THE WORLD’S
leading provider
OF LEARNING CONTENT

EBSCO

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PRODUCT MANAGEMENT
HUMAN RESOURCES

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BSCO’s learning products offer a unique approach to supporting and sustaining formal and informal learning initiatives. EBSCO starts with a robust collection of best practices and benchmarks from industry thought leaders. The content is mapped to key organizational competencies and delivered in a portal that facilitates access and collaboration or integrated into an LMS, SharePoint or other application. The result is a unique and innovative on-demand learning resource.

Choose the option that best matches the needs of your organization’s learning program. Purchase the complete Leadership & Management Learning Center portal, or select from individual content modules. No matter what the best fit is for your team, EBSCO will work with you to fully customize and integrate our world-class content and resources into your current learning program.

- Business Book Summaries
- Journals & Magazine Articles
- Videos
- eBooks
- Comprehension Tests
**Turnkey Learning Solution**

**ON-DEMAND PORTAL PRE-POPULATED WITH HIGH-INTEREST, EASILY-DIGESTIBLE CONTENT FROM INDUSTRY EXPERTS**

- **Best-in-Class Content:** Leadership & Management Learning Center offers an extensive collection of best practices and benchmarks from industry thought leaders. Updated continually, content types include journal and magazine articles, book summaries, eBooks, videos and more.

- **Pre-Mapped to Competencies:** EBSCO has pre-populated the Leadership & Management Learning Center with 82 core competencies and 5-10 highly relevant content items mapped to each. Thousands of additional content items are also included.

- **Custom Content and Design:** For organizations with unique competencies or learning objectives, EBSCO’s team of learning content experts identifies and incorporates the most relevant content. The experience can be further customized by adding your logo, colors and navigation elements.

- **Social Collaboration:** Expand learning opportunities and promote teamwork with an interface that allows user comments and group learning.

- **Comprehension Tests:** Promote the retention of crucial information and reinforce key points with more than 600 optional comprehension tests on specific articles and book summaries.

- **Easy Access:** Access via multiple means including LMS, dedicated portals, SharePoint, mobile devices and more.
plug and play PORTAL SHOWCASES key content

EBSCO PUBLISHING IS CONTINUING TO DEMONSTRATE ITS INNOVATIVE TECHNOLOGY WITH TOOLS AND RESOURCES THAT HAVE REAL VALUE FOR OUR TEXAS HEALTH RESOURCES (THR) LEADERS. THR’S PARTNERSHIP WITH EBSCO TRANSLATES INTO DELIVERING EXCEPTIONAL PERFORMANCE AND MISSION-CRITICAL CAPABILITIES TO SUPPORT THE ONGOING DEVELOPMENT OF OUR LEADERS AT EVERY LEVEL AT A REASONABLE COST."

JIM DUNN, PHD · CHIEF LEARNING OFFICER CENTER FOR LEARNING & CAREER DEVELOPMENT TEXAS HEALTH RESOURCES
Business Book Summaries™ provides concise yet comprehensive summaries for the best business books available. Individual users can keep up with the best business books available; while organizations can use BBS to educate and train leaders and staff on learning objectives.

Each summary features:
- Comprehensive overview of key concepts
- Suggestions for related reading
- Table of contents of the book
- Estimated reading time for the book
- Details on key features in the book
- Quick link to purchase the book

Now Available

Learning Sources™ collection offers the largest and most comprehensive collection of best practices and benchmarks to support the ongoing career development needs of professionals at all levels. With access to relevant, full-text articles in a variety of specific fields, Learning Sources includes these function-specific collections:

- Leadership & Management Source™
- Finance Source™
- HR Source™
- IT Source™
- Sales & Marketing Source™

“EBSCO has helped extend our informal learning programs to our 40,000+ team members...it’s an essential extension to our world-class lineup of learning options.”

DAN PONTEFRACT  HEHead of Learning and Collaboration

TELUS
The **Leadership & Management Video Collection** offers over 650 videos covering the most common corporate competencies and learning objectives. This powerful collection features thought leaders such as Marshall Goldsmith (*The Leader of the Future*) and Stephen R. Covey (*The Seven Habits of Highly Effective People*).
EBSCO’s Sales Staff Has Done an Amazing Job Assisting Us with Identifying Information Needs and Suggesting the Right Datasets at the Right Price...We Have Continued to Partner with Them on Several Other Projects, Including Competency Mapping, and have Been Extremely Happy with the Results.

Krista Ford
Resource Center
Development Dimensions International Inc. (DDI)
best practice reports

Apply best practices with over 200 encyclopedia-like reports included in the Competency Center. Covering a broad range of soft skills, each report is focused on one competency, with best practices and case studies that illustrate real-world application.

comprehension tests

Reinforce learning objectives with more than 600 multiple-choice, instantly-scored comprehension tests. Leadership & Management Comprehension Tests correspond to top Learning Source summaries and articles.
Support the needs of learning professionals with hundreds of reports through Corporate Learning Watch. This up-to-the-moment tool covers organizational learning methods and technologies, and performance support for learning objectives.

