

WILSON LEARNING ANNOUNCES AVAILABILITY
OF NEW *Lighthouse Coaching* PROGRAM

Edina, Minn. — March 2, 2004 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its new *Lighthouse Coaching* program. The announcement underscores the company's ongoing commitment to developing new and improved Human Performance Improvement offerings designed to reduce time-to-proficiency, drive speed-to-results, and keep learning alive in the workplace.

"Succeeding in today's environment takes an organization committed to getting its leaders directly involved with their people's professional development," says David Yesford, vice president of product management for Wilson Learning Worldwide. "The introduction of *Lighthouse Coaching* helps to fill this gap, enabling sales managers and other firstline leaders to draw out their people's potential through the integration of on-the-job coaching."

Based on coaching best practices that have shown to be highly effective in bringing about sustainable real-world results in virtually every industry and across all business disciplines, *Lighthouse Coaching* is an innovative, Webcast-delivered learning module designed for leaders responsible for the performance of one or more direct reports. Like a lighthouse that guides ships through uncertain waters, the program prepares leaders to guide learners through the application of newly acquired skills and behaviors.

"People are more fulfilled in their careers when performing at high levels, and they are more driven to perform when they find their work fulfilling," says Tom Roth, president of Wilson Learning Corporation. "Organizations committed to performance with fulfillment continually reinforce, cultivate, measure, and enable learning. A critical piece of this equation, on-the-job coaching not only empowers people to excel in their careers, but allows organizations to achieve a true competitive advantage with staying power."

Lighthouse Coaching, which is available now, can be augmented with a variety of supplementary learning components that provide additional techniques for coaching to the application and mastery of program-specific skills and behaviors, such as those covered in Wilson Learning's *The Counselor Salesperson* and *The Versatile Salesperson* programs.

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**.

for immediate release

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