



## Customer story



## Industry

Education / eLearning

## Use case

Customer education

## Solution

**Absorb LMS**  
**Absorb Create**

# Challenge

- Need to support small business clients.
- Provide highly customizable learning experiences.
- Support for existing and new course content.

# Solution

- Easy-to-use platform with fast implementation.
- Absorb Create for new content development.
- Departmental and role-based structure for client accounts.

# Results

- Able to scale seamlessly with the addition of clients.
- Faster sales cycle through platform trial.
- Reduced dependence on external course production.

## Summary

Mindscaling is helping build the next generation of business leaders through custom learning experiences and micro-courses. As the company shifted its focus to include more small business clients, it needed a way to provide them with an easy-to-use e-learning platform. Absorb is helping the company scale and achieve its goals of bringing on more small business clients, while also creating new course content more quickly and cost-effectively.





# Rachel Kwasniak

Director of Operations, Mindscaling

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# Mindscaling adopts Absorb to **scale and support** small business leadership training cost- effectively

[Mindscaling](#), of Portland, ME, designs and builds custom learning experiences, specializing in management and leadership content creation.

The company has a growing portfolio of more than 250 micro-courses and collaborates directly with its clients to build the specific learning content they need. Each course is hand-crafted with award-winning instructional design, rich media, and dynamic interaction, leveraging the company's relationships with hundreds of bestselling business writers, authors, and speakers.

The company has transitioned from primarily a content creator to a full-service learning program developer. Today, its courses are designed to be plug-and-play, with Mindscaling handling all elements of the learning path: communications, online learning courses, supportive tools, and live events.

“It’s really our passion to bring leadership to all levels, whether you have that title or not,” says Rachel Kwasniak, Director of Operations. “The core values we have when we create our content is that everyone can lead with courage, confidence, and kindness.”

“Leaders that will listen, have empathy, and make everyone else around them be a better human are the ones we want to help train.”

The company’s small internal team relies on external video production and studios to produce its course content. As it has transitioned from a focus on content creation and generation to custom e-learning experiences, its client base has shifted. In 2024, a major focus for the company became small businesses.

# Building small business leaders

Mindscaling courses are designed to be easily installed on its clients' Learning Management Systems (LMS); however, it boasts a significant number of small and medium-sized clients that would find owning an LMS cost-prohibitive.

“We needed to find a platform we could put our content on and help our customers in a way that will scale,” Kwasniak says. After investigating several options, she says **the company selected Absorb LMS to be that platform because it was highly customizable**, existing courses could be easily loaded into it, and new courses could be created using it.

“We were able to set up the platform almost immediately after purchase,” Kwasniak says. “It was great to get in there and quickly upload the content that we had.”



Kwasniak says having an LMS that provided a structure where each client could have its own dashboard, catalog, and courses was essential. “That was the first thing that won me over about Absorb,” she adds. She notes that white labelling separate branded portals for clients would result in additional fees with other platforms.

She says the company’s strategy was to populate the LMS with its own SCORM (Sharable Content Object Reference Model)-compliant content and then use its department structure to set up separate customer accounts. Kwasniak says these were easy to achieve with Absorb.



**Kwasniak says she was blown away by the number of options available to customize, display, and control the content uploaded.** “I can just tweak it to my heart’s content, so every client has a personalized experience.”

The company implemented Absorb LMS, Absorb Create for developing content — allowing it to reduce overhead costs related to external designers and agencies — and Analyze Essentials for reporting.



# Smooth scaling, stronger sales, and more

Almost immediately, the company witnessed several major benefits to adopting Absorb.

**Being able to assign each customer a specific account using the Absorb departments has allowed Mindscaling to scale as it adds more small businesses to its client roster.** There's no need to duplicate content for separate clients, as each can be assigned the content appropriate to them.

The structure has also aided in the sales cycle. Mindscaling is now able to supply customer prospects with a trial password and temporary access to its learning platform. "This has significantly boosted interest in signing up with Mindscaling and has reduced the time it takes for a sale," Kwasniak says. "And this happened in just a couple of months."

**She adds that client onboarding is simple and fast thanks to the intuitiveness of the Absorb interface.** Mindscaling has seen a significant reduction in client onboarding time and now requires "virtually zero" team involvement.





The company uses Articulate Storyline in designing its content, and Kwasniak says this makes the Absorb Create interface familiar and easy to use. “It made it so easy that our CEO, who hadn’t used Storyline or other content creation tools, could use it,” she says, comparing it to using Microsoft PowerPoint.

**“We could create five new courses in a week, and we didn’t have to go back and forth with our development studio,”** she says of using the new feature. She praises the auto-captioning capabilities and ability to download a completed course as a SCORM to be resold in a different model. “It’s just been fantastic.”

Mindscaling frequently communicates with its clients for feedback on course content they may need, and skills gaps they have. While its library is extensive, **the ease of creating new courses allows the company to address any possible gaps in its content and meet custom requests more quickly. Speed of implementation and application are essential benefits of Absorb,** suggests Kwasniak.

“The content creation tool and Absorb interface are so organized that the time to learn it and set it up is so short that speed to implementation is a major benefit,” she says. “And Create is just so cool, especially if you want to use AI to generate courses based on PowerPoints, existing content, or starting from scratch.”



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