

WILSON LEARNING STUDY SHOWS CONNECTION BETWEEN LEADERSHIP, EMPLOYEE SATISFACTION, AND PERFORMANCE

Edina, Minn. — January 16, 2007 — Wilson Learning Corporation, a global provider of Human Performance Improvement solutions, today announced the release of its latest research report, *Redefining Employee Satisfaction: Business Performance Employee Fulfillment, and Leadership Practices*. The report, based on a series of 14 individual studies, illustrates a connection between leadership, employee fulfillment, and business performance. Enabling this link can ultimately impact the future competitiveness of an organization.

“Research is showing us that job satisfaction is at an all-time low. We think this has to do with how much employees are finding value and meaning, in other words, fulfillment in their work. It’s critical to recognize the relationship between employee fulfillment and performance,” says David Yesford, Vice President of Solution Management, Wilson Learning Worldwide. “When employee fulfillment is high, performance is high, and when fulfillment is low, performance too, is low.”

Wilson Learning researchers explored a specific definition of satisfaction than the typical dictionary definition of “gratification of an appetite and pleasure.” They considered a definition that taps the elements of fulfillment, empowerment, and engagement, and called the approach “Fulfillment Satisfaction.”

The study clarifies that the single most important factor in creating a sense of fulfillment is the leadership skills of the employee’s manager. By empowering their employees, leaders can create a work environment that encourages shared responsibility and rewards, where people work together to achieve performance with fulfillment, ultimately impacting business results.

“The study shows that 39% of bottom-line performance can be attributed to employee fulfillment, and that an employee’s manager, and their day-to-day interactions are the primary contributor to fulfillment in an organization,” says Michael Leimbach, Ph.D., Vice President of Research and Design, Wilson Learning Worldwide. “Of all the factors an organization can improve to impact employee performance and therefore organizational performance, Leadership is the most effective.”

The report, *Redefining Employee Satisfaction* can be downloaded in its entirety at www.wilsonlearning.com under the Research link.

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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