

WILSON LEARNING ANNOUNCES NEW WHITE PAPER ON INTEGRATED LEADERSHIP

Edina, Minn. — Apr. 28, 2005 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of its latest white paper, *Integrated Leadership: A Balance of Essence and Form*. The new paper illustrates Wilson Learning's point-of-view around effective leadership in today's dynamic business environment.

"Many of today's thought leaders take one of two positions with regard to effective leadership: that it's all about essence, or all about form," says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. "Based on three decades of extensive research, in-the-trenches insight, and everyday application, we believe that the most effective leaders are able to strike a harmonic balance of essence and form."

for immediate release

According to the new white paper, many leaders fail to strike this balance. What's more, they usually aren't even aware that a balance should be struck. Either they are all form and little essence, or they are big on essence but short on form. In other words, some leaders truly shine when it comes to capturing people's hearts and minds, but they lack the skills necessary for orchestrating that commitment to get real-world results. Other leaders may have what it takes to get people to perform, but often times that performance has limited staying power because it isn't backed by any real commitment.

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"The purpose of a leader is to engage others in committing their full energy to the creation of value and success," says Tom Roth, president of Wilson Learning Corporation. "Our 30-plus years of experience in leadership development show us that leaders who fulfill this purpose have succeeded in truly integrating the essence and form of effective leadership."

The white paper, *Integrated Leadership: A Balance of Essence and Form*, can be downloaded for free in its entirety 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.