

Overview

MISSION • COMPANY • VISION

What We Stand For

Mission — Our mission is to empower educators in their quest to create and support life-long learners, to make education relevant and engaging for the student through creative software. While building authentic relationships and innovative resources, we will point all learners toward success.

Company Background

Owner and Lead Developer, Steve Waddell established I Support Learning (ISL) in 2003. Prior to this venture, Waddell spent over 13 years working with educators. Through his experience, he saw the next generation of students was demanding a more interactive approach to learning.

The company began simply with a man, a dream, and a cozy basement. Waddell has always had a unique vision for the company, from the business model of no salespeople to providing lunch and sodas everyday for the employees. ISL is taking a different approach when it comes to education and business.

Since bringing personal experience curricula to the educational market, ISL has seen tremendous success by implementing curricula into 11 of the top 15 largest school districts and into over 200 schools throughout the United States.

Serving the Educational Community

Commitment — We believe in helping students and educators along their paths of being life-long learners. We hold in the highest regard those who have chosen the job of giving and sharing knowledge. Helping others to learn, understand, and succeed is one of the highest callings a person can have.

Satisfaction — The educational community commits to excellence in teaching and learning. We recognize the challenges and rewards from striving everyday to achieve national and state assessments. To that end, we hold ourselves to the same high standard. If our products do not help the educator raise the level of engagement and real world learning in their classroom, we'll refund the purchase price guaranteed – 100%, without question.

Unique Approach — We've eliminated the largest barrier between educators and ourselves – a sales force. Having no sales force allows teachers and administrators talk directly to our development team. It's an important connection that eliminates the pressures of a sales call. It's their classroom and their choice as to the best teaching tools for them. They can feel free to call us with questions, feedback, or just to chat.

Support — Everyone talks big about “service” these days, but the reality rarely meets the promise. Then there's *I Support Learning*. We've created a network of ways to help to our educators. Telephone, e-mail, and a teacher's resource CD will get their questions answered.