



Lifelong Learning: A Smart Investment for Your Workforce

Enhance Employee Performance

Boost Cognitive Agility: Engaging in learning activities strengthens neural pathways, improving memory, problem-solving, and adaptability—essential skills in today’s fast-paced business environment.

Sharpen Decision-Making: Employees who regularly engage in educational programs develop critical thinking skills, leading to better judgment and strategic planning.

Reduce Burnout & Increase Resilience: Learning fosters personal growth, improving mental well-being and equipping employees with tools to manage stress effectively.

Drive Business Success

Increase Productivity: A workforce that continuously learns is more innovative, adaptable, and engaged—leading to higher efficiency and performance.

Improve Employee Retention: Companies that invest in professional development see greater job satisfaction and loyalty, reducing costly turnover.

Support Career Growth: Lifelong learning empowers employees with new skills, preparing them for leadership roles and fostering a culture of internal promotion.

Build a Thriving Workplace Culture

Encourage Collaboration & Engagement: Shared learning experiences enhance teamwork, communication, and peer support.

Strengthen Company Reputation: Organizations that prioritize employee development stand out as leaders in corporate responsibility and workplace excellence.

Boost Morale & Motivation: Employees who feel intellectually stimulated and valued bring more energy and creativity to their roles.

Seamless & Cost-Effective Implementation

Turnkey Learning Solutions: Our expertly curated programs require no extra effort from your team—we handle content, materials, and delivery.

Flexible Formats: Whether in-person or virtual, our programs fit seamlessly into your existing schedule, from lunch-and-learns to multi-session workshops.

Measurable Impact: Studies show that organizations prioritizing lifelong learning report increased employee satisfaction, improved collaboration, and higher overall performance.

Proven Benefits Backed by Science

87% of employees who participate in ongoing learning report improved engagement, motivation, and job satisfaction.

Scientific research confirms that continuous learning enhances cognitive function, emotional well-being, and career longevity—benefits that translate directly into a more productive and resilient workforce.

Invest in your employees' future. Let's partner to create a learning culture that drives success for your business.

"The best investment you can make is in yourself. The more you learn, the more you'll earn." – Warren Buffett (Berkshire Hathaway)

Mission Statement

At Platform, we empower businesses to cultivate a culture of continuous learning and professional growth. Our tailored corporate education services enhance cognitive agility, emotional resilience, and workplace engagement, aligning with the principles of lifelong learning. By bridging the gap between formal education and ongoing professional development, we help companies create thriving, innovative workplaces where employees feel valued and motivated.

The Value of Lifelong Learning in the Workplace

Lifelong learning is essential for employee performance, adaptability, and overall well-being. It enhances critical thinking, strengthens problem-solving abilities, and fosters innovation. Engaging in intellectual activities promotes emotional resilience, boosts job satisfaction, and reduces workplace stress, while also creating opportunities for collaboration and teamwork that drive company success.

Benefits for Businesses

- **Enhances Workforce Productivity:** Lifelong learning sharpens skills, fosters adaptability, and drives professional excellence.
- **Builds a Collaborative Culture:** Learning programs encourage teamwork, engagement, and knowledge sharing.
- **Boosts Employer Appeal:** Providing educational opportunities differentiates your company, attracting top talent and retaining employees in a competitive market.

Why Choose Platform?

Our expertly designed learning sessions are easy to implement, require no additional resources from your team, and are proven to boost employee satisfaction, performance, and retention.

A Message from the Founder of Platform:

"Our corporate learning programs offer a unique opportunity to invest in your team's growth and success. With over a decade of professional experience and a deep passion for education, I deliver engaging sessions that foster cognitive development, professional advancement, and workplace collaboration. The cost reflects not only the extensive research and preparation behind each program but also the lasting impact they have on employee engagement and business outcomes. By investing in these learning opportunities, you're enhancing your company's reputation and creating a more resilient, forward-thinking workforce." – Scott Craig, Ph.D.

