

## WILSON LEARNING ANNOUNCES NEW POSITION PAPER ON INDIVIDUAL EFFECTIVENESS

Edina, Minn. — April 9, 2007 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of its latest point-of-view position paper, *Individual Effectiveness: Creating the Effective Workforce*. The new paper summarizes Wilson Learning's 40+ years of experience on the skills critical for high performance.

"The struggle is similar in any organization or function," says Tom Roth, President of Wilson Learning Corporation. "A salesperson may be loved by his or her customers and win a big deal, but when it comes to supporting the implementation, they are unable to execute effectively. Simply put, someone may have great expertise and knowledge about the technical aspects of their job, but they are unable to communicate clearly and effectively, or handle certain situations inherent in the position."

According to the paper, it is clear that effective individuals are more than just the sum of their technical or professional experience. "Our experience and research shows that what separates the exceptional performer from the rest is that they have developed a core set of 'transferable skills,'" says Dr. Michael Leimbach, VP of Research and Design, Wilson Learning Worldwide.

Job specific talents are critical to performance, but what sets some individual's apart are skills in three core domains; Purposeful Communication, Inspired Thinking, and Fulfilled Self. A highly effective person maintains a balance of all of these; in their life, their communications, their approach to thinking through problems and their relationship between society and themselves.

The white paper, *Individual Effectiveness: Creating the Effective Workforce*, can be downloaded for free in its entirety at [www.wilsonlearning.com](http://www.wilsonlearning.com) under the Research link, then White Papers.

### About Wilson Learning

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in over 30 countries worldwide, including Japan and the United States. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, performance-based measurement tools, and technology enabled solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling 800.328.7937.

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press contact

Kim Killoran  
Wilson Learning Corporation  
952.828.8770  
[kim\\_killoran@wilsonlearning.com](mailto:kim_killoran@wilsonlearning.com)