

WILSON LEARNING EUROPA ANNOUNCES
FORTHCOMING SEMINARS – DELIVERING ON YOUR
PROMISES. - 22ND September 2006, Beaconsfield, Bucks, UK:

Wilson Learning Europa - EMEA operation of global HPI Providers Wilson Learning
Worldwide – today announce their forthcoming seminar series across Europe.

Delivering on your Promises: Your People Are The New Brand Ambassadors
Free Seminar

A corporate brand is more than a promise when employees choose to act on it consistently and over time. Ensuring that brand promises are reflected in, and supported by, the right attitudes and behaviours across the whole organisation is now a critical performance indicator for successful companies.

For some organisations brand development is one strategy among many. For others, it's a movement under which many strategies are defined. Regardless of how an organisation approaches its branding actions, employee capability is critical.

Wilson Learning Worldwide has developed a systematic approach to Human Performance Improvement to help organisations back up their brand promise by expanding and supporting employee capabilities.

Four areas of investment make up this approach to Human Performance Improvement

- The right *information* is available for both development and ongoing employee investment decisions.
- The right *development* content and format are used to maximise learning.
- The critical learning components are reinforced with *integration* into the workplace.
- The key stakeholders and leaders of the business are in *alignment* with the initiative.

The discussion will be focused on the challenge of engaging your workforce in the day to day execution of your companies brand strategy. You will hear how, in today's competitive service environment, it is your people who build the strength of a brand.

How does your organization approach the challenge of linking its people development to its business strategies, and how do you ensure consistent usage of new skills?

For more information about the seminars visit www.wilsonlearning.co.uk

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