Clear Benefits for Corporate Learning Programs

Enhancing Employee Engagement and Team Connectivity

Platform fosters dynamic and intellectually stimulating workplace environments where employees remain engaged, motivated, and eager to grow. This enrichment enhances cognitive agility, emotional well-being, and job satisfaction. Additionally, Platform's programs encourage shared learning experiences, fostering teamwork, collaboration, and stronger professional relationships.

Attracting and Retaining Top Talent

Offering unique lifelong learning programs positions businesses as forward-thinking and innovative. These programs make companies more attractive to prospective employees and clients, strengthening their reputation and competitive advantage. Businesses that invest in employee development gain a significant edge in improving overall workplace satisfaction, loyalty, and long-term retention.

Catering to Diverse Learning Needs with Seamless Implementation

With a broad range of topics and interactive formats, Platform addresses the intellectual curiosity of employees at all levels, ensuring engaging and varied programming. Platform also provides a seamless, turn-key solution by managing all aspects of program delivery, allowing leadership and HR teams to focus on other strategic priorities.

Cost-Effective and Scalable Solutions

High-quality professional development programs enhance employee performance and satisfaction without requiring substantial investments in physical infrastructure, making them a cost-effective solution. Platform offers flexible scheduling options, including weekly, bi-weekly, monthly, or customized formats, ensuring integration into existing corporate training calendars. All materials, including handouts and visual aids, are designed to be accessible and engaging, ensuring maximum participation and impact. Platform's programs are adaptable to both small teams and larger company-wide initiatives, fostering inclusivity and broad engagement.

"If you're not learning, you're not growing. And if you're not growing, your company isn't growing." – Jeff Bezos (Amazon)

Proven Teaching Excellence that Inspires Lifelong Learning

Dedication to Quality Education

Rated an outstanding **4.9 out of 5** for overall quality by former learners, reflecting a deep commitment to creating enriching and engaging learning experiences.

Exceptional Learner Satisfaction

100% of learners indicated they would take another course, showcasing a trusted teaching approach that fosters curiosity, ongoing education, and a passion for lifelong learning.

Consistently Recognized for Excellence

Of 13 ratings, **92% of learners** rated the experience as "Awesome" (5/5), with the remaining **8%** rating it as "Great" (4/5). These consistent top-tier evaluations highlight a proven ability to connect with learners and inspire them to explore new ideas and perspectives.

Why This Matters for Lifelong Learners

These results underscore a teaching philosophy rooted in accessibility, engagement, and adaptability—qualities essential for creating meaningful educational opportunities for employees. Whether sharing historical insights or facilitating thought-provoking discussions, the goal is always to empower people to continue learning, growing, and connecting.

"Don't be a know-it-all; be a learn-it-all." – Satya Nadella (Microsoft)

About the Founder and Director of Platform:



Scott Craig is a seasoned educator with over a decade of teaching experience in history and the humanities, dedicated to inspiring the embracement of lifelong learning. Holding a Ph.D. in History from Florida State University, Dr. Craig has taught a diverse range of courses, including U.S. History, African American History, and Western Civilization, at institutions such as Central Texas College and Florida State University. His classes are known for their engaging content, rooted in scholarly research, and tailored to connect historical themes with contemporary relevance. Dr. Craig's commitment to lifelong learning is evident not only in his dedication to academic excellence but also in his ability to create inclusive and stimulating learning environments that empower students of all ages to think critically and pursue knowledge beyond the classroom. His teaching excellence is reflected in his 4.9/5.0 rating on RateMyProfessor.com, where learners consistently praise his approachability, passion, and ability to make complex topics accessible.

Throughout his career, Dr. Craig has taught students from various cultural and educational backgrounds, spanning continents and age groups. From young undergraduates exploring foundational concepts to adult learners seeking intellectual growth, Dr. Craig has consistently adapted his teaching to meet the needs of his diverse audience. His global perspective, honed through years of research and international collaboration, enables him to foster meaningful connections between history and the lived experiences of his audience. Driven by the belief that education is a lifelong journey, Dr. Craig continues to champion the transformative power of learning, encouraging learners from all walks of life to cultivate curiosity and engage with the world around them.

