We can help make any organization future-ready, compliant, and connected. Tooling U-SME can help you every step of the way.

Content – Depth and Breadth, Advance Technology and Delivery

Tooling U-SME is more than a training means — we're here to be your dynamic training partner. With our breadth of experience, our depth of knowledge, and our ability to customize your curriculum, consider us your secret weapon for success.

Customer Service/Support

Tooling U-SME is more than classes. We're experts, ready to help whenever you need us. Exceptional customer service is combined with ongoing support for you and your users, providing a true partner in achieving your training goals.

Partner Approach

We have a proven catalog that is best in class combined with the foremost experts in manufacturing training.

Training and Development Manager (cont.)

Mindset:

- *Overwhelmed with pressures*
- *Resource starved*
- *Heavy turnover*
- *Drowning in documentation*
- *Reactive*

SME – Being a Part of the Larger Organization

Tooling U-SME is more than a service — it's a connection to SME, giving us insight into the leading edge of what's possible.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For Training Managers, it also gives you the power to see it all: progress, histories, documentation, and beyond. All at your fingertips.

Smart Manufacturing/New Technologies

The future is coming quickly, and training techniques must keep up with the speed of innovation. We live on the leading edge, giving you the tools to always be ready for what's here and what's next.

Human Resources Specialist/Manager

Mindset:

- *Difficult to find truly skilled labor*
- *High turnover*
- *Long/inconsistent sales cycle*
- *Documentation/record keeping*

Productivity

Tooling U-SME provides transformational training resources for your organization. This helps provide a path to candidates and workers who are driven but less experienced. It gives a path for experienced workers to elevate their skills. And, since our training is used in everything from educational institutions to government programs, we're already training your future candidates.

Organizational Efficiency

Our training tools can help provide standardization and consistency to your people, keeping them up-to-date and ready, no matter their skill level or tenure. Plus, we help create documentation to help simplify your complex world.

Career Path/Employee Retention

Tooling U-SME allows employees to follow new paths. Based on their interests and career goals, the curriculum is designed to provide individuals growth opportunities, which has been proven to improve employee satisfaction and retention while simultaneously improving your organizational potential.

Lifecycle from Pipeline to Incumbent/Retiring (Community)

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Human Resources Specialist/Manager (cont.)

Mindset:

- *Difficult to find truly skilled labor*
- *High turnover*
- *Long/inconsistent sales cycle*
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Expertise in Manufacturing and Learning & Development

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Content – Depth and Breadth, Advance Technology and Delivery

Tooling U-SME is a simple-to-use lifelong learning and continuing education powerhouse. From our best-in-class content to our innovative delivery, we're built to engage and empower your organization, elevate your culture, and unleash the potential of what's possible. Trusted, used, and sharpened by the majority of the world's top manufacturers.

Customer Service/Support

Tooling U-SME is more than classes. We're experts, ready to help whenever you need us. Exceptional customer service is combined with ongoing support for you and your users, giving you a combination of technology and humanity that is always here for you.

Partner Approach

We want to be your partner in Human Resources. From preparing your future workforce to enabling rapid readiness to keeping your workforce engaged and on the forefront, Tooling U-SME helps the greatest organizations recruit and retain the very best.

Human Resources Specialist/Manager (cont.)

Mindset:

- *Difficult to find truly skilled labor*
- *High turnover*
- *Long/inconsistent sales cycle*
- *Documentation/record keeping*

SME – Being a Part of the Larger Organization

Tooling U-SME is more than a service — it's a connection to SME, giving us insight into the leading edge of what's possible.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For HR Managers, it also gives you the power to see it all: progress, histories, documentation, and beyond. All at your fingertips.

Smart Manufacturing/New Technologies

The future is coming quickly, and training techniques must keep up with the speed of innovation. We live on the leading edge, giving you the tools to always be ready for what's here and what's next. We can help empower the workforce of tomorrow, beginning today.

Manufacturing/ Process Engineer

Mindset:

- *Productivity is priority*
- *Greater efficiency is a never ending quest*
- *Unskilled workforce is a threat/
barrier/frustration*
- *Pressures from above*

Productivity

Tooling U-SME was born from the need of increasing productivity through a better prepared workforce. We help unleash the hidden potential of your existing workers, accelerate the possibilities of new team members, and prepare your future workforce to be ready on day one.

