

WILSON LEARNING ANNOUNCES AVAILABILITY  
OF NEW *LEADING FOR PERFORMANCE* PROGRAM

Edina, Minn. — March 9, 2004 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of the first four modules of its new *Leading for Performance* suite. Committed to providing only the most contemporary solutions designed specifically for today's business challenges, the company says it will build upon the momentum of this most recent release with four additional new modules this spring – and several others this summer.

"Gone are the days when heroic, top-down leadership was considered key to driving business performance," says David Yesford, vice president of product management for Wilson Learning Worldwide. "Today's high-performing organizations embrace the fact that strong leaders can be found at all levels and across all business disciplines. *Leading for Performance* offers not only an approach to leadership that's applicable for today's business challenges, but also the tools and processes to make it work."

Based on Wilson Learning's highly acclaimed *Supervisory Leadership Series*, *Leading for Performance* is poised to become the new standard by which leading-edge organizations develop tomorrow's leaders. Studies show that strong leaders understand that the performance, morale, and retention of their people is directly tied to the quality of their working relationships. And they appreciate that getting involved in their people's professional development, as well as involving their people in the decision-making, leads to real-world results. *Leading for Performance* shows leaders how to apply this kind of forward thinking to their day-to-day leadership practices.

"When leaders perform, people perform. And when people perform, businesses succeed," says Tom Roth, president of Wilson Learning Corporation. "*Leading for Performance* makes this a reality, creating a workplace environment where ideas are welcome, taking initiative is encouraged, high performance is rewarded, and the learning never ends."

The first four modules of the new *Leading for Performance* – Interviewing for Selection, Managing Conflict, Coaching for Performance, and Working Styles: Dimensions of Social Style – are available immediately. The next four modules to be released will be available by June 2004.

### 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](http://www.wilsonlearning.com) or by calling 800.328.7937.

for immediate release

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