"Learn continually – there's always 'one more thing' to learn!" – Steve Jobs (Apple)

Education and Expertise

Employment

2024 **Founder and Director of Platform Lifelong Learning**, Brisbane, QLD
2015- **Professor, Adjunct Professor** (Remote in Brisbane from 2023), Central Texas College
2008-14 **Instructor, Research Assistant**, Florida State University

Academic Degrees

2014 **Doctor of Philosophy**, History - Florida State University
2010 **Master of Arts**, History - Florida State University
2006 **Bachelor of Arts**, History - Boston College
2004 Exchange Program, University of Glasgow, Scotland

Books

2021 *Dialogues in Historiography*
2021 *Antislavery in the founding of Colonial Georgia*
2020 *Bonds of Empire*

Articles

Journal articles appeared in
2016 *Global Humanities*
2013 *Limina*
2011 *Atlantic Millennium*

Honors/Awards

2014 Lord Baltimore Research Fellowship
2014 Walbolt Dissertation Fellowship
2013 Florida State University Dissertation Research Grant
2013 Florida State University Conference Presentation Grant
2011 Florida State University Conference Presentation Grant
2011 Karla Scherer Center Grant
2010 Florida State University Conference Presentation Grant
2009 Florida State University Conference Presentation Grant
2005 Order of the Cross and Crown nomination
2005 National Collegiate Education Award nomination
2004 Undergraduate Faculty Research Fellowship

"Every success story is a tale of constant adaptation, revision, and change." – Richard Branson
(Virgin Group)

Learner Experiences

"Dr. Craig was a joy to learn from!! I felt engaged and interested during each lecture."

"Dr. Craig is definitely one of my favorite professors by far!"

"Was extremely responsive and helpful... I really enjoyed this class and would definitely recommend this professor."

"By far the best professor I've ever had. He really knows his stuff and teaches well."

"Very easy-going, concise & knowledgeable. Loooved his lectures. I swear only Dr. Craig can make history actually interesting to learn."

"Doctor Craig is an amazing professor."

"He was fun, interesting to listen to lectures as well as personal experiences. Pretty clear what he wants you to understand. On the top of my favorite professors list."

"Professor Craig was an amazing lecturer and was always willing to further explain a situation if you understood little of it."¹

"The key to success is learning how to learn, and then constantly adapting to what you've learned." – Ray Dalio (Bridgewater Associates)

¹ Source: <https://www.ratemyprofessors.com/professor/2075484>

Why Choose Platform for Corporate Learning?

At Platform Lifelong Learning, we understand that professional development is essential to a thriving and forward-thinking workplace. Our programs go beyond traditional corporate training, delivering exceptional value through a tailored, engaging approach that drives results. Here's what makes Platform stand out:

Tailored Programs for Your Business

- **Customized Topics:** We collaborate with your team to select topics that align with your organizational goals and resonate with your workforce, from leadership and innovation to communication and critical thinking.
- **Flexible Scheduling:** Our sessions are designed to fit seamlessly into your workday, whether as lunch-and-learns, monthly workshops, or tailored multi-session programs.
- **Employee-Centric Design:** Each program is crafted to engage participants effectively, considering diverse learning styles and professional objectives.

Expert-Led Sessions

- **Unmatched Expertise:** Led by Dr. Scott Craig, a seasoned educator with a Ph.D. in History and over a decade of experience in teaching and professional development.
- **Dynamic Delivery:** Our sessions leverage proven teaching methodologies and an engaging, accessible presentation style to inspire curiosity, innovation, and collaboration.
- **Proven Excellence:** Rated 4.9/5 for overall quality, with 100% of participants expressing interest in future sessions.

Tangible Results

- **Enhanced Cognitive and Emotional Performance:** Our programs improve critical thinking, problem-solving, and resilience, equipping employees to handle challenges with confidence.
- **Increased Collaboration:** Sessions foster teamwork and social interaction, strengthening connections across teams and departments.
- **Elevated Employee Satisfaction:** Organizations incorporating our programs experience higher levels of engagement, motivation, and retention.

A Hassle-Free Experience

- **Turnkey Solutions:** We manage all logistics, including materials and delivery, allowing you to focus on business priorities.
- **No Technology Needed:** We bring all necessary tools, ensuring a stress-free setup for your team.
- **Seamless Integration:** Our programs fit effortlessly into your existing training and development initiatives.

