

# Skillsoft 2014 Impact Analysis Reveals Insights into the Value of Learning

*Findings detail the efficiency and effectiveness of organizations' learning programs*

NASHUA, N.H.--(BUSINESS WIRE)-- [Skillsoft](#) today announced the findings of its bi-annual [Impact Analysis](#) survey that measures the value of organizations' learning investments. The Impact Analysis is a low-burden, estimate-based, rapid analysis designed to collect data related to three key areas for learning programs: operational efficiency, content effectiveness and business outcomes. The process delivers both quantitative and qualitative insights into the effectiveness of learning programs and provides a baseline from which to evaluate their impact moving forward. A core service available to existing Skillsoft customers, the Impact Analysis fills a critical evaluation gap for many organizations worldwide.

The comprehensive findings from the meta-analysis reflect 58,800 individual end users from across the world. The latest round of research, conducted over a 24-month period spanning 2012 and 2013, offers fresh perspective on end users' experiences with Skillsoft learning solutions:

- Learners cited better work quality and increased employee satisfaction as the leading outcomes of applying what they learned.
- Learners achieved an average improvement in skill of 17 percent, which aligned to an average 44 percent of employees' current job roles.
- Learners indicated career development and continued professional development as the top motivations for engaging with the learning program.

"It's important for learning programs to be properly monitored and measured to ensure they are aligned with employees' needs, organizations' business goals and their original objectives," said Wendy Duffy, Senior Director, Consulting Services, North America. "Many learning and development teams are already stretched and likely do not have the resources to dedicate to the evaluation of their learning investments. The Impact Analysis gives them a great baseline for thinking about their programs in context of many others like them. It also helps teams package the insights for key stakeholders who are invested in the programs' success."

The Impact Analysis findings allow learning and development (L&D) teams to quickly and easily evaluate their current programs, to communicate outcomes internally to other stakeholders, and to create an action plan for achieving even more value in the future. Following the initial analysis, Skillsoft Learning Consultants work with L&D teams to identify the strengths and opportunities for improvement in terms of engagement, alignment, adoption and value, which Skillsoft has identified as the four building blocks of a healthy learning program.

To download a whitepaper outlining the Impact Analysis and detailing some key findings uncovered since the program's inception, register here: [http://learn.skillsoft.com/Website-WP-ImpactAnalysis\\_RegistrationPage.html?srcID=PR](http://learn.skillsoft.com/Website-WP-ImpactAnalysis_RegistrationPage.html?srcID=PR)

In addition, to download an infographic capturing the Impact Analysis' key insights, visit here: [http://www.skillsoft.com/assets/offers/Skillsoft\\_Infographic\\_ImpactAnalysis.pdf](http://www.skillsoft.com/assets/offers/Skillsoft_Infographic_ImpactAnalysis.pdf)

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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, flexible delivery platforms 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 6,000 customers and more than 19,000,000 learners around the world. Skillsoft is on the web at [www.Skillsoft.com](http://www.Skillsoft.com).

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