



BUSINESS SKILLS

Transform Potential into Performance

CEOs are asking:

- How can my company achieve top line growth?
- How can we speed the execution of key projects?
- How can we ensure that our employees have the skills they need to be effective in their jobs — today and in the future?
- How can we build relationships with customers and partners?
- How can we reduce risk and control costs?

Executives are constantly looking for breakthrough strategies that will give their companies a competitive edge. Once those strategies are formulated they become operating plans and departments are charged with carrying out specific activities. Finally, it's up to individual employees to execute within their daily jobs in support of those plans. But what happens if the strategies are not well communicated throughout the organization? What if employees lack essential skills to accomplish their work? What if cultural barriers stand in the way of progress?

Brilliant ideas are only as good as the organizations that nurture them and

the employees who execute them. Enduring business success happens when companies have the organizational capabilities to transform good ideas into market value. These organizational capabilities are formed by the collective skills of employees and the culture of the firm. With this in mind, executives might do well to consider whether their organizations would benefit more from a brilliant new strategy or a plan to upgrade organizational capabilities. Intangible assets, such as employee skills, culture and leadership may just be the key to tangible business results.

Business Skills Solution Areas

Professional Effectiveness

Provides essential communication abilities needed to successfully convey information and ideas in addition to the skills and strategies for managing individual effectiveness and contribution.

Management and Leadership

Enables new or experienced leaders to support their work force, provide vision, encourage leadership and hone the skills and management strategies that are key to directing the activities and contributions of others to achieve organizational goals.

Sales and Customer-Facing Skills

Focuses on the skills and strategies associated with selling products and services to customers, managing a world-class sales organization and making customers and their needs a primary focus of both an individual's and the organization's actions.

Project Effectiveness

Arms project leaders and team members with the skills and techniques for planning, tracking, controlling and monitoring the business projects that drive your organization.

Finance, HR & Administration

A combination of knowledge and skills needed to help HR professionals build and maintain a top quality work force, to aid administrative assistants in keeping up with the demands of a modern-day work environment and to enable financial management for non-financial professionals.

Business Strategy and Operations

Provides leaders with proven techniques for determining and implementing strategy, conducting business legally and achieving successful performance in key operations management areas.

Business Drivers For Business Skills

Companies around the globe turn to SkillSoft when they recognize a need to upgrade their employees' soft skills and business knowledge. SkillSoft provides a range of learning resources and technology that can support the most ambitious global program. With the world's largest collection of business skills courses and the largest repository of online reference content in the industry, SkillSoft is the ideal long-term partner for any enterprise.

Multi-Modal Learning Approach

SkillSoft has pioneered the concept of multi-modal learning, an approach that provides a wide range of resources and supporting technologies to satisfy formal and informal learning needs. Employees are provided with tools that facilitate work-flow learning, allowing them to get what they need and get back to work. Multi-modal learning surrounds the employee with resources that help them reach the highest level of effectiveness in their jobs.

Courseware

With thousands of hours of business course instruction, SkillSoft provides support for the broad variety of skills and audiences that organizations need to develop internal competencies. Business skills courses employ a variety of instructional strategies to engage learners with high levels of interaction.



BusinessPro™ by Books24x7®

Books24x7 provides unobstructed access to thousands of the latest and best books from today's leading publishers. The BusinessPro Collection provides professionals with the resources needed to accelerate their acquisition of knowledge, sharpen management acumen and increase professional development to drive core initiatives. New titles are added every week, ensuring the largest and most current online reference content.



Books24x7's patent-pending search technology allows professionals to rapidly pinpoint needed information.

ExecSummaries™ by Books24x7

The ExecSummaries Collection expertly captures today's leading business books in concise eight-page summaries. For added convenience, downloadable MP3 versions allow busy executives to listen to the insights of noted business authors and business leaders while on the go.

SkillSimulations™

Each rich multi-path SkillSimulation is designed to complement a learning path of courses by providing learners with realistic scenario-based practice in the business subjects being taught.

Blended Learning Toolkits

SkillSoft's Blended Learning Toolkits offer a variety of tools and activities such as assessments, worksheets, checklists, challenges, ideas for consideration and reference information that enable learners to leverage new knowledge and skills in the reality of the workplace.

Academic and Credential Programs

An important testament to the quality of SkillSoft courses is the credit these courses have achieved from a growing number of colleges and professional certification programs.

