

NEW WILSON LEARNING STUDY SHOWS INTERPERSONAL VERSATILITY IMPACTS GLOBAL BUSINESS EFFECTIVENESS

Edina, Minn. — June 28, 2005 — Wilson Learning Corporation, a global provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Global Versatility*. The study provides convincing evidence that interpersonal versatility contributes to the global effectiveness of different cultures. This is the seventh in a series of research studies being released by Wilson Learning.

“Global Versatility is not a trait or value. Rather, it is a learnable skill,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “We have found that if people follow a simple process they can improve their interactions globally, create a more comfortable work environment, and as a result, conduct business and social interactions more effectively and more productively.”

The research clearly suggests that Global Versatility is an important mechanism for improving international relationships. By understanding and identifying the Social Styles of others, by learning new behaviors for adjusting Assertiveness and Responsiveness behaviors, and by continuously improving Versatility with others, individuals can work more effectively cross-culturally and can improve organizational and individual performance. These findings will enable companies to use the concept and skills of Global Versatility to move across cultural boundaries, to work more effectively globally, and to better serve customers around the world.

“In our current global environment, effective cross-cultural work relationships are critical,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “Especially at a time when world tensions are high, every individual, organization, and country would be well served to seek out any mechanism possible that will ease tensions and create effective communications.”

The new study is available for download in its entirety at asp.wilsonlearning.com/pdf/global_versatility_study.pdf.

About Wilson Learning

Wilson Learning is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in the United States and 30 other countries worldwide. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include strategic consulting and strategy implementation, innovative assessment and selection systems, performance-based measurement tools, top-notch performance consultants, and leading-edge electronic and blended learning solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling **800.328.7937**.

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