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# Skillsoft Marks 10th Anniversary of its Groundbreaking Learning Growth Model

*Introduces Whitepaper and Infographic on Transforming Training into Learning*

NASHUA, N.H.--(BUSINESS WIRE)-- Marking the 10-year anniversary of its Learning Growth Model®, Skillsoft introduced an updated whitepaper that illustrates the transformation of training into learning and includes the most recent innovations in the learning industry. Initially developed in 2003 to help organizations chart a realistic direction on their path to learning optimization, the five-stage model aligns learning with strategic business goals, leading to increased cost savings, productivity, performance, employee retention and competitive advantage. A new infographic was also developed that outlines the latest version of the Learning Growth Model and is available at: <http://on.fb.me/14HOiic>. Skillsoft is a pioneer in the field of technology-delivered learning with a long history of innovation and delivering solutions for its customers worldwide, ranging from global enterprises, government, and education to mid-sized and small businesses.

The Learning Growth Model is detailed in Skillsoft's whitepaper, [The Skillsoft Learning Growth Model: A Blueprint for Integrating Learning into the Life of the Enterprise in Five Manageable Stages](#). The whitepaper presents a clear business value for linking learning to organizational business goals to increase the value and impact of the learning program. Organizations can learn how to transform learning from skills-focused training to business-focused learning that aligns with strategic business goals and provides a greater business value. A key phase in this process is reaching strategic transformation, which is the minimal position for all organizations that seek to align learning to business goals and are focused on building the optimum transfer of learning into the workplace.

"Developing talent is an organizational imperative as the demand for innovative, leading edge talent is intensifying with no sign of slowing down. Industry experts estimate that 55-80 percent of what people learn is lost or not applied to the job. This puts pressure on organizations to justify the time and resources they dedicate to learning," said John Ambrose, senior vice president, strategy, corporate development and emerging business, Skillsoft. "By closely correlating a learning program with tangible business goals, organizations can improve knowledge retention and document a return on their learning investment. Our whitepaper and infographic are excellent tools for guidance through this process, which transforms basic training into integrated learning."

The five stages of the Skillsoft Learning Growth Model are:

**Stage 1 – Supplement.** In this stage, elearning is introduced to address scalability challenges and reduce costs. New elearning resources address a backlog of demand for skills-based training that could not be delivered via traditional methods due to high costs. Reduced travel costs, design and development costs, instructor time and learners' time away from work all contribute to significant cost savings.

**Stage 2 – Targeted.** During stage two, targeted learning begins to support specific initiatives and job roles. This stage expands earlier results and provides elearning in new workplace areas. Elearning resources replace redundant classroom training, which further reduces learning costs. Executive support typically increases during this stage of the Learning Growth Model.

**Stage 3 – Strategic.** Learning is aligned to strategic business objectives and begins to connect to talent management to increase the value and impact of learning during stage three. This is the most pivotal stage in the Learning Growth Model and marks the transformation from skills-focused training to business-focused learning and is a major point of change into a new learning paradigm.

**Stage 4 – Integrated.** Stage four is marked by increasing talent and accelerating organizational agility. Organizations that reach this stage have successfully woven learning into the fabric of the organization. Learning is focused on accelerating business results, deepening the talent pool and creating an agile, empowering, productive and creative organization.

**Stage 5 – Optimized.** Organizations at the optimized stage have fully matured and are focused on deepening talent and broadening learning to the extended enterprise. Elearning is branched out to the organization's supply chain, customers, etc. Learning has become globally ubiquitous and seamlessly integrates into the workplace.

To learn more about Skillsoft's elearning solutions, visit <http://www.skillsoft.com/>

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## **About Skillsoft**

Skillsoft is a pioneer in the field of learning with a long history of innovation. Skillsoft provides cloud based learning solutions for its customers worldwide, ranging from global enterprises, government, and education to mid-sized and small businesses. Skillsoft's customer support teams draw on a wealth of in-house experience and a comprehensive learning e-library to develop off-the-shelf and custom learning programs tailored to cost-effectively meet customer needs. Skillsoft's courses, books and videos have been developed by industry leading learning experts to ensure that they maximize business skills, performance, and talent development.

Skillsoft currently serves over 5,000 customers and more than 13,000,000 learners around the world. Skillsoft is on the web at [www.Skillsoft.com](http://www.Skillsoft.com).

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Lois Paul and Partners  
Caroline Pennartz, 617-986-5750  
[Caroline\\_Pennartz@lpp.com](mailto:Caroline_Pennartz@lpp.com)

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