Continuing Professional Education Credit

With SkillSoft courses, learners can work toward a variety of continuing professional education credit options. Our credentialing partners include:

- Project Management Institute (PMI®)
- National Association of State Boards of Accountancy (NASBA)
- Human Resources Certification Institute (HRCI)
- California's Board of Registered Nurses (BRN)
- Certified Financial Planner (CFP) Board of Standards
- Institute for Supply Management (ISM)
- Australian Institute of Project Management Certification (AIPM)

College Credit Partnerships

SkillSoft is pleased to bring our high quality instruction to the community of higher education. By successfully completing SkillSoft courses, learners may earn college degree credit through SkillSoft's academic partnerships with universities such as University of Phoenix, Drexel University and others.



Certification Preparation

SkillSoft offers courseware and other resources which are mapped to exam objectives and are designed to assist business professionals in their preparation for certification. Some of the professional certification subjects covered in SkillSoft's business library and upcoming development plans include:

- Project Management Professional (PMP®) by PMI, aligned with PMBOK® Guide – Third Edition
- Certified Associate Project Manager (CAPM) by PMI
- Six Sigma Green Belt and Six Sigma Black Belt
- IT Infrastructure Library (ITIL)
- Professional in Human Resources (PHR) by HRCI
- Senior Professional in Human Resources (SPHR) by HRCI
- Customer Support Specialist (CSS) by Help Desk Institute

“... a growing body of empirical evidence shows that organizations that make extraordinary investments in people often enjoy extraordinary performance on a variety of indicators, including shareholder return.”

From *How's Your Return on People*
Laurie Bassi and Daniel McMurrer
Harvard Business Review
March, 2004

Instructional Design that Engages Learners

An intuitive user interface, a course structure that supports self-paced learning and a rich variety of presentation, practice and assessment elements provide learners with a highly interactive and engaging experience in each course. Each SkillSoft course is tailored to contain the instructional strategies and multimedia elements that are most appropriate for the subject matter and to employ levels of learning most appropriate for the target audience.



Instructional Features in Business Skills Courses

RolePlay Simulations

Allow learners to practice handling realistic and complex work situations in a variety of ways.

Case Studies

Provide an example business scenario, then pose practice questions against the situation to achieve learning at the application and analysis levels.

Audio-Enabled Learning

Can be easily turned on or off, and greatly enhances engagement and retention for many learners.

Follow-on Activities

Describe specific activities that learners can do to transfer learning from the learning environment into their daily work lives and jobs.

SkillBrief Articles

Provide concise summaries of key ideas and teaching points within each course topic.

Simulated Dialogs

Give learners an opportunity to observe behaviors and conversations, including emotional and tonal qualities and facial expressions.

Animations

Used to draw the learner's eye to a specific area of the screen when movement is an important part of the teaching point and for general visual engagement.

Meaningful Visuals

Creatively emphasize key teaching points and create mental images that stay with learners after completing a course.

Pre- and Post-Tests

Allow learners to demonstrate proficiency prior to instruction to bypass content they already know or to test mastery of course objectives.

Job Aids

Performance support tools that complement learning and assist in the use of knowledge and skills in the workplace.



SkillChoice™ Business Solution

SkillChoice Business was created for organizations that are seeking the most comprehensive coverage of business skills topics and learning modalities including the complete Business-Pro™ Referenceware® Collection by Books24x7®, all resources in the six Business Solution Areas and ongoing updates of new content for the duration of the license.

Depth, Breadth and Currency

The need for comprehensive learning coverage cannot be overstated in today's unpredictable business climate. SkillSoft provides the breadth, depth and currency of resources needed to keep your organization growing and learning.

Global Reach and Accessibility

In today's global corporations, widespread availability of any learning solution is a necessity. SkillSoft offers business courses localized to fit the language and culture of over a dozen geographies. Our courses are certified to meet integration standards like

AICC and SCORM, and to support delivery on your LMS of choice. For customers choosing SkillSoft's SkillPort platform, content is distributed on Akamai servers around the globe to enable fast download times in a myriad of locations. SkillSoft leads the industry in the quality of its accessibility solutions for disabled learners with acclaimed support for section 508 of the US Rehabilitation Act.

Making Customization Simple

Whether you need to edit off-the-shelf courses to reflect your company culture, want to mix and match SkillSoft topics with custom topics about your newest strategic project, or want to develop new courses from scratch using our look-and-feel and instructional design methodologies, we have a solution. Use our friendly customization tools to edit off-the-shelf courses or author from scratch, or engage our Custom Solutions team to help with some or all of the custom planning and development.

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