

## NEWS RELEASE

For Release on January 6, 2009

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### **Free Online Courses Open to Business Professionals Affected by Down Economy** *SmartDraw.com Presents 'Recession-Proof Your Business' e-Course Series*

San Diego, CA. January 6, 2009 - SmartDraw.com, maker of SmartDraw, the software that helps you work smarter by communicating visually, has announced a free, three-part series of e-Courses entitled, "Recession Proof Your Business."

This timely series, accessible through SmartDraw's Working Smarter blog at <http://blog.smartdraw.com/> or through the series overview at <http://www.smartdraw.com/Recession-Proof-Overview-PDF>, is divided into three 20-minute online e-Courses that include printed materials and video instruction. The courses focus on:

1. **Cutting Your Payroll but Not Your Output:** It's a harsh reality, but companies are forced to downsize every day. This course shows managers, step-by-step, how to get the same output with less people, with benefits that include increased productivity, higher quality performance and a more flexible workforce.
2. **Identifying "Sink Hole" Projects to Cut:** During the good times, businesses often begin more projects than the lean times can support. Now, many are "almost there" on too many projects. This course offers simple techniques to give managers a clear picture of the state of their projects so they can confidently decide which ones to continue and which ones to drop.
3. **Optimizing Your Sales Process to Fight the Sales Slide:** Sales are down for virtually every business. This course teaches a simple proven technique to close more sales and improve the long-term effectiveness of a sales team regardless of its size.

"Our blog and our regular customer communication pieces strive to educate business people on ways to work smarter. The e-Courses are designed as a much more in-depth educational offering based on solving the most pressing issues that our customers – and all managers – are facing," said Paul Stannard, CEO of SmartDraw.com. "Economic times are tough and will be for a while. Our e-Courses are a way to help businesses learn techniques that will help them survive or even thrive now."

### **About SmartDraw.com**

SmartDraw.com is the creator of SmartDraw, software that helps you work smarter by communicating visually. Whether it's a flowchart to explain a business process, a Gantt chart to show a project schedule or an organization chart, SmartDraw is unique because it draws more than 40 different types of visual for you, including timelines, maps, charts, decision trees and floor plans. With SmartDraw, anyone can create presentation-quality visuals in minutes. Because people are six time more likely to retain and understand information presented to them visually, SmartDraw helps businesses increase their bottom line by improving communication, refining operations, completing projects on time, and successfully implementing their plans. The company's customers include more than half of the members of the Fortune 500, 2,000 K-12 schools and universities, and thousands of law firms, police departments, health systems and private enterprises of all sizes. Founded in 1994, SmartDraw.com is a privately-held, San Diego, CA-based company and is part of the Working Smarter Network. For more information or to download a free trial version, please visit [www.smartdraw.com](http://www.smartdraw.com).