Organizational Efficiency

We are a process engineer's greatest ally. How? With our breadth and depth of experience and resources, we are able to work with your vision to create a program aimed at a distinct, measurable, and repeatable performance advantage. Better training means better efficiency.

Career Path/Employee Retention

Processes are only as powerful as the people responsible for implementing and executing them. Our proven model allows you to quickly move from plan to reality in a systematic, transparent, measurable way — all the while engaging your workforce to learn, improve, and unleash their personal potential. Leading to organizational excellence.

Lifecycle from Pipeline to Incumbent/ Retiring (Community)

Tooling U-SME is designed to give driven individuals the tools to enter new careers. We empower young workers with the ability to enhance their skills and broaden their horizons. And we provide a continuum of tools to help adapt and thrive throughout their entire career. This ensures consistency of your workforce while creating a culture of continuous improvement.

Manufacturing/ Process Engineer (cont.)

Mindset:

- *Productivity is priority*
- *Greater efficiency is a never ending quest*
- *Unskilled workforce is a threat/
barrier/frustration*
- *Pressures from above*

Expertise in Manufacturing and Learning & Development

For manufacturing cultures with a philosophy of growth and continuous improvement, we provide a conduit to systemize and better operationalize your training and development. We can help make any organization future-ready, compliant, and connected. For those who understand process means everything, we're here to infuse excellence into your culture.

Content – Depth and Breadth, Advance Technology and Delivery

We are more than training and courses. At our heart, we are consultants bringing best practices and proven methodologies to your organization. With our breadth of experience, our depth of knowledge, and our ability to customize your curriculum, consider us your secret weapon for success.

Customer Service/Support

Tooling U-SME is always here and always thinking about ways to improve your processes and those who fulfill them. We walk with you from inception to implementation and beyond. Our tools are unmatched, but it is our people who set us apart.

Partner Approach

When you partner with Tooling U-SME, you're connecting with the market leader in training. We bring more than classes — we bring best practices, experience with the most successful manufacturers in the world, and an approach aimed at greater efficiency and quality.

Manufacturing/ Process Engineer (cont.)

Mindset:

- *Productivity is priority*
- *Greater efficiency is a never ending quest*
- *Unskilled workforce is a threat/
barrier/frustration*
- *Pressures from above*

SME – Being a Part of the Larger Organization

Tooling U-SME is more than a service — it's a connection to SME, giving us insight into the leading edge of what's possible. It's more than training best practices — we're connected to the larger picture of manufacturing needs, trends, and opportunities.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For Process professionals, it also gives you insight into what's working, areas for improvement, and a systemized look at how your organization is progressing.

Smart Manufacturing/New Technologies

The future is coming quickly, and training techniques must keep up with the speed of innovation. We live on the leading edge, giving you the tools to always be ready for what's here and what's next. We can help empower the workforce of tomorrow, beginning today.

Manufacturing Supervisor/ Manager

Mindset:

- *Daily pressures*
- *Workforce issues*
- *Responsible for quality*
- *Responsible for continuous line operation*
- *Constant training of new employees*

Productivity

Tooling U-SME was created to alleviate the common challenges of Manufacturing Supervisors. Our superior training content and methodologies empower organizations to rapidly move forward with an efficient and prepared workforce. We close the knowledge gap and open maximum productivity potential.

Organizational Efficiency

We prepare your workforce to be fluent in your equipment on day one. This reduces the need for lengthy onboarding, associated errors, and potential downtime. We help organizations achieve maximum efficiency by ensuring that the unfamiliar becomes familiar, and competency becomes mastery.

Career Path/Employee Retention

Processes are only as powerful as the people responsible for implementing and executing them. Our proven model allows you to quickly move from plan to reality in a systematic, transparent, measurable way — all while engaging your workforce to learn, improve, and unleash their personal potential. Leading to organizational excellence.

Lifecycle from Pipeline to Incumbent/ Retiring (Community)

Tooling U-SME is designed to help your best and brightest remain engaged and connected. We empower young workers with the ability to enhance their skills and broaden their horizons. And we provide a continuum of tools to help adapt and thrive throughout their entire careers. This ensures consistency of your workforce while creating a culture of continuous improvement.

Manufacturing Supervisor/ Manager (cont.)

Mindset:

- *Daily pressures*
- *Workforce issues*
- *Responsible for quality*
- *Responsible for continuous line operation*
- *Constant training of new employees*

Expertise in Manufacturing and Learning & Development

For manufacturing cultures with a philosophy of growth and continuous improvement, we provide a conduit to systemize and better operationalize your training and development. We can help make any organization future-ready, compliant, and connected. For those who understand process means everything, we're here to infuse excellence into your culture.

