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SkillSoft Publishes New Infographic to Help Training Professionals Develop a Social Learning Strategy

Registration is Now Open for SkillSoft's We-Learning Workshop Series Featuring Industry Experts Discussing Social Learning Best Practices

NASHUA, N.H.--(BUSINESS WIRE)-- SkillSoft, a leading SaaS provider of [e-learning](#) and performance support solutions for global enterprises, government, education and small-to-medium-sized businesses, today announced the availability of a new infographic created to help training professionals develop a social learning strategy for their organizations. SkillSoft's Social Learning infographic provides organizations with a visual tool explaining how social learning can complement and integrate into their existing corporate training programs. The infographic is available at: http://www.skillsoft.com/infographic/social_learning_infographic.pdf

The e-learning industry has shifted in the last few years, with learning leaders now focusing on integrating collaborative and social learning into traditional learning models. Social learning is about extending the value of expert information and infusing it with the knowledge and expertise of an organization's own employees.

"Our research indicates social learning has become an essential part of today's corporate training programs and is the fastest-growing part of the informal learning segment," said Josh Bersin, CEO and president, Bersin Associates. "Social learning is about collaboration and community – the coming together for information and support. Organizations are recognizing the benefits of social learning and are willing to make the investment in developing a strategy supported by best practices to strengthen the performance of their employees."

In order to address the growth of social learning and the '[we-learning](#)' model, SkillSoft is offering a series of [six events across](#) the country that feature SkillSoft executives paired with e-learning industry experts from leading research and advisory services firm Bersin & Associates to speak in an interactive, hands-on setting.

The complimentary half-day interactive workshops provide attendees with the opportunity to learn from experts in social learning and discuss all of the latest trends and technologies coupled with how to bring social learning best practices to life within the enterprise.

"Since the launch of inGenius, SkillSoft's social learning layer in April of 2010, we have received a lot of feedback from our clients wanting to understand best practices in social learning," said John Ambrose, senior vice president, strategy, corporate development and emerging business, SkillSoft. "The new social learning infographic, together with the We-Learning Workshops, are a great opportunity for organizations to begin sharpening their

perspective on how they leverage social learning to drive business impact. Those organizations who can achieve this objective will position themselves and their employees for continued growth.”

SkillSoft’s inGenius enables social learning by extending the value of expert information and infusing it with the knowledge and expertise of an organization’s own employees. Unlike many stand-alone social networking applications, which most often lack a particular application focus, inGenius is built on SkillSoft’s trusted Books24x7 On Demand content collections containing more than 29,000 titles -- [digital books](#) from leading publishers, analyst research reports, and white papers -- as well as 1,700 videos of leading thought leaders and practitioners.

Registration for the We-Learning events in Long Beach, CA and Chicago are now open. To register, please visit <http://information.skillsoft.com/forms/WeLearningHTML?elq=3551ce4491b34a3e89372b085686a8a0>.

Workshop attendees will receive a copy of Bersin & Associates’ research bulletin [The Impact Measurement Framework: An Update for the Measurement of Informal Learning](#).

About SkillSoft

SkillSoft is a leading SaaS provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses. SkillSoft enables business organizations to maximize business performance through a combination of comprehensive e- learning content, online information resources, flexible learning technologies and support services. SkillSoft is on the web at <http://www.skillsoft.com>.

Content offerings include business, IT, desktop, compliance and consumer/SMB courseware collections, as well as complementary content assets such as Leadership Development Channel video products, KnowledgeCenter(TM) portals, virtual instructor-led training services and online mentoring services. SkillSoft's Books24x7(R) product offering includes access to more than 29,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort(R) learning management system, Search-and-Learn(R), SkillSoft(R) Dialogue(TM), inGenius(R) and virtual classroom.

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