



# Queen Anne News

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## Oxygen Learning CEO finds Queen Anne a perfect fit

*Learning as process:  
It might even include juggling*

By Travis Quezon

Expedia, Microsoft, Starbucks, and REI are just a few of the companies that have sent their best and brightest to be trained at a cozy 3,200 square foot suite on the east side of Queen Anne Hill -- the home of Oxygen Learning.

The corporate training and design practice has found a niche by throwing away the PowerPoint presentation and bringing in hands on, intuitive learning.

It's a mission led by Oxygen Learning's owner and operator, CEO Juliana Stancampiano — a resident of Upper Queen Anne for four years.

"What's different about us from a lot of other training companies is really that we're focused on the design aspect versus the content," Stancampiano said. "There's lots of leadership experts out there or sales experts out there, but we use whatever content is first of all right for the organization. And most of these large organizations own a lot of their own content."

Essentially, if a company is putting its people through training, and it's found that the training methods are not effectively communicating a process into actual practice, it becomes Oxygen Learning's job to make it so and to make it stick.

Oxygen Learning has incorporated its learning philosophies and techniques into spectrum content areas, such as financial modeling, sales and performance management.

"Our classroom environment is very different," Stancampiano said. "We pull the information out from people. We don't do PowerPoints. There's no one standing up at the front of the classroom lecturing over and over again. It's all about retention and making it stick for somebody."

To illustrate how that "stickability" is reached, Stancampiano described how Microsoft employees were sent to Oxygen Learning to relearn sales skills and practices that had originally been taught to them through a course using a 220-slide PowerPoint presentation.

Oxygen Learning dissected Microsoft's original training program and reevaluated the necessities. In order to get a better grasp of the training content, Oxygen Learning facilitators had the Microsoft employees, in one instance, learn to juggle.

"To learn how to juggle is actually a process," Stancampiano said. "So first of all you have to get used to the ball dropping. And then we would teach people one

♦ See OXYGEN, Page 20

## Busy exec finds Queen Anne's "walkability" a big plus

♦ OXYGEN, from Page 9

Learning uses a variety visual, audio, and kinetic stimuli to reinforce the learning process. And more importantly, Oxygen Learning facilitators do not "give away" the answers, and will take the time to let the learners learn for themselves. Courses can range from a half a day session to a nine-day on boarding course, depending on what needs to be learned. Stancampiano had originally worked with Oxygen Learning in Munich, Germany in 2007, when it became her goal to open a U.S.-based office. That dream was fulfilled in July 2008, with Oxygen Learning opening on Queen Anne Avenue, and remaining there for three-and-a-half years, before moving to Westlake Avenue North in February.

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