Corporate Learning Watch

Generations in the Workplace

The Convergence of Baby Boomers, Generation X & Millennials

Watch List
- The fastest growing age segment of the workforce is composed of workers born after 1980, or the Millennials.
- The percentage of the US workforce over the age of 55 is projected to grow from 19.5 in 2012 to 25.2 by 2025.

Key Takeaways
- Four generations of workers are currently in the workplace: Baby Boomers, Generation Xers, and Millennials.
- Savvy managers know that now, more than ever before, one management style does not fit all. Each generation has different characteristics, traits, motivations, and work styles.
- Workplaces are also finding themselves dealing with upside-down hierarchies in which Millennials and Gen Xers are managing older workers who may have rejoined the workforce after retiring or beginning a new job or career after a layoff.

Executive Summary
- In the first time in modern history, the current workforce comprises four generations of workers.
- Businesses face the challenge of managing these different workstyles.

360° Feedback

Input from Multiple Sources Provides Greater Depth

Key Takeaways
- In recent years, verbiage-based software solutions have lifted the administrative and analytic burdens long associated with 360° feedback.
- Although new off-the-shelf solutions are making 360° degree feedback programs more accessible, they still need to be led by trained professionals.
- 360° degree feedback is an employee development tool that collects evaluative feedback about an employee from a variety of sources, instead of just from the employees' direct reports, coworkers, and even customers and suppliers. It can help employees who are preparing for promotions, as well as groups undergoing large changes, be more aware of how they can improve and change strategies for reaching their development goals. Also known as multi-rater or multisource feedback, or assessment, 360° feedback has been credited with helping companies improve their efficiency and profitability.
- In recent years, 360° feedback has been more widespread as new technologies have lowered the administrative burden long associated with the process. However, the 360° feedback process is often seen as time consuming and prone to bias, which makes it difficult to ensure reliability and validity.
Delegating

MENTORING/COACHING

strategic thinking

adaptability

COLLABORATION

Self-Awareness

fairness

INNOVATION

execution

FEEDBACK

Professionalism
All your mapping needs are met

EBSCO’s team of content experts selects only the most relevant content and aligns it with your organization’s specific learning needs. Your staff saves valuable time with new content automatically mapped to more than 80 business competencies from EBSCO’s unmatched collection of resources.

- Business Essentials
- Communication Skills
- Drive for Results
- Ethics & Values
- Leadership & Management
- Managing Change
- Personal Effectiveness
- Teamwork

"Mapping select summaries from Business Book Summaries to Pacific Gas & Electric’s Leadership Competencies has been a tremendous help in integrating the BBS content into our Leadership Development Initiative at PG&E. Their proactive customer service and support gives us the feeling that they are actually part of the team."

Brett Knight  LEADERSHIP DEVELOPMENT & WORKFORCE PLANNING
PACIFIC GAS & ELECTRIC
The PDF format of BBS works nicely on smartphones and iPads because users can easily scroll through a PDF file or even choose to save it in iBooks and read it at their leisure.”

Colby Post  ▷ Manager, Client Experience Portal Program
Grant Thornton, LLP.
Always Accessible

Tailor-made for mobile device screens, EBSCO delivers the world’s most trusted and accessible information...

providing you and your employees with the information you need, when you need it. EBSCO has made it easy to integrate with the systems your employees use everyday, including LMS, portals, SharePoint, mobile devices and more. Whether you’re in the office, on your mobile phone, or in your home, you can access any of EBSCO’s organizational learning content from anywhere in the world, 24 hours a day.

With a combination of the highest quality resources and the ease of access afforded through proper integration, organizations can help their employees satisfy their learning objectives and reach new levels of success.
EBSCO Publishing: A Leader in Green Awareness

In an effort to operate in an environmentally-sound manner, EBSCO has successfully implemented several “green initiatives” at its Ipswich, MA campus including:

• Installation of solar panels, offsetting 20% to 23% of each building’s energy needs
• Electric car charging stations
• A Certified Green Restaurant® Café

Visit www.ebscohost.com/green to learn more.

Comprehensive Training & Support Coverage

Through our Customer Satisfaction team, we offer numerous complimentary training options, including context-specific tutorials, guides, and outlines on a variety of topics; live Web courses; as well as customized and on-site trainings.

Industry Leading Support Site & Knowledge Base

All customers have 24 x 7 online access to the EBSCO Support Site and Knowledge Base. We offer quick access to over 1,500 continually updated support tools including: FAQs, user guides, help sheets, Best Practice Guides, a library of instructive tutorials, and much more.

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