

STRATEGIC PARTNERS WILSON LEARNING AND DAVID
MCNALLY TO PRESENT AT UPCOMING FREE WEBINAR

Edina, Minn. — August 16, 2005 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced that best-selling author, David McNally, will be the featured guest presenter for the company's next free Webinar – *Influencing Through Your Own Personal Brand*. The Webinar, which will be held from 12 noon CDT to 1 p.m. on September 27, 2005, is the tenth in a series of free Webinars offered by Wilson Learning.

for immediate release

“Over the last eight months, Wilson Learning has had the chance to feature some really excellent speakers to present valuable topics during our Webinars,” says Tom Roth, President of Wilson Learning Corporation. “David McNally is yet another, and offers a powerful session on brand building and how a strong individual brand can help people influence personal and professional relationships.”

press contact

McNally's latest book, co-authored with Karl D. Speak, *BE YOUR OWN BRAND – A Breakthrough Formula for Standing Out from the Crowd*, demonstrates once again his commitment to remaining on the cutting edge of human development.

Kim Killoran
Wilson Learning Corporation
952.828.8770
kim_killoran@wilsonlearning.com

“The way to make a distinctive, enduring impression on a customer or potential customer is to ensure that who you are, what you say you are, and what that person experiences from you are the same time and time again,” says David McNally. “Having a strong personal brand is key to that consistency.”

In May 2005, Wilson Learning and David McNally entered into a strategic business agreement to offer integrated solutions for enhancing live sales conferences. The combination of McNally's powerful motivational speaking ability and Wilson Learning's flexible, integrated learning solutions turn everyday events into critical turning points for all types of organizations.

[Click here](#) to register for this free event, which is open to the public. More detailed information about David McNally and the upcoming Webinar event is available at www.wilsonlearning.com.

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.