



FOR IMMEDIATE RELEASE  
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Bersin & Associates and *Elearning!* Magazine Announce 2008 Learning  
Leaders Program and Call for Applications

***Program Recognizes Innovation and Excellence in  
Enterprise-Wide Corporate Training***

Corona, CA July 21, 2008 – Bersin & Associates and Elearning! Magazine announces the call for applications for this year’s Learning Leaders program. Bersin & Associates 2008 Learning Leaders Program is a research-driven program designed to recognize innovation and excellence in enterprise-wide corporate training.

Organizations interested in applying may go to [www.bersin.com/llawards](http://www.bersin.com/llawards) or [www.elearning.b2bmediaco.com](http://www.elearning.b2bmediaco.com) for information and to download applications. The deadline for application submission is September 12, 2008.

“We’re pleased once again to be the exclusive media partner for this program,” said Catherine Upton, group publisher of *Elearning!* Magazine. “Our print and web features about the Learning Leaders winners have proven to be very popular with readers because we go in depth about their business challenges and the learning strategies and techniques they used. We also had a large turnout for our virtual summit, featuring web seminars with the winners presenting their solutions. We look forward to reaching audiences more great examples of enterprise-wide learning from the 2008 winners in the 2009 *Elearning!* Summits.”

The Learning Leaders Program will recognize up to 25 winning organizations. The program includes organizations which have developed and implemented highly effective and innovative approaches to learning and development resulting in significant business improvement. It also includes providers of training products and services whose customers have benefited from the latest technologies, content or approaches that make training more efficient and effective.

“This is our third year of Learning Leaders, and we look forward to seeing applications with the ‘wow factor,’ as we like to call it,” said Josh Bersin, president of Bersin & Associates. “This can be a company like last year’s winner Extra Space Storage, whose basic training for front line salespeople had a quick and high impact on revenues, or a vendor winner like Kognito Interactive, whose incredible simulations helped train NYPD officers to hone their leadership skills. 2008, we look forward to being impressed with more great examples of learning and development so we can recognize these organizations for their achievements and share their best practices,” Bersin added.

The winning organizations and their learning programs will be recognized in a feature story appearing in the December 2008 issue of *Elearning!* magazine, the exclusive media partner for the Bersin & Associates Learning Leaders Program. Selected winners also will participate in live web sessions at The *Elearning!* Summits in March, July and November 2009. (Visit [www.elearning.b2bmediaco.com](http://www.elearning.b2bmediaco.com) for schedule.) In addition, Bersin & Associates will develop its annual comprehensive report on best practices, findings, and observations collected during the evaluation process. All applicants will receive a complimentary copy.

According to Bradley Samargya, senior vice president and chief learning officer for CA, the Learning Leaders program has served as a touchstone for progress. “Our goal in the learning organization at CA is to take a market leadership position in leveraging technology to drive learning for employees, customers and partners. The Learning Leaders program helped us measure our progress against that goal as well as celebrate our success internally and externally.” CA, one of the world’s largest independent software companies, was named a 2007 Learning Leader in the two categories: the technology category for the company’s implementation of a learning management system replacing nine legacy systems, and the initiative category for its high impact training program targeting all employees involved in sales, support, and services for the company’s complex IT security products.

The 22 winners of the Learning Leaders Program for 2007 range from large, public companies and global brands to smaller, private organizations. In addition to the aforementioned companies, winners included Trinity Health, the nation’s fourth-largest Catholic health care provider with 44 hospitals in seven states, for its successful initiative to bring two organizational cultures together after a merger and to build a strong leadership pipeline; Citi Asia Pacific Consumer Bank for its well-executed regional learning and development system organized into eight learning academies, each designed to support specific functional areas such as retail banking, direct sales, and customer service; and the National Science Teachers Association (NSTA) for its highly methodological, systems-based approach to professional development for science teachers. For a full list of the 2007 Learning Leaders winners, go to: <http://www.elearning.b2bmediaco.com/issues/winter08/magazine.php>

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### **About *Elearning!***

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*Elearning!* brands are the exclusive voice of the \$60 billion US e-learning marketplace. *Elearning!* Magazine is a five-time award winning publications serving CxOs across the largest US enterprises challenged to build a performance driven organization. *Elearning!* helps readers and practitioners build smarter companies, one employee at a time. *Elearning!* Magazine e-zine, *Elearning!* e-news, *Elearning!* Alert, *Elearning!* Summit virtual trade shows and Web site are produced by B2B Media Company, LLC. To learn more, visit: [www.elearning.b2bmediaco.com](http://www.elearning.b2bmediaco.com).

### **About Bersin & Associates**

Bersin & Associates is the only research and advisory services firm focused solely on research in enterprise learning and talent management. Bersin & Associates' WhatWorks® research and research-based services are designed to deliver actionable direction and to help improve operational effectiveness and business impact. The company also offers a variety of strategic services for learning and talent management organizations. For more information, go to [www.bersin.com](http://www.bersin.com) or call 561 455 0622 x 224.