Content – Depth and Breadth, Advance Technology and Delivery

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Customer Service/Support

Tooling U-SME is always here and always thinking about ways to improve your processes and those who fulfill them. We walk with you from inception to implementation and beyond. Our tools are unmatched, but it is our people that sets us apart.

Partner Approach

When you partner with Tooling U-SME, you have a partner with you on the floor. Our training is complete and specific to your equipment, and it uses the greatest manufacturers in the world as our proving ground

Manufacturing Supervisor/ Manager (cont.)

Mindset:

- *Daily pressures*
- *Workforce issues*
- *Responsible for quality*
- *Responsible for continuous line operation*
- *Constant training of new employees*

SME – Being a Part of the Larger Organization

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Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For Process professionals, it also gives you insight into what's working, areas for improvement, and a systemized look at how your organization is progressing.

Smart Manufacturing/New Technologies

The future is coming quickly, and training techniques must keep up with the speed of innovation. We live on the leading edge, giving you the tools to always be ready for what's here and what's next.

Leadership (C-Level)

Mindset:

- *Must see all dimensions*
- *Anxious about quality*
- *Focused on efficiency*
- *Understands equipment improvements require prepared people*
- *Looks at others for best practices*

Productivity

Tooling U-SME is built to help organizations realize their potential through a more prepared, more capable, more connected workforce. Used by the vast majority of the world's top manufacturers, we are here to reduce error while simultaneously increasing competency and potential.

Organizational Efficiency

We prepare your workforce to be fluent in your equipment on day one. This reduces the need for lengthy onboarding, associated errors, and potential downtime. We help organizations achieve maximum efficiency by ensuring that the unfamiliar becomes familiar, and competency becomes mastery.

Career Path/Employee Retention

Exceptional organizations are fueled by an inspired workforce with a growth mindset. We are built to help your employees go from wherever they are to wherever they would like to go. We provide the tools to engage your workforce to learn, improve, and unleash their personal potential. Leading to organizational excellence.

Lifecycle from Pipeline to Incumbent/Retiring (Community)

Tooling U-SME is designed to help your best and brightest remain engaged and connected. We empower young workers with the ability to enhance their skills and broaden their horizons. And we provide a continuum of tools to help adapt and thrive throughout their entire careers. This ensures consistency of your workforce while creating a culture of continuous improvement.

Leadership (C-Level) (cont.)

Mindset:

- *Must see all dimensions*
- *Anxious about quality*
- *Focused on efficiency*
- *Understands equipment improvements require prepared people*
- *Looks at others for best practices*

Expertise in Manufacturing and Learning & Development

For manufacturing cultures with a philosophy of growth and continuous improvement, we provide a conduit to systemize and better operationalize your training and development. We can help make any organization future-ready, compliant, and connected. For those who understand process means everything, we're here to infuse excellence into your culture.

Content – Depth and Breadth, Advance Technology and Delivery

We are more than training and courses. In our heart, we are consultants bringing best practices and proven methodologies to your organization. With our breadth of experience, our depth of knowledge, and our ability to customize your curriculum, consider us your secret weapon for success.

Customer Service/Support

Tooling U-SME is always here and always thinking about ways to improve your processes and those who fulfill them. We walk with you from inception to implementation and beyond. Our tools are unmatched, but it is our people who set us apart.

Partner Approach

Tooling U-SME can help you create maximum efficiency today. We can also help you prepare for what's tomorrow. Whether it's new techniques, new equipment, or even new paradigms in manufacturing, we take a particular approach that's customized, high-touch, and outcome oriented.

Leadership (C-Level) (cont.)

Mindset:

- *Must see all dimensions*
- *Anxious about quality*
- *Focused on efficiency*
- *Understands equipment improvements require prepared people*
- *Looks at others for best practices*

SME – Being a Part of the Larger Organization

SME's mission is to help create success for each and every manufacturer. Tooling U-SME is our training arm, helping empower organizations while simultaneously connecting you to the larger picture of manufacturing needs, trends, and opportunities.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For Process professionals, it also gives you insight into what's working, areas for improvement, and a systemized look at how your organization is progressing.

Smart Manufacturing/New Technologies

With the daily pressures of manufacturers, it is difficult to keep an eye toward the future. Fortunately, we're here to help. We are creating a clear path for you and your workforce to enter the Smart Manufacturing revolution.