A Commitment to Lifelong Learning

Platform isn't just a service—it's a partnership. We are dedicated to fostering a culture of learning that enhances cognitive agility, social collaboration, and emotional well-being within your organization. By choosing Platform, you're investing in a proven partner to create a dynamic, innovative, and resilient workforce.

"We cannot change what we are not aware of, and once we are aware, we cannot help but change. Learning is the key to growth." – Sheryl Sandberg (Meta/Facebook)

Corporate Seminar Logistics

At Platform Lifelong Learning, we make it easy for businesses to provide engaging, high-quality educational seminars that enhance employee development and workplace culture. Here's how we simplify the process:

Flexible Scheduling Options

We understand that every business has its own demands, so we offer flexible scheduling to fit your needs. Whether you're looking for a one-time seminar or occasional sessions throughout the year, we make it easy to integrate learning into your workplace.

You can book seminars:

- ✓ As a one-time session
- ✓ On an occasional or ad-hoc basis
- ✓ As part of a customized series

No matter your schedule, each seminar is thoughtfully designed and delivered with precision to maximize engagement and impact.

Hassle-Free Setup

We handle all the logistics so your team can focus on what they do best. Here's what we provide:

- **All Necessary Materials:** From handouts to visual aids, we bring everything required for the seminar.
- **No Technology Needed:** There's no need for your business to provide equipment or technical support. We arrive fully prepared.
- **Minimal Space Requirements:** All we need is a quiet space with seating for your team to engage comfortably.

Engaging Format

Each seminar is designed to be informative, interactive, and enjoyable:

- **Duration:** 1 hour, perfect for lunch-and-learn sessions or team training blocks.
- **Interactive Q&A:** Opportunities for participants to ask questions and engage with the material in real-time.

A Seamless Experience for You

Our goal is to make this as easy as possible for your organization:

- **Coordination:** We work directly with your designated point of contact to schedule and deliver the seminars.

- **Customization:** Programs are tailored to the interests and needs of your workforce, ensuring maximum engagement and satisfaction.
- **Advance Scheduling:** We provide a detailed schedule for your approval well in advance, ensuring seamless integration into your business calendar.

Serving Your Area

- Dedicated to enriching learning seminars in South East Queensland serving
 - Greater Brisbane
 - Sunshine Coast
 - Gold Coast

Topics Designed to Inspire

With a variety of engaging subjects, our seminars cater to diverse interests and encourage intellectual curiosity. From leadership and innovation to history and culture, each lecture is crafted to resonate with professionals and spark meaningful discussions. Need something specific? We design tailor-made topics to fit your unique goals and interests.

Transparent Pricing

Our pricing is straightforward and based on the frequency of seminars, with no hidden costs. Contact us for a customized quote tailored to your organization's needs.

Let's Work Together

Platform Lifelong Learning is committed to enriching your workplace through accessible, impactful educational experiences. Contact us today to discuss how we can seamlessly integrate our seminars into your business schedule.

Engaging Learning Seminars for Every Interest

Discover the Stories That Shaped the World

Through dynamic and thought-provoking seminars, explore the triumphs, challenges, and transformations that have influenced societies across time. Whether you are a lifelong learner, a history enthusiast, or someone seeking to understand how the past informs the present, these sessions promise to captivate and inspire. Designed for diverse audiences, including novice learners and community groups, these seminars bring history to life in an engaging and meaningful way.

Foundations of History

- **History is Alive: How the Past Gives Meaning to Your Present**—Delve into the nature and purpose of studying history. Is it what you think?

Indigenous Cultures and Early Empires

- **What You Were Never Taught About America's First Peoples**—Explore the diverse societies that thrived in the Americas before European contact.
- **How Native American Wisdom Reframes Our Relationship with Nature**—Discover the interconnectedness of nature and culture among Indigenous peoples.
- **The Empires That Shaped America Before Columbus**—Examine the powerful civilizations that existed before European colonization.

