



Equipping your  
work force for  
success



## Business Skills Solution

### Your work force needs:

- To rapidly develop skills across a range of subjects
- Instant access to formal and performance support learning resources

### Your organization needs:

- A learning solution that meets the needs of the entire organization
- A solution of easily blended learning assets to support a variety of learning activities

Corporate learning is evolving. Corporations have traditionally focused on providing basic learning resources for their work forces, but today's learning departments are looking for ways to play a more strategic role. Simultaneously they are looking for ways to maximize learning's effectiveness by placing corporate initiatives in context of the needs of individual employees. Learning has become the connective tissue between the corporate mission and the employees charged with carrying it forward. We call this Connected Learning.

### Business drivers for business skills

SkillSoft understands the pressing need to train more learners, in more subjects, in less time than ever before. You need the ability to easily customize learning to meet business objectives and need to track results and prove the value of the learning program. SkillSoft's business skills solution addresses a broad range of needs, enabling learners to gain information in formal and informal ways.



# Unique Strength in Business Skills

## Multi-modal learning assets

Learning professionals are looking for the essential capabilities that are needed to build a scalable solution for organizational learning. They want one that will serve their current needs and have the flexibility to support them in the future when their needs may change in unpredictable ways. They are looking to provide a greater range of learning opportunities than ever before.

## SkillChoice Business

SkillChoice Business is a comprehensive bundle of products designed to cover formal learning and performance support needs of an organization. SkillChoice Business includes SkillSoft's Business Skills Courseware Collection; SkillPort®, our flagship learning management system; hosting services (if desired); mentoring (for certain subjects) and the BusinessPro™ Collection by Books24x7®.

SkillChoice Business helps employees rapidly develop skills across a wide range of subjects. SkillChoice Business content can provide the building blocks for blended learning programs designed to support strategic business initiatives, such as Six Sigma or project management. It ensures that employees at every level of the organization have access to training to improve key areas such as management, communication and customer service.

## Business Skills Courseware Collection

SkillSoft's Business Skills Courseware Collection provides learning assets for professionals, offering support for the broad variety of skills that organizations need to develop internal competencies. Business skills courses employ a variety of instructional strategies to engage learners with high levels of interaction. The courseware collection includes six business skills solution areas: Professional Effectiveness; Management and Leadership; Sales and Customer-Facing Skills; Project Effectiveness; Finance; HR and Administration and Business Strategy and Operations.

## Instructional design with the adult learner in mind

SkillSoft's instructional design model is based primarily on the concepts of performance-oriented instruction, mastery and the sequencing of instructional activities and strategies.

The model draws heavily from adult learning principles that emphasize learner initiative, self-management and experiential learning. The design of each SkillSoft course starts with the definition of user-focused performance objectives and then proceeds to the selection and implementation of instructional strategies and learning activities appropriate for those objectives. Frequent practice questions or exercises along with assessments measure users' achievement of those objectives.

## Localization for a global work force

SkillSoft leads the e-learning industry in translating our courses into a wide range of languages. When translating content for other global markets, SkillSoft takes care to localize the content to reflect relevant differences in business cultures.

## SkillSim Business Simulations offer practice-based learning in realistic business scenarios

SkillSims™ enhance the SkillSoft interactive courseware experience by immersing learners in rich media, task-based, multi-path simulations to provide realistic practice in the business subjects being taught. SkillSims offer learners a chance to try out what they've learned from SkillSoft business courses, without risk of failure and embarrassment. SkillSims allow learners to interact with other people and to evaluate information gleaned from real life work situations, such as phone calls, e-mails and interaction with co-workers.

## Live Learning for the project manager

SkillSoft Live Learning™ is a derivative of traditional instructor-led technical training. But rather than gathering students in one physical locale, team-taught instructor lectures are Web-cast to participants anywhere via the Internet.

Live Learning classes are taught in a chunked schedule with two, three-hour lectures per week. A course is presented in Live Learning over three weeks (six, three-hour lectures). Hands-on labs are performed by students independently between lectures, with 24x7 mentors (course-dependent) accessible to assist if needed. Recorded versions of lectures are available 24x7 for review or if someone misses any scheduled live lecture.

## Leadership Development Channel provides on-demand videos by industry leaders

SkillSoft's Leadership Development Channel™ is a unique collection of on demand programs (video) featuring best-selling business authors, experts and CEOs. The Leadership Development Channel is designed to cover formal and informal learning needs of an organization through programs covering the following topical areas: management and leadership, change and innovation, communication, marketing and sales, business strategy and more.



SkillSoft's Business Impact Series provides rich, scenario-based learning in real world business situations.

## Business Impact and Challenge Series offer rich, interactive learning resources

SkillSoft's Business Impact Series is a set of concise, scenario-based vignettes created with the learner in mind. Designed to engage the learner in rich content, including video and Flash, they provide key takeaways as well as Web links for additional information, books suggestions from the Books24x7® Collections and more.

SkillSoft's Challenge Series is an interactive case study focused on problem discovery and analysis that challenges learners to consider and balance multiple solutions. It is engaging with rich content, including interactive video and Flash.

## SkillSoft Leadership Advantage takes leadership to the next level

SkillSoft Leadership Advantage™ is a targeted leadership development solution leveraging multiple modes of instruction, including text, video and interactive practice activities to keep the learning quick, easy and engaging.