Engineering

Mindset:

- *Wants vision to become a reality*
- *Quality and integrity of paramount importance*
- *Perfectionist with little patience for human error*

Productivity

Tooling U-SME wants your vision to become a reality. Our best-in-class training tools and techniques help connect engineering and implementation by providing both training on machinery as well as customized courses to help accelerate the speed of innovation.

Organizational Efficiency

We help organizations rapidly evolve through education. As revolutionary manufacturing techniques provide agile engineering, we help prepare the workforce to adapt and thrive.

Career Path/Employee Retention

As the world of manufacturing changes, the workforce becomes more volatile. Tooling U-SME can help your organization keep employees engaged, growing, and prepared. Win. Win.

Lifecycle from Pipeline to Incumbent/Retiring (Community)

Tooling U-SME is designed to help your best and brightest remain engaged and connected. We empower young workers with the ability to enhance their skills and broaden their horizons. And we provide a continuum of tools to help adapt and thrive throughout their entire career. This ensures consistency of your workforce while creating a culture of continuous improvement.

Engineering (cont.)

Mindset:

- *Wants vision to become a reality*
- *Quality and integrity of paramount importance*
- *Perfectionist with little patience for human error*

Expertise in Manufacturing and Learning & Development

For manufacturing cultures with a philosophy of growth and continuous improvement, we provide a conduit to systemize and better operationalize your training and development. We can help make any organization future-ready, compliant, and connected.

Content – Depth and Breadth, Advance Technology and Delivery

We are more than training and courses. In our heart, we are consultants bringing best practices and proven methodologies to your organization. With our breadth of experience, our depth of knowledge, and our ability to customize your curriculum, we help organizations embody engineering excellence.

Customer Service/Support

Tooling U-SME is always here and always thinking about ways to improve your processes and those who fulfill them. From idea to implementation, we're here to help see visions come through to exceptional fruition.

Partner Approach

Tooling U-SME can help you create maximum efficiency today. We can also help you prepare for what's tomorrow. Whether it's new techniques, new equipment, or even new paradigms in manufacturing, we take a particular approach that's customized, high-touch, and outcome oriented.

Engineering (cont.)

Mindset:

- *Wants vision to become a reality*
- *Quality and integrity of paramount importance*
- *Perfectionist with little patience for human error*

SME – Being a Part of the Larger Organization

SME has always been focused on your work as a Manufacturing Engineer. We are your ally throughout the entire process, approaching manufacturing training with the same discipline, scrutiny, and possibility as you would demand.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For Process professionals, it also gives you insight into what's working, areas for improvement, and a systemized look at how your organization is progressing.

Smart Manufacturing/New Technologies

With the daily pressures of manufacturers, it is difficult to keep an eye toward the future. Fortunately, we're here to help. We are creating a clear path for you and your workforce to enter the Smart Manufacturing revolution.

For educators.

Education is an investment. An investment in better. An investment in empowerment. The role of education? To give motivated students the best possible opportunity for a future of more. Tooling U-SME was created to help bridge the gap between educational excellence and real-world application. Helping teach specific, applicable, and highly sought-after skills that will engage, motivate, and prepare. Created to supplement and elevate the classroom experience.

If you're a college, trade school, high school, government-sponsored training, or beyond, we are made for you. Courses that elevate. Programs that empower. And people who can help bring your institution's promise to fruition.

High Schools

Mindset:

- *Providing a conduit to real opportunities*
- *Building skills*
- *Creating a real-world learning environment*

Productivity

Tooling U-SME provides a clear path for students to be ready and productive on day one in any manufacturing career. Using our courses to enhance your own, we provide real-world training that is exactly the same as the top manufacturers in the world.

Career Path/Employee Retention

We provide a clear path to employment by using the exact same curriculum as the most successful manufacturers in the world. By offering some of our courses to high school students, you are able to use the tools, platforms, and content they will require in their careers. True real world experience.

Lifecycle from Pipeline to Incumbent/ Retiring (Community)

High school is when students begin to set the foundation for their futures. By starting early, we create the environment for learning opportunities while helping fuel their passion for manufacturing. Tooling U-SME then creates a continuum of resources they will use from age 16 to age 60, giving them a lifelong learning resource to grow and thrive.

High Schools (cont.)

