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# SkillSoft Announces New Live Webinar Featuring Josh Bersin of Bersin & Associates

*Popular In Person Events Drive SkillSoft to Add New Live Webinar to its We-Learning Workshop Series Featuring Bersin 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 that due to popular demand, the company has added a new live webinar to its [We-Learning Workshop Series](#) on November 9 featuring Josh Bersin, CEO and president of [Bersin & Associates](#). To register for the free webinar visit: <http://www.skillsoft.com/online/fy12/we-learning/?srcID=PR>.

In order to address the new '[we-learning](#)' model, which resulted from learning leaders focusing on integrating collaborative and social learning into traditional learning models, SkillSoft introduced the 2011 [We-Learning Workshop Series](#). The We-Learning Workshop Series features industry experts in social learning and technologies from [Bersin & Associates](#), the premier research and consulting firm empowering HR organizations to drive bottom-line impact. The complimentary half-day interactive workshops are currently [taking place in cities across the country](#) and 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.

Josh Bersin founded Bersin & Associates in 2001 and has worked with hundreds of companies to deliver high impact employee learning, leadership development and talent management. He is a columnist for *Chief Learning Officer* magazine and a frequent contributor to other leading training and HR publications. He is the author of *The Training Measurement Book: Best Practices, Proven Methodologies, and Practical Approaches* (April 2008, Pfeiffer) and *The Blended Learning Book: Best Practices, Proven Methodologies, and Lessons Learned* (October 2004, Wylie/Pfeiffer).

"We are in the middle of a revolution in corporate training, as we all learn to adapt the concepts of formal training toward social networking and collaboration," said Josh Bersin, CEO and president, Bersin & Associates. "In this new live webinar, I will discuss the 'We-learning' model, which supports collaboration and social learning, and share best practices for collaborative learning in a practical, hands-on forum. I look forward to delving deep into the issues organizations are facing as they adapt to changes in learning environments, cultures and even in the tools and platforms they will need to use, and to discussing how organizations can benefit from the changes."

Bersin & Associates is highly regarded for its research on the HR, talent and learning markets and related technologies. Recent research reports include *m-Learning: Mobile*

*Learning Is Finally Going Mainstream – And It Is Bigger Than You Might Think, The Corporate Learning Factbook 2011: Benchmarks, Trends and Analysis of the U.S. Training Market, and Learning Leaders® 2011: Lessons from the Best*, which gives an honorable mention to SkillSoft for its inGenius collaborative social learning module.

“SkillSoft began the We-Learning Workshop Series after the launch of inGenius, our social learning layer, and it has spurred an increase in feedback from our clients wanting to learn best practices in social learning,” said John Ambrose, senior vice president, strategy, corporate development and emerging business, SkillSoft. “Since we started the We-Learning Workshops, we have received even more feedback praising the events and the focus on social learning. The workshops give attendees the opportunity to learn directly from renowned experts in social learning, such as Josh Bersin. We are extremely pleased to have him share his valuable insights on the role of social media and collaboration in learning during this web event.”

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 30,000 titles -- [digital books](#) from leading publishers, analyst research reports, and white papers -- as well as over 2,000 videos of leading thought leaders and practitioners.

In addition to the live webinar on November 9 featuring Josh Bersin, the We-Learning Workshop Series has two more events in October, one in Arlington, VA and the other in Grapevine, TX. Workshop attendees will receive a copy of Bersin & Associates’ research bulletin [The Impact Measurement Framework: An Update for the Measurement of Informal Learning](#). To learn more about the in person events and to register visit <http://information.skillsoft.com/forms/WeLearningHTML?elq=3551ce4491b34a3e89372b085686a8a0>.

To register for the free We-Learning Webinar featuring Josh Bersin, please visit <http://www.skillsoft.com/online/fy12/we-learning/?srcID=PR>.

## **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 30,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort(R) learning management system, Search & Learn(R), SkillSoft(R) Dialogue(TM) virtual classroom, and inGenius(R).

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