Colonial Encounters and Early America

- **How the Conquistadors Rewrote History**—Learn about the dramatic encounters between Europeans and the Americas.
- **How England Stumbled into Empire**—Trace England's early steps into global colonization.
- **God, Gold and Glory: The Motives for America's First English Colonies**—Understand the cultural exchanges and clashes that shaped colonial societies.
- **Indentured Servitude: A High Price for Passage to the New World**—Unpack the lives and legacies of laborers who built the New World.
- **The Untold Story of Convict Transportation to America**—Investigate the role of convict labor in shaping early settlements.

Revolutionary America

- **The Shot Heard Round the World: Origins of the American Revolution**—Explore the roots of the revolutionary experiment.

- **The American Revolutionary War and Why Americans Celebrate Independence Day**—Follow the battles and ideas that gave birth to a nation.
- **How the US Constitution Shaped a New Nation and the World**—Analyze the creation of the United States' foundational document.

Slavery and Its Legacies

- **The Cotton Gin: The Technology that Changed the World, and Destroyed It.**—Examine the economic and human impact of the cotton boom.
- **Breaking the Chains: The Movement to Abolish Slavery in the US**—Discover the movements and individuals who fought for freedom.
- **What Really Divided America Before the Civil War?**—Trace the tensions that led to America's bloodiest conflict.
- **Abraham Lincoln and the War for America's Soul**—Learn about Lincoln's leadership and the war's transformative effects.

Migration, Frontiers, and Urbanization

- **Ghosts of Passage: The Irish Potato Famine as a Transatlantic Tragedy**—Understand the migration and hardships spurred by Ireland's Great Hunger.
- **The Real Wild West: Myths vs. Reality on the American Frontier**—Investigate the myths and realities of America's western expansion.
- **Homesteads and Hardship: Building Lives on the American Frontier**—Learn about the challenges and opportunities of frontier life.
- **Transatlantic Crossings: Why Europeans Immigrated to America in the 19th Century**—Explore the waves of immigration that shaped modern cities.
- **Building America's Great Cities**—See how industrialization transformed urban landscapes.

Wars and Global Transformations

- **The Spanish-American War and the Birth of American Empire**—Discover America's rise as a global power.
- **America's Role in World War I**—Understand the causes, horrors, and consequences of the "Great War."
- **What Really Caused The Great Depression?**—Learn about the economic collapse that reshaped the 20th century.
- **World War II and America's Rise to Power**—Examine the global conflict that defined a generation.
- **The Cold War**—What made the global Cold War "cold?"

Broad Historical Movements and Events

- **The Black Death**—Study the pandemic that transformed medieval society.
- **The Protestant Reformation**—Discover the religious upheaval that reshaped Europe.

- **The Enlightenment: Did it Make Us Smarter?**—Dive into the era of ideas that championed reason and science.
- **The Scientific Revolution in Europe**—Learn about the groundbreaking discoveries that changed the world.
- **The French Revolution and the Birth of French Nationalism**—Explore the revolution that redefined liberty, equality, and fraternity.
- **The Treaty of Versailles: A Peace Treaty?**—Investigate the controversial treaty that ended World War I.

Special Topics

- **A History of Money**—Trace the evolution of currency and its impact on societies.
- **Convicts Labor in America vs. Australia**—Compare the histories of convict transportation in two continents.
- **Conducting Historical Research**—Learn how to use the tools of a researcher in order to uncover the secrets of the past.
- **Lifelong Learning**—A history of the movement to democratize and expand learning beyond traditional schooling.
- **Public Speaking**—Methods for how to speak to diverse audiences in the 21st century.
- **Building a Platform**—Explore the journey of creating Platform, a lifelong learning initiative born from a passion for education and community enrichment.

Each seminar is designed to provide fresh perspectives, spark meaningful discussions, and draw connections between the past and present.

"Just because you are CEO, don't think you have landed. You must continually increase your learning, the way you think, and the way you approach the organization." – Indra Nooyi (PepsiCo)

Custom Public Speaking & Speechwriting

Tailored Talks That Inform, Inspire, and Elevate Your Message

At Platform Lifelong Learning, we offer customized public speaking and speechwriting services for organizations seeking intellectually engaging and motivational content. Whether you're planning a keynote address, leadership retreat, community outreach, or professional development event, we deliver compelling presentations grounded in rigorous research and real-world relevance.

