

## **MaximizeU launches Edgewalker Academy in partnership with Edgewalkers International**

With the corporate world pegged to double spending on learning and development over the next five years, Edgewalkers International, a consulting firm focused on leading edge change, has taken its training and coaching portfolio online with the launch of the Edgewalker Academy.

Edgewalkers International was founded by Dr. Judi Neal in 2006, the year her book *Edgewalkers: People and Organizations that Take Risks, Build New Bridges, and Break New Ground* was published.

“With an increased number of organizations and individuals seeking on-going professional and personal development programs, especially in the form of on-demand, digital curriculum, it makes perfect sense to host the new-to-market Edgewalker Academy online.”, says Neal.

The partnership between Edgewalkers and MaximizeU, an Austin-based technology platform, provides the Edgewalker Academy with the learning management system (LMS) designed by the tech entrepreneur, Sal Celly, who, along with CEO, Laura Celly, unveiled MaximizeU.life in 2020 and was fast to onboard the abilities of AI.

“Artificial Intelligence has ensured that MaximizeU delivers with efficiency and accuracy as it swiftly personalizes each learning environment specific to the individuals and teams seeking to maximize potential,” Laura Celly stated.

The approach taken by the MaximizeU team has been a SAAS (Software as a Service) based subscription model, where institutions can find a path that best suits the needs of the organization, and its individuals. With options that include online coaching, assessments courses, curated content, a learning community and more, it’s considerably easier to measure the development of an employee’s skills and abilities. This data can then be used to measure impact, productivity, leadership, relationships, and balance.

Dr. Neal, also the President of the Edgewalker Academy, confirmed more than 80 per cent of the outreach, coaching and training delivered by Edgewalker facilitators already takes place online.

“Edgewalkers International remains committed to working with global markets and the online world helps make this possible. Indeed, we already engage with communities located in North America, Europe, the Middle East, India, and Asia,” Dr Neal noted.

Neal went on to share that the Edgewalker philosophy resonates with individuals called to the leading edge of transformation, especially those open to taking risks, building bridges, and breaking new ground.

“The Edgewalker Academy also houses our core, in-person portfolio and in tandem with the online launch we are advancing the delivery of live certification programs, workshops, retreats, and community events, worldwide,” Dr. Neal concluded.

MaximizeU CEO Laura Celly stated, "I am so excited about our partnership and confident that this alignment between Edgewalkers International and MaximizeU is headed towards a phenomenal future. Together we will make such a positive difference in the world!"

Join Sandra Bargman, the host of The Edge of Everyday podcast on MaximizeU.life in conversation with Sal Celly, Laura Celly and Dr. Judi Neal, as they discuss the breaking news of their collaboration:

Video and audio link: <https://app.maximizeu.life/podcast/edgeofeveryday>