Mindset:

- *Providing a conduit to real opportunities*
- *Building skills*
- *Creating a real-world learning environment*

Expertise in Manufacturing and Learning & Development

With Tooling U-SME, you are connecting with the very latest and greatest in manufacturing education. You can have confidence your students are being exposed to the very best.

Content – Depth and Breadth, Advance Technology and Delivery

The world of manufacturing is changing rapidly. With Tooling U-SME for educators, you can be assured that you are receiving the best content delivered in the most innovative ways.

Customer Service/Support

Tooling U-SME is always here. Whether it's setting up an account, building a curriculum, or just troubleshooting, we're here to help.

Partner Approach

We believe in the future of manufacturing. It is core to our mission to prepare the next generation for a world of manufacturing excellence. We work with you to help ensure you have the tools, content, and resources to get there.

High Schools (cont.)

Mindset:

- *Providing a conduit to real opportunities*
- *Building skills*
- *Creating a real-world learning environment*

SME – Being a part of the larger organization.

SME is the gold standard of what's new and what's next in manufacturing. Tooling U-SME is the bridge to connect students with the most pressing needs that employers are looking for today. And tomorrow.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For high school students who demand simple and engaging learning modules, our digital experience is second to none.

Smart Manufacturing/New Technologies

The Smart Manufacturing revolution is upon us. We can help you proactively innovate your curriculum to help you offer what's needed now — and in the future.

Community/ Technical Colleges/Adult Education

Mindset:

- *Matching those with desire with the tools to fulfill them*
- *Need real-world, marketable resources*
- *Forging partnerships with manufacturers to help students succeed*

Productivity

Tooling U-SME provides a clear path for students to be ready and productive on day one in any manufacturing career. Using our courses to enhance your own, we provide real-world training that is exactly the same as the top manufacturers in the world.

Organizational Efficiency

By preparing students with true tools and applicable experiences, your institution can provide workers who are qualified and ready, and will positively impact organizations immediately.

Career Path/Employee Retention

We provide a clear path to employment by using the exact same curriculum as the most successful manufacturers in the world. By offering some of our courses to your students, you are able to use the tools, platforms, and content they will require in their careers.

Lifecycle from Pipeline to Incumbent/ Retiring (Community)

It is never too soon or never too late to begin a career in manufacturing. By providing Tooling U-SME courses, you are building a conduit to real-world need and starting students down a continuum of resources they will use their entire lives.

Community/ Technical Colleges/Adult Education (cont.)

Mindset:

- *Matching those with desire with the tools to fulfill them*
- *Need real-world, marketable resources*
- *Forging partnerships with manufacturers to help students succeed*

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Tooling U-SME is always here. Whether it's setting up an account, building a curriculum, or just troubleshooting, we're here to help.

Partner Approach

We believe in the future of manufacturing. It is core to our mission to prepare the next generation for a world of manufacturing excellence. We work with you to help ensure you have the tools, content, and resources to get there.

Community/ Technical Colleges/Adult Education (cont.)

Mindset:

- *Matching those with desire with the tools to fulfill them*
- *Need real-world, marketable resources*
- *Forging partnerships with manufacturers to help students succeed*

SME – Being a part of the larger organization.

SME is the gold standard of what's new and what's next in manufacturing. Tooling U-SME is the bridge to connect students with the most pressing needs that employers are looking for today. And tomorrow.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. For community college/technical school students, we deliver flexibility and professionalism.

Smart Manufacturing/New Technologies

The world of manufacturing is rapidly changing. The Smart Manufacturing revolution is upon us, creating the need for individuals who are adaptable, creative, and curious. Our courses are designed to give a view into the extraordinary world that's to come.

Government.

The future of domestic manufacturing has never been more important. As our world rapidly changes and manufacturing evolves, the government must play a role in creating infrastructure, programs, and meaningful outcomes for our manufacturing competitiveness and competency.

The next generation of manufacturing excellence will be born from need but realized through education, experience, and evolution. Tooling U-SME stands ready to be the bridge between promise and possibility.

Department of Defense/ Armed Forces

Mindset:

- *Manufacturing is core to national security*
- *Exceptional domestic manufacturing is vital*
- *Government plays an important role, but must partner with the private sector*

Productivity

Tooling U-SME provides a clear path to create a competent manufacturing workforce at scale. Our proven model helps create productivity gains within organizations while helping new workers become more capable more rapidly.

