



Online, live and on-demand video from best-selling authors, experts and CEOs



50 Lessons and Leadership Development Channel™

Benefits

Build or enhance a cost-effective leadership development program

Meet a wide range of learner needs with broad competencies and multi-channel delivery

Spark discussion, introduce key concepts and reinforce important messages

50 Lessons and Leadership Development Channel

SkillSoft is pleased to offer two video-based solutions to build or round out your leadership development program. Both collections include downloadable video formats suitable for mobile devices, meeting starters and classroom integration.

Both collections also offer live events. Our annual series of live, interactive satellite and webcast events provide executives with cutting-edge thinking in business and leadership through live and interactive presentations featuring the most recognized and sought-after thought leaders including Ram Charan, Tom Peters, Lynda Gratton, Patrick Lencioni and more. Up to seven live events are produced annually.

50 Lessons

The 50 Lessons collection features over 1,200 interview presentations from some of the world's most respected and recognized business leaders sharing personal experiences of today's most pressing business issues. The 50 Lessons storytelling format captures these lessons in consistent, short, compelling video lessons which engage business audiences.

50 Lessons Content Focus

Every business lesson we create is crafted around a real-life experience re-told by a renowned business leader as a story. Each story leads into a reflection by the leader on what he/she personally learned from the experience. Finally, in each lesson the



Motivate and Challenge

leader extracts “take aways” from the experience, the central learning points that can be beneficial to any business person.

Our storytelling approach to sharing business knowledge has several distinct advantages:

- Stories are memorable
- Stories capture complex ideas succinctly
- Stories engage audiences
- Stories inspire people to act

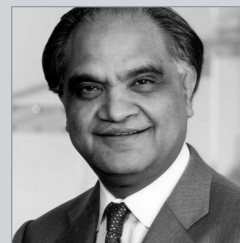
Leadership Development Channel

The Leadership Development Channel™ (LDC) collection is more diverse in both learning design and presentation format and features over 1,800 on-demand video programs featuring best-selling business authors, experts and Executives. The LDC includes content of varying lengths from 2-60 minutes long. The LDC’s instructional design is application-based to drive immediate results.

Leadership Development Channel Content Focus

- **LDC Business Author QuickTalks**—Best-selling business authors and leaders such as Stephen Covey, Gary Hamel, Linda Hill and more provide concise, just-in-time, application-based learning
- **LDC Executive QuickTalks**—The best thinking from leading executives such as Jeff Immelt, Anne Mulcahy, Sir Howard Stringer, Bill Ford, Jr, Ron Meyer and more of today’s top business leaders and practitioners
- **LDC Consultant QuickTalks**—Leading change consultants such as Accenture, Mercer, BCG and Deloitte provide actionable insight from real world perspectives

Best-Selling Authors



Ram Charan
Author of *Leadership in the Era of Economic Uncertainty*



Tom Peters
Author of *In Search of Excellence: Lessons from America's Best Run Companies*



Lynda Gratton
Author of *The Exceptional Manager: Making the Difference*



Patrick Lencioni
Author of *Overcoming the Five Dysfunctions of a Team: A Field Guide*

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