



On-demand videos from best-selling authors and business thought leaders



## 50 Lessons and Leadership Development Channel™ for Libraries

### Benefits

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Build or enhance a cost-effective marketing or business curriculum

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Meet a wide range of learner needs with broad competencies and multichannel delivery

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Spark discussion, introduce key concepts and reinforce important messages

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### 50 Lessons and Leadership Development Channel

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

### 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 patrons, students and faculty alike.

### 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 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



# Motivate and Challenge

- Stories engage audiences
- Stories inspire people to act

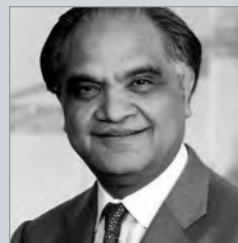
## Leadership Development Channel

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 business leaders. The Leadership Development Channel includes content of varying lengths from 2-60 minutes long. The Leadership Development Channel'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 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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