

Inspired University

Professional and Personal Development Training

Oroville, Washington

www.InspiredU.com



Tony Larson believes that while you can learn business basics in trade schools and universities, it takes a special kind of training to learn how to build a successful and satisfying business life. It's that belief that was the catalyst for Inspired University, the online professional and personal development program, developed in 2003. Headquartered in the rural Eastern Washington town of Oroville, Inspired University provides inspirational and motivational classes and lectures to its online members. A staff of skilled and experienced business professionals - who are also widely dispersed across the country provide the core of the Inspired University product. Inspired

University clients, using a phone line and the Internet, can access live, interactive training, as well as recorded lectures on a 24/7/365 basis. Tony explains, "Our goal is to provide the education and inspiration to our members that's not found in colleges and universities, and to help them be better at what they do."

Tony knows that most businesses have two primary needs: increase productivity and reduce costs and Inspired University addresses both of those needs in a powerful way. Corporate training is a critical element of staying competitive, but the costs of travel to receive that training, in dollars and in employee absence, are substantial and growing. Tony believes he has the answer to that business challenge, "Provide training on the Internet, so there is no travel. Employees can access training at work, from home, while they're driving in their car. They can listen to a recording from our archives anytime, day or night." Tony is convinced that motivation and inspiration create energy that translates into solid business outcomes. Tony's says simply, "Motivated employees will always out-produce unmotivated employees."

While there are four full-time and four part-time contributors at Inspired University, the bulk of company service providers are contractors who use the Internet to deliver their expertise from a distance. They work and live across the country, which is fine with Tony. As he says, "They all work at a distance. Today, with broadband, it's so much more practical." Tony believes that the new work options created by technology have not just supported his business, they have improved it. He explains, "The telework option actually opened up some of my horizons. If I were still in Seattle, I would be looking for contractors in Seattle. Now that I'm in Oroville, if I can't find the right person here, I look for people all over the United States."

Raised in the nearby town of Tonasket, Tony moved to Seattle for what he saw as better educational opportunities. He says, "I learned a lot there, but I thought I could do things better." Tony invented a computerized ticket printing and auditing equipment and started his own business, Pacer Corporation, to market his new product. The company was very successful and eventually went public. Throughout his time in Seattle, he was continually driving back to Okanogan County for as he says, "...hunting, fishing, camping - life. It was getting ridiculous driving over here all the time." He decided that he would switch the process: come back to his rural roots and commute to Seattle when he had to. The eventual result was Inspired University.

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President, Inspired University

His business life in Oroville has taken him from a time when there was no infrastructure, through the first steps of the local ISP, to the present, when he feels he has all the technology he needs to keep his business thriving. Tony sums it up this way. "If a person starting a rural business approaches it as if there are no problems with it, there really won't be any. I just move forward with the expectation that everything is going to work. So, it does."