Our founder, Dr. Scott Craig, is an experienced public speaker with over a decade of presenting to academic, professional, and community audiences. Holding a PhD in History, Dr. Craig is known for transforming complex topics into accessible, thought-provoking narratives that resonate with diverse groups. Each talk is tailored to your specific theme, audience, and goals—whether you want to explore a historical precedent, unpack a contemporary issue, or spark inspiration around leadership, innovation, or civic values.

What We Offer:

- Custom-Tailored Presentations on topics of your choice—historical or contemporary
- Balance of Research and Motivation to inform and energize your audience
- Experienced Delivery: 10+ years of engaging public speaking experience
- Flexible Formats: In-person or virtual delivery available
- Professional Speechwriting: Need someone else to deliver the message? We'll write it for you

Ideal For:

- Government agencies seeking civic engagement presentations
- Corporations hosting staff development or keynote events
- Nonprofits organizing public outreach or educational campaigns
- Educational institutions wanting guest lectures or specialized seminars

Invest in a presentation that reflects your values, engages your team, and leaves a lasting impact. Prices available at platformlearning.com.au.

Platform: Supporting Queensland's Lifelong Learning Goals

At Platform, we believe that learning is a lifelong journey, vital for personal growth, professional development, and community enrichment. Our seminars are designed to make education accessible, engaging, and inclusive for all Queenslanders, aligning closely with the Queensland Government's vision for lifelong learning as outlined in *Lifelong Learning: The Foundation of Future Work*.

Lifelong Learning for a Changing Economy

The Queensland Government emphasizes the importance of lifelong learning in building a resilient workforce and fostering social inclusion. Platform contributes to this vision by offering diverse educational seminars tailored to meet the needs of various groups:

- **Public Learning Seminars:** Open to everyone, these sessions promote a culture of continual learning and curiosity.
- **Corporate Lunch and Learns:** Designed for businesses looking to enhance employee skills, adaptability, and innovation through focused, engaging sessions.
- **Retirement Community Programs:** Tailored seminars that keep older adults mentally active, socially connected, and informed about historical and cultural topics.

Accessibility and Inclusion

We align with the government's priority to make lifelong learning accessible to all. Platform's seminars are offered in various formats—on-site, online, and hybrid models—to accommodate diverse needs, including regional communities. This approach mirrors Queensland's commitment to reducing barriers to education and fostering equity in learning opportunities.

Building Skills and Capabilities

Platform supports Queensland's drive to enhance skills across all life stages. Our seminars encourage critical thinking, communication, and adaptability—key skills highlighted in government policy as essential for navigating economic and technological shifts. Whether exploring history, mastering public speaking, or delving into research methodologies, our topics empower participants to thrive in today's complex environment.

Partnering with Communities and Businesses

The Queensland Government recognizes the role of community and industry in promoting lifelong learning. Platform collaborates with retirement communities, local organizations, and businesses to deliver seminars that are not only educational but also deeply relevant to participants' lives and goals.

Contributing to Queensland's Future

Through engaging content and accessible delivery, Platform complements the state's strategic focus on lifelong learning. By equipping individuals and organizations with knowledge and skills, we help build a stronger, more inclusive, and future-ready Queensland.

Discover how Platform can enrich your learning journey. Explore our seminars today and join us in supporting Queensland's lifelong learning goals.

Ready to Empower Your Workforce?

Discover the transformative power of lifelong learning with Platform. Together, we can create engaging, intellectually stimulating experiences that enhance employee performance, boost morale, and foster a thriving workplace culture.

Here's How to Get Started:

- **Contact Us:** Reach out to discuss your organization's unique goals and schedule your first seminar.
- **Choose Your Plan:** Select the frequency and topics that align with your team's needs and objectives.
- **Enjoy the Benefits:** Watch your employees thrive with programs designed to inspire, connect, and drive success.

Don't Wait to Make a Difference!

Let's work together to create a dynamic, innovative workplace through the power of learning. Contact us today to take the first step toward a brighter future for your team.

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"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage." – Jack Welch (General Electric)