Organizational Efficiency

Proper training reduces the friction between workforce skill and workforce demand. We believe the future of domestic manufacturing lies in increased efficiency. We help you get there sooner.

Career Path/Employee Retention

We provide a clear path to employment by using the exact same curriculum as the most successful manufacturers in the world. We help open new doors and new paths to manufacturing excellence.

Lifecycle from Pipeline to Incumbent/ Retiring (Community)

Our courses are designed to help the untrained become prepared. They help beginners become proficient. And they help the experienced fuel their passion for growth. We believe a manufacturing mindset at every level helps us all.

Department of Defense/ Armed Forces (cont.)

Mindset:

- *Manufacturing is core to national security*
- *Exceptional domestic manufacturing is vital*
- *Government plays an important role, but must partner with the private sector*

Expertise in Manufacturing and Learning & Development

With Tooling U-SME, you are connecting with the very latest and greatest in manufacturing education. Our expertise allows your programs to focus on intent and outcome. We'll help take care of the rest.

Content – Depth and Breadth, Advance Technology and Delivery

The world of manufacturing is changing rapidly. With Tooling U-SME for educators, you can be assured that you are receiving the best content delivered in the most innovative ways.

Customer Service/Support

Tooling U-SME is always here. Whether it's setting up an account, building a curriculum, or just troubleshooting, we're here to help.

Partner Approach

We believe in the future of manufacturing. It is core to our mission to prepare the next generation for a world of manufacturing excellence. We work with you to help ensure you have the tools, content, and resources to get there.

Department of Defense/ Armed Forces (cont.)

Mindset:

- *Manufacturing is core to national security*
- *Exceptional domestic manufacturing is vital*
- *Government plays an important role, but must partner with the private sector*

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The world of manufacturing is rapidly changing. The Smart Manufacturing revolution is upon us, creating the need for individuals who are adaptable, creative, and curious. Our courses are designed to give a view into the extraordinary world that's to come.

MEPs

Mindset:

- *Fulfilling their mission through training*
- *Complex and costly to take it on*
- *Requires engaged partner*

Productivity

Your mission is to help support the growth of manufacturing. So is ours. Tooling U-SME provides exceptional training that quickly and efficiently helps an entire workforce gain competency at scale. We can take on your entire training program.

Organizational Efficiency

Proper training reduces the friction between workforce skill and workforce demand. We believe the future of domestic manufacturing lies in increased efficiency. We help you get there sooner.

Career Path/Employee Retention

We are the clear choice in preparing your manufacturing workforce. Our courses and techniques are used by the most successful manufacturers in the world, allowing MEPs to perfectly match the demands of employers.

Lifecycle from Pipeline to Incumbent/Retiring (Community)

Our courses are designed to help the untrained become prepared. They help beginners become proficient. And they help the experienced fuel their passion for growth. We believe a manufacturing mindset at every level helps us all.

MEPs (cont.)

Mindset:

- *Fulfilling their mission through training*
- *Complex and costly to take it on*
- *Requires engaged partner*

Expertise in Manufacturing and Learning & Development

With Tooling U-SME, you are connecting with the very latest and greatest in manufacturing education. Our expertise allows your programs to focus on intent and outcome. We'll help take care of the rest.

Content – Depth and Breadth, Advance Technology and Delivery

Tooling U-SME is more than a training means — we're here to be a dynamic training partner. With our breadth of experience, our depth of knowledge, and our ability to customize your curriculum, consider us your secret weapon for success.

Customer Service/Support

Tooling U-SME is more than classes. We're experts, ready to help whenever you need us. Exceptional customer service is combined with ongoing support for you and your users, providing a true partner in achieving your MEP's purpose.

Partner Approach

We do more than provide courses, we help you set a course to success. We work closely and collaboratively with you to design a program that is outcome oriented, measurable, and effective.

MEPs (cont.)

Mindset:

- *Fulfilling their mission through training*
- *Complex and costly to take it on*
- *Requires engaged partner*

SME – Being a part of the larger organization.

Tooling U-SME is more than a service — it's a connection to SME, giving us insight into the leading edge of what's possible.

Digital Delivery Technology

Tooling U-SME provides the industry's most robust user friendly experience. We believe in a measurable, trackable, simple experience that benefits both the learner and the trainer.

Smart Manufacturing/New Technologies

The future is coming quickly, and training techniques must keep up with the speed of innovation. We live on the leading edge, giving you the tools to always be ready for what's here and what's next. We help MEPs become more future minded.