

WILSON LEARNING PUBLISHES APPROACH TO
LEARNING POINT OF VIEW

Edina, Minn. — July 8, 2008 — Wilson Learning Corporation, a global provider of Human Performance Improvement solutions, today announced the release of its latest point of view paper, *Approach to Learning: How We Enhance Human Performance Through Learning*. The paper clarifies the company's long-standing approach to learning, in which it's had proven success with clients in various industries and functional areas. In addition, the paper further validates that success in development and behavior change is tied to a Performance Improvement approach, versus training alone.

for immediate release

"Since our founding over 40 years ago, we have been at the forefront of advances in human resources development," says Michael Leimbach, Ph.D., Vice President of Research and Design, Wilson Learning Worldwide. "And throughout the years we have developed a comprehensive philosophy and process for developing effective and meaningful learning and development solutions."

press contact

The primary purpose of this paper is to address how Wilson Learning structures the learning and development process to maximize impact on work performance. It is not assumed that learning is the answer to every performance issue, so every initiative begins with a process of understanding the client's needs, expectations, and situation. The paper details Wilson Learning's core beliefs about adult learning, instructional design principles, learning flow, and learning methods.

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"Wilson Learning doesn't just create training or education, but rather development services to support individuals and organizations," says David Yesford, Senior Vice President of Solution Management, Wilson Learning Worldwide. "While training may be part of a development solution, we suggest it is never the entire solution. We create learning processes that involve multiple activities and events."

Recognized globally for strong instructional design capabilities, Wilson Learning approaches every client situation with the process of understanding the client's needs, expectations, situation, and problems, even within an ever-changing industry as new theories and techniques emerge.

The detailed paper, *Approach to Learning: How We Enhance Human Performance Through Learning*, can be downloaded in its entirety at www.wilsonlearning.com through the Research & Insights link, Position Papers.

About Wilson Learning – Improving Performance Through People

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 45 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling **800.328.7937**.