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# SkillSoft to Host a Live Virtual Event Featuring Business and Career Expert Daniel H. Pink

*The New York Times Bestselling Author will present "The Science of Motivation and Its Connection to High Performance," Live from Washington D.C. on September 22, 2011*

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 that [Daniel H. Pink](#), acclaimed author of *The New York Times* bestsellers, "Drive" and "A Whole New Mind," will be conducting a live virtual event entitled "The Science of Motivation and its Connection to High Performance," from Washington D.C. on September 22, 2011. The traditionally subscriber-only, virtual event is part of the SkillSoft's [Leadership Development Channel](#), [50 Lessons](#) and [SkillSoft Leadership Advantage](#). For the first time, SkillSoft is making the event available to a limited number of qualified executives.\* Those attending the 90-minute live webcast will have an opportunity to submit questions via email and Twitter and interact with peers around the world.

Pink, whose books have sold more than one million copies worldwide, uses four decades of behavioral research to reveal why the traditional approach to high performance backfires in most organizations. In a provocative and entertaining presentation, audiences will see how many common organizational incentives often go wrong—and can reduce both creativity and satisfaction on the job. With examples from cutting-edge companies and intriguing experiments around the world, audiences will learn the three key ingredients of intrinsically-motivated high performers.

"We are extremely proud to be hosting this live event with Daniel Pink," said Shawn Hunter, executive producer of SkillSoft's Leadership Development Channel and 50 Lessons. "Dan is a great speaker and renowned thought leader in the learning and training industry. This virtual event will give participants unique access to his insights on leadership, motivation and what organizations need to do to strengthen the performance of their employees."

Live events are part of the video-based content lineup consisting of Leadership Development Channel and 50 Lessons as well as SkillSoft Leadership Advantage. Up to seven [live events](#) are produced annually providing executives with cutting-edge thinking in business and leadership through live and interactive presentations featuring the most recognized and sought-after thought leaders including Ram Charan, Tom Peters, Lynda Gratton, Patrick Lencioni, Renée Mauborgne and more.

SkillSoft's Leadership Development Channel provides its subscribers with access to leading business thinkers right from learners' desktops and helps subscribing organizations develop their managers and leaders to be more effective at [managing people and driving results](#). A

Web-based learning solution that includes more than 2,000 video assets from [best-selling business authors, speakers and business leaders](#), the Leadership Development Channel offers current, insightful and actionable information to drive positive change, growth and innovation in today's businesses. The on-demand videos are delivered in multiple formats including downloadable video suitable for mobile devices, meeting starters and classroom integration.

\*For more information on this limited access exclusive web event and to see if you qualify, [please register here](#).

To get more information about subscribing to the Leadership Development Channel or 50 Lessons, please visit <http://www.skillsoft.com/products/LDC/default.asp>. For more information on SkillSoft Leadership Advantage, please visit <http://www.skillsoft.com/products/SLA/default.asp>.

## **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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