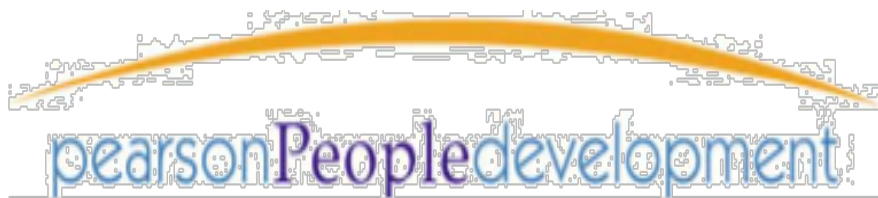


# Case Study Executive Summary



## The tragedy of September 11<sup>th</sup> restrained travel at Pearson.

Little did they know that the virtual solutions they implemented to continue learning programs would influence Pearson's entire global culture.

### Problem

- Pearson's learning strategy of face-to-face training for its global company of over 35,000 needed to change due to restrictions on travel on and after September 11, 2001

### Solution

- Redesigned in-person courses into multiple, shorter telephone courses
- Implemented an online, virtual meeting environment to increase telecourse interactivity
- Began a virtual book club utilizing collaborative software for brainstorming and decision making

### Results

- A shift from face-to-face culture to a virtual business culture
- The role of Pearson People Development changed to being a learning enabler
- Substantial cost savings from reduced face-to-face meeting time
- Increased employee engagement because of the benefits of the new virtual processes, such as reduced stress and time


With a large and widespread workforce, Pearson trainers had historically traveled a significant amount of time and distance to conduct their employee, management and executive training sessions. Classroom programs around the world ground to a halt on September 11, 2001. All of a sudden, learning was at a standstill at Pearson. This new reality – even if temporary – was entirely unacceptable for a company that prided itself on its commitment to people development. In fact, Krys Moskal, the Vice President of Pearson People Development, had a sense that life would never be the same for the country...or for her company.

The first response to address the travel challenge was to transfer many of their in-person class curricula into courses conducted via telephone, but with smaller chunks of content spread out over several sessions. These telecourses were instantly successful, with every class full and hundreds on waiting lists within a few months. Adding an online, virtual meeting tool has increased the interactivity of the telcourses.


The second significant solution was the development of a book club structure and system, which has grown in popularity both in numbers and in accessibility since 2005. The book clubs bring teams or people with the same role together. Some book clubs take place through telecourses and others occur in a virtual environment. In 2009, a collaborative brainstorming tool was introduced that allows members to share ideas with each other about the book and how the concepts can be applied back on the job, provide feedback to each other about their ideas, and organize and prioritize the ideas. This social learning process has become tremendously popular in just a few months.

While the transition to a predominantly virtual learning environment has helped Pearson save a significant amount of money, it has also contributed to employee engagement because of pride related to reducing Pearson's carbon footprint and the ease related to attending virtual programs. More importantly, though, the change is influencing the company culture as other areas within the company are now utilizing – for their own purposes – the collaboration tools implemented by Pearson People Development. In only eight years, the Pearson corporate culture has become more flexible, efficient and effective...thanks to Pearson People Development.


### Cutting-Edge RESEARCH



- Best practice profiles
- ROI impact briefs
- Quantitative analysis connecting decisions to outcome
- Video guides from leading companies on “how to”



### True Peer INTERACTION



- Peer-only webinars
- Benchmarking site visits
- Cross-membership executive forums
- Annual awards


**2009 In-person meeting dates, locations, and topics**

Q1: Membership Webinar on 9th Annual Benchmarking Report

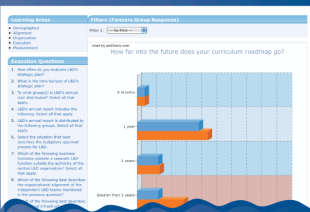
Q2: Leadership and Executive Readiness in New York

Q2: Lessons from Winter Cohort of Learning Brand 360 in Chicago

### Implementation Support TOOLS



- Diagnostics and decision support
- Best-in-class functional benchmarking
- Portfolio optimization
- Budget and spend
- Vendor selection



**Corporate University Xchange** is a private membership of senior learning and talent executives, founded in 1997. We believe that the most valuable advice for senior executives comes from peers who have wrestled with and successfully overcome similar challenges, and we make this exchange of information happen through our research, events and peer-to-peer networking.

Resources available to CorpU members include:

- The Learning and Innovation Excellence benchmarking study which measures how well learning and talent functions meet the needs of their companies
- CorpU's Learning Brand, a holistic voice-of-the-customer survey for the learning function
- Case Studies of the work done by leading edge practitioners
- Tools that support the learning decision-making process

For more information about joining CorpU, see our website, [www.corpu.com](http://www.corpu.com).