Stories of Triumph

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Business Development Board of Martin County

*"We cannot solve our problems with the same
thinking we used when we created them."*
---Albert Einstein

From sea to 'Airborne Pathogens': Dive training company pivots to 'certify' businesses in battling virus fears

On May 1 we told you about the#Divestrong social media push organized by husband-and-wife team Brian Carney and Stephanie Miele. The couple owns International Training, the Stuart-headquartered diving certification company with representatives around the world. The pair launched an inspirational campaign to encourage the global driver community languishing under the shutdowns and badly in need of reef therapy.

Barely (*ahem*) coming up for air, the International Training recently kicked off an effort to help small businesses—for free—reestablish public trust and their customer base.

"Everything right now is uncomfortable," says Stephanie. "Nobody knows what's going to happen in the next day, the next month. We felt passionate that as business owners, we know what those fears are and we wanted to do something to help other business owners because it's a scary time."

As a function of its expansive reach, International Training remains remarkably versatile and operates more like a tech company. Its eight-person product development team created and refined its proprietary computer-based training platform that's comprehensive, interactive and adaptable to various forms.

It proved perfect for its new "Airborne Pathogens Workplace Training," a self-produced extensive, well-sourced eLearning course that upon completion can serve as something of an unofficial Good Housekeeping Seal for businesses.

Incorporating CDC guidelines and consulting with respiratory professionals, educators, and subject-matter experts, the couple created a 45-minute program in a format easily digestible for employers and employees that covers how the virus spreads, key sanitization procedures and personal safety protocols.

Creation of the content wrapped in 14 days. In its four days of availability, it's been viewed by more than 5,000 people around the world.

"There's no sales gimmicks at the end of it," says Stephanie. "It does collect your email and as you log back in it presents you with a certificate of completion that you can print out. The more people that can benefit and feel better about returning to work, we welcome that."

It's fitting that dive instructors—who specialize in training people to relax and function normally in unfamiliar and potential threatening environments—stand ready to assist others.

"For scuba, or even breath-holding diving—where people can't take a breath on

their own—you're literally training them on a life-support apparatus," says Stephanie.

Her analogy is apt. "Life support" describes the economy as anxieties and reactions around the virus frazzle nerves. Hopefully, through the levity and knowledge of creative and generous measures like theirs, we'll all soon breath a lot easier.

Small (Business) but Mighty

The Business Development Board of Martin County is showcasing these inspiring efforts of local business leaders, innovators and entrepreneurs in a reoccurring feature called "Stories of Triumph."

If you or someone you know is using their business to do something innovative and inspiring to help our community through this crisis, please email me so we can share their Story of Triumph.

Joan

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