

# Biography

## Mary E. Lyda

**President, Skyagraphy, Inc.**

### Synopsis

Mary Lyda has over 20 years of experience producing performance solutions for clients. Mary is personable, detail-oriented, self-motivated, and an enthusiastic writer, facilitator, and speaker with industry experience in insurance, consumer products, networking, travel, petroleum, higher education, and communications. In 1998, Mary founded Skyagraphy, Inc. to create successful, engaging business solutions that balance clients' long-term goals, budget, and technical infrastructures. Skyagraphy specializes in developing high-quality Internet training, multimedia training, instructor-led courses, self-study guides, and paper-based documentation. Skyagraphy succeeds by partnering with clients to maximize the potential and growth of their individuals.

### Current Position

**Skyagraphy, Inc.** 1/98 – Present and **Independent Contractor** 7/96 – 1/98

Consults primarily to large, multinational companies to plan, design, develop, and evaluate training and non-training solutions for performance problems. Sample projects include:

### Projects

- ◆ Wrote and edited web-based training (WBT) courses for **Avaya** on networking topics including: virtual private networks (VPNs), ATM, Ethernet, Avaya product overviews, and cost justifying those products.
- ◆ Coded ~20 WBT courses for **Avaya**. Produced web-based courses using Dreamweaver, Flash, JavaScript, and dynamic HTML techniques.
- ◆ Scripted five WBT courses for **McDonald's** restaurant employees on cooking and assembling menu items.
- ◆ Worked with language experts to write Spanish-as-a-second-language courses for **McDonald's**.
- ◆ Worked with consultants and subject matter experts (SMEs) to revise and code 16 modules of candidate actuarial Internet-based education for the **Society of Actuaries**.
- ◆ Wrote WBT courses for **True Value's** paint department employees on chemistry of paint, problem solving, and specialty products.
- ◆ Projects for **Motorola**:
  - ◆ Developed several individual and team-based tools on culture shock, international moves, and working on multi-cultural teams.
  - ◆ Wrote an instructor-led course for human resource counselors. The course was a hands-on workshop introducing a structured process for managing employee cases.
  - ◆ Created *iExpeditions*, an internet-based course for employees' 14-17-year old children. Designed the course to leverage the features of an online web environment so the youths could team solve real-life business problems.
- ◆ Designed and developed an online in-depth reference guide for **Kraft Food Service** sales personnel on pricing and policy requirements. The HTML portion of the guide was created using Frontpage, and multiple Word, Excel, and Access documents were developed as tools for the sales force.
- ◆ Developed a set of four instructor-led courses on food safety and new U.S. FDA guidelines for **Kraft** management and plant employees. A Peer Observation process was also developed to promote food safety awareness. Also consulted with and presented the courses at dozens of plants in the U.S. and Canada.
- ◆ Projects for **Allstate**:
  - ◆ Designed and wrote a self-study workbook, plus job aids, on workflow management for claim employees. Client mass-printed the course three times in half a year.
  - ◆ Wrote self-study managerial materials on reversing trends when pending dollar amounts and claims miss targets.
  - ◆ Designed and worked with multiple SMEs to build a four-week instructor-led training course for new subrogation employees.
  - ◆ Created a self-study workbook with job aids & quick references on the requirements for referring claim files to Legal at headquarters.
  - ◆ Wrote and coded five hours of mainframe-based training for their loss-reporting system.
- ◆ Created *Introduction to Training and HTML* materials and taught sessions at **Wheaton College**. Designed program so students created WBT for a business training need.
- ◆ Served as computer-based training (CBT) Expert for **Financial Training Resources** as they started their CBT department.
- ◆ Additional training projects:
  - ◆ Managed a seven-person team for a CBT course teaching the REXX programming language.
  - ◆ Wrote and programmed two CBT hours for a national automotive services firm.
  - ◆ Managed five development team members for an 8-hour instructor-led course. The course included presentation materials and hands-on exercises for a sales and marketing system.

**Additional Experience****STAFF DEVELOPMENT SPECIALIST** Apollo Travel Services (United Airlines subsidiary), 3/94 – 7/96

Created a new program, *Performance Plus*, consisting of study guides and assessments for Account Managers, Training Specialists, and Help Desk personnel covering the Apollo travel mainframe and Windows-based reservation systems. Received two *Outstanding Contribution* awards.

**INDEPENDENT CONTRACTOR** 10/90 – 3/94

Worked as an instructional designer for the Kraft General Foods Order Management team, which was responsible for merging four business units. (The business units were Kraft, General Foods, National Dairy Products, and Oscar Mayer.) Developed and repeatedly delivered a two-day course for a key customer service financial system. Created training courses introducing financial employees to the business practices and unique needs of the four merging units.

Wrote the winning proposal for Motivation Media to develop three hours of CBT on merchandising.

**TRAINING CONSULTANT** ICON Associates, 9/88 – 10/90

Designed, developed, and managed custom training projects for clients including Applied Learning International, Firestone, Gannett, and other Fortune 100 companies.

**TRAINING INTERN** Illinois Student Scholarship Commission, Summer 1987

Developed audio and text-based managerial training programs on enhancing employee performance skills. Topics included writing, problem solving, and teamwork skills. First intern for this division of the Illinois state government.

**Selected Clients**

- Allstate Insurance Company
- Accenture
- Avaya
- Avon
- BP Amoco
- CNA
- Financial Training Resources
- Kraft Foods
- Lucent Technologies
- McDonald's Corporation
- Motorola
- SBC Ameritech
- True Value
- Society of Actuaries
- Wheaton College

**Related Media Experience**

**WRITING** Wrote and presented *CBT: To Do's and To Don'ts* – an overview on CBT basics; created a promotional video for a nonprofit organization; managed the writing, production and post-production of four commercials aired on Chicago radio stations.

**Technical Background**

**HARDWARE** Windows compatible and Apple Macintosh computers.

**SOFTWARE** Microsoft: Windows and Office; Adobe: Photoshop, Dreamweaver, Acrobat, Homesite, and Fireworks; Articulate; Apple: Mac OS X, iLife, and iWork; HTML; Ulead: PhotoImpact; and others.

**Professional Affiliations**

**MEMBER** Northwest Network (Originally a sub-group of the Chicago Chapter of the International Society for Performance and Improvement.)

**Education**

**Bachelor of Arts, Speech Communications**  
Wheaton College, Wheaton Illinois, 1988

**References**

Available upon request.