

Realising his SMART Board's **TRUE POTENTIAL**

The logo for iITZ, featuring the letters 'iITZ' in white on a dark grey circular background. The 'i' has a small orange dot above it.

A SMART for Business
Customer story with
Peter Birkholm,
Henley-on-Thames, U.K.

Introduction

When Peter Birkholm purchased his SMART Board® Pro, he was looking to keep up with changing times. “I’m a very visual guy, and forever and a day I’ve used flipcharts and a big, old whiteboard,” he says. Now, he wanted to go digital.

Birkholm is the founder and Managing Director of Into the Zone, a consultancy specialising in leadership and management development. The firm is a global concern, and in the course of his travels Birkholm had seen a SMART Board in action.

He was impressed and did a little further research before opting for a 6265S-PW model. And he had no regrets. “I just liked everything about it,” he says of the 65-inch display. “I liked the fact that it had a 5-year guarantee. I liked the fact that it updates itself all the time. I loved the fact that you could capture the screen as a PDF and send it to people or put it on your phone and use it to make meeting notes afterward.”

In the following four years, Birkholm was perfectly content with his acquisition. “It did everything I wanted it to do,” he says. Then COVID-19 arrived, and Birkholm found he needed his SMART Board to do more.

Not just a digital whiteboard

Like businesses around the world, Into the Zone shifted online when the pandemic hit. And that was a problem. Before COVID-19, face-to-face sessions accounted for 95% of its business.

With those no longer possible, Birkholm coped as best he could. That meant putting his laptop on a box atop a table and aiming the built-in camera at his SMART Board. That way, clients could see the display while video-conferencing. It worked, but it was awkward. Birkholm soon wondered if there was a better way.

It turns out it was hanging on his office wall. “I had no idea about the essential functionality of these boards,” he says. “I suddenly realised that this thing could do more than I thought it could do.”

A call-to-action button with the text 'BOOK A DEMO' in white, bold, uppercase letters on a dark blue circular background. There are three white diagonal lines above the text, suggesting a button or a light effect.



“It was a true ‘wow,’ and I don’t get wowed that often.”

Getting to ‘Wow’

Birkholm wanted people to be able to see him and his SMART Board simultaneously. He contacted his SMART rep and scheduled a tutorial. He learned how to link a webcam and his laptop to the SMART Board. “It was a true ‘wow,’ and I don’t get wowed that often,” he recalls.

Now, Birkholm’s clients can see him and the display. Better still, they can switch between the two views. They can focus on Birkholm when he’s speaking and on the SMART Board when he’s illustrating a concept.

Birkholm says his SMART Board “has absolutely transformed my ability to educate groups of people,” but it really shines in one-to-one training. “When you’re educating people about something, you have to bring it alive,” he explains. “You’re effectively onstage to some degree, and the SMART Board is a brilliant stage mechanic.

It all adds up to a surprising development: in the course of the pandemic, Birkholm has seen his one-to-one business increase. He gives some of the credit for that to his SMART Board. “It’s been a game-changer for me.”

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