

## HIGH PERFORMANCE COACHING FROM WILSON LEARNING SHORTENS THE GAP BETWEEN HIGH POTENTIAL AND HIGH PERFORMANCE

**Edina, Minn. — June 12, 2008** — Wilson Learning Worldwide, a global provider of Human Performance Improvement solutions, today announced the availability of *High Performance Coaching* (HPC), a new integration service capability. The announcement further emphasizes Wilson Learning's ongoing commitment to providing a complete set of world-class Human Performance Improvement solutions specifically designed to help people be successful in today's complex business environment.

for immediate release

*High Performance Coaching* closes the gap between high-potential and high-performance. HPC accelerates human performance improvement efforts by extending the learning experience. HPC creates an environment for better integration of new skills into daily work behavior and offers greater success assurance that development investments will yield expected results.

"We've been hearing comments like, costs for bringing on new people and development costs are too high, managers don't have the time to develop people, it takes too long for new people to make their first sale, etc.," says David Yesford, Senior Vice President of Solution Management, Wilson Learning Worldwide. "Wilson Learning's coaching service can respond to these issues."

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*High Performance Coaching Services* enables the conditions for success by combining a structured yet flexible process with skilled coaches. We use a versatile coaching approach that supports the breadth of Wilson Learning's content and assessment solutions. Making use of this process is a team of highly qualified coaches steeped in Wilson Learning's points of view, research and experience. The quality of the service is consistent worldwide, but also allows for local flexibility. The HPC approach works with individuals who make up your sales and organization leaders of tomorrow.

"It's not just about what someone learned during a training initiative," says Tom Roth, President of Wilson Learning Corporation. "It's really about what they're using on an ongoing basis, and coaching can help integrate and sustain those skills to increase overall performance."

### About Wilson Learning – Improving Performance Through People

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 45 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, 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**.