Through a series of targeted learning tracks, the SkillSoft Leadership Advantage provides current leaders and high potentials with a collection of focused resources targeting essential leadership and management skills.

Recognizing that today's leaders are busier than ever, each learning track is designed to take no more than two hours from start to finish. Completing the different tracks will enable learners to acquire the right mix of skills and abilities to successfully lead organizations now and into the future.





## The Business Skills Solution

### Books24x7

Online book resource offering unobstructed access to thousands of the latest and best business books, book summaries, research reports and best practices.

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### Business Impact and Challenge Series

A set of highly engaging learning assets that appeal to multiple generations and can be used in support of multiple workplace performance learning models and environments.

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### Business Skills Courseware Collection

Robust collection of business skills courses, employing a variety of instructional strategies to engage learners with high levels of interaction.

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### KnowledgeCenter Portals

Pre-packaged, user-friendly learning portals that allow learners instant access to trusted, targeted content in critical business and professional development.

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### Leadership Development Channel

A unique collection of on-demand programs (videos) featuring best-selling business authors, experts and CEOs, who can motivate and challenge learners.

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### PMI Mentoring

Certified PMP®s are available online 24x7 to support your project managers seeking certification by PMI® via several mediums, including live chat and e-mail.

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### SkillSim Business Simulations

Designed to complement a learning path of courses by providing learners with realistic, scenario-based practice in the business subjects being taught.

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### SkillSoft Leadership Advantage

Targeted leadership development leveraging multiple modes of instruction, including text, video and interactive practice activities to keep the learning quick, easy and engaging.

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### SkillSoft Live Learning

SkillSoft's unique virtual classroom successfully combines the benefits of instructor-led training with the advantages of highly convenient and multimedia-rich delivery.

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# Books24x7 Enables Work force Agility

*"...a growing body of empirical evidence shows that organizations that make extraordinary investments in people often enjoy extraordinary performance on a variety of indicators, including shareholder return."*

LAURIE BASSI AND DANIEL MCMURRER  
From How's Your Return on People  
Harvard Business Review

Books24x7 is a unique information resource that supports work force agility across the enterprise. In partnership with industry's foremost publishers, industry vendors, analyst firms, business thought leaders and senior executives, Books24x7 offers on demand, instant access to the complete text of thousands of best-in-class books, book summaries, research reports and best practices. With the Books24x7 On Demand Platform, users can quickly pinpoint just the information they need.

## BusinessPro™ Collection

Provides thousands of business titles from the most reputable publishers in the industry, John Wiley & Sons, McGraw-Hill, Harvard Business School Press, AMA-COM, Oxford University Press and many more. BusinessPro is an essential tool that addresses critical business initiatives, such as leadership, project management, organizational development, customer relationship management, career development and many other strategic issues.

## ExecBlueprints™ Collection

Executive-focused collection provides best practices insight on strategic business issues and is authored by leading industry executives who are regarded as demonstrated leaders in their fields. Each article addresses a particular topic and includes three to five authors, providing diverse viewpoints.

## ExecSummaries™ Collection

Executive-focused collection provides summaries of leading business books from highly-respected and well known authors like Ken Blanchard, Ram Charan, Patrick Lencioni and many more. These summaries allow busy professionals to quickly grasp the concepts of these thought leaders and incorporate them into their initiatives.

## FinancePro™ Collection

Definitive resource for financial professionals needing immediate access to financial and accounting information, such as GAAP accounting standards, Sarbanes-Oxley compliance, risk management, auditing procedures and much more. The collection includes the most highly regarded financial publishers, such as John Wiley & Sons, McGraw-Hill, Bloomberg Press and the Securities Institute of America.

## AnalystPerspectives™ Collection

Contains hundreds of analyst reports from dozens of leading analyst firms as well as content created by Books24x7 exclusively for subscribers. Each month we summarize, compare and contrast the views of multiple analyst firms on important IT and telecommunications topics. We utilize our contacts at over 500 analyst firms to determine the best firms covering each topic, and then we assemble the views of these firms into our exclusive reports. A typical AnalystPerspectives report is 10 to 12 pages long and includes the views of five to 15 analyst firms.



KnowledgeCenter Portals are the one-stop skills improvement centers for business professionals. With KnowledgeCenters™, business professionals receive instant and ongoing skill development and performance support through a single, focused interface that organizes a breadth of targeted learning resources, including formal learning paths; informal, on-the-job learning; access to experts; and a range of other support resources. KnowledgeCenters make it effortless to support knowledge development in critical business and professional development subject areas. Business focused KnowledgeCenters include:

- Call Centers
- Finance and Accounting
- HR Professional
- Leadership
- Management
- Microsoft Office
- Professional Foundations
- Project Management
- Sales
- Six Sigma

## Mentoring—Access to the experts

SkillSoft mentoring services provide availability to our on-line mentors (SkillSoft employees) 24 hours a day, seven days a week, 365 days a year for 35 of our most popular certification exams, and from 9am to 5pm for other certification exams. Mentors are available to provide support, guidance and encouragement to learners while preparing for certifications. Mentors are available around project management including PMP® and CAPM.

## Accreditation

SkillSoft courseware can help you earn college credit toward undergraduate degree programs, or continuing education units (CEU) that recognize time and effort spent in sharpening professional skills. SkillSoft courses qualify for continuing professional education credit by global programs such as the Project Management Institute (PMI), the Human Resource Certification Institute (HRCI) and national standards groups like the National Association of State Boards of Accountancy (NASBA).

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