

# LES50NS<sup>Plus</sup>

**real** business leaders • **real** learning • **real** results





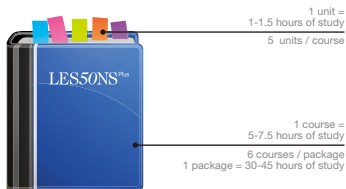
**real** business leaders •  
**real** learning • **real** results



**Les50ns Plus** is the most effective e-learning solution for today's Chinese managers. Why is it the most effective? Simple, because our solution is based on video lessons from the world's most successful business people. World-class business people share the skills, knowledge and experience that made them successful. Combined with a suite of powerful online learning tools, including interactive scenarios and case studies, online facilitation, discussion forums, tests and easy-to-follow frameworks and guides, Les50ns Plus is the ultimate online solution for today's Chinese managers.

Online learning has always offered cost and convenience benefits to learning and development departments. However, most online learning programs simply don't have enough impact on individual and business performance. Les50ns Plus is a new generation of online solution that matches the effectiveness of classroom training and the cost-savings of online training.

Each Les50ns Plus online package contains 6 courses on a critical business theme. Courses are divided into 5 units, each unit is based on a video lesson provided by a world-class business leader. Trainees progress through each unit and course building their management skills through a systematic learning process.





**Michael Dell, Chairman & CEO  
Dell, Inc.**

Since he founded Dell, Inc. in 1984, Michael Dell has been blazing new trails. He's taken Dell from a small computer startup to a mega-corporation that continues to expand successfully into new markets and new geographic areas.

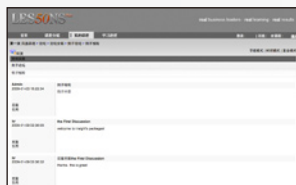


**Sir Donald Cruickshank, Former Chairman  
London Stock Exchange**

Sir Donald Cruickshank is renowned as an efficient operator who has left his mark on organizations from the National Health Service to Virgin to OFTEL.

# Solution Features

Les50ns Plus e-learning solution for Chinese managers combines multimedia video lessons from the world's best business leaders with a suite of powerful learning and administrative tools.

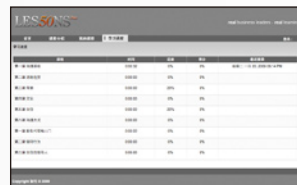
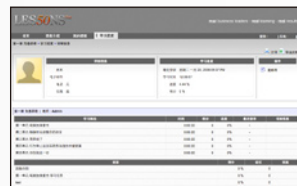


**1. APPLIED LEARNING AND TASKS.** Trainees are given step-by-step guides to help them apply the lessons from real business leaders to their own daily job. Applied Tasks evaluate the trainee's ability to transmit the lessons from the unit to their daily job.

**2. INTERACTIVE SCENARIOS.** Each unit contains an interactive scenario designed to test the learner's understanding of the advice given by the featured business leader.

**3. COURSE TESTS.** Each course contains a test designed to evaluate the trainees knowledge of the subject and understanding of the materials. Test results are collected and can be tracked and viewed by the training administrator.

**4. ONLINE DISCUSSION FORUMS.** Each course contains an online discussion forum with discussion prompts designed to stimulate sharing of best practice and trainee's own personal lessons.



## 5. SOPHISTICATED TRACKING AND EVALUATION.

Learning and Development departments can track the progress of students throughout the program. Metrics that can be analyzed include performance in interactive scenarios, test results, time spent on each lesson and each course, completion of assigned tasks, and pass and failure rates of groups of trainees.

**6. STUDENT RANKING.** Each participant is ranked according to the amount of time they spend on the course. Student ranking is made public so trainees are encouraged to study more to keep up with their peers.

**7. STUDY PARTNERS.** Study Partners are available with every course. Study Partners are assigned to each individual trainee and help the trainees complete the course. Study Partners provide weekly emails to the trainees on their progress, monitor and encourage discussion in online forums, assess and grade applied task assignments and are also available to answer student questions.

**1► MANAGERIAL COMMUNICATION:** Every successful manager has one thing in common, they are all good communicators. This powerful online solution, taught by the world's-best business leaders, gives your current and future managers the skills they need to be successful communicators. Courses contained in this package include: confident communication, communication styles, cross-cultural communication, and the power of context.

**2► STEPPING UP TO LEADERSHIP:** Stepping into a leadership role is always challenging. Whether it's leading a small project team or leading a large department, the skills needed to be successful in your role are the same. The Stepping Up to Leadership package leverages the experience of over 30 of the world's most successful leaders to teach you how to become an effective leader. Courses contained in this package include: leading people, ethics in leadership, behaving like a leader and effective leadership styles.

**3► PROFESSIONAL DEVELOPMENT:** Young professionals in today's dynamic China business environment need to manage multiple tasks, a high work load and pressure to succeed. Based on the lessons of those who have reached the pinnacle of their careers the



Professional Development package equips managers to survive and thrive in the modern Chinese business world. Courses contained in this package include: task and time management, problem solving, decision making, career advancement and stress management.

**4► SUCCESSFUL SELLING SKILLS:** Successful sales people all have secret tactics and strategies that have helped them get to where they are today. In the Successful Selling Skills package, some of the world's most accomplished sales people share the secrets that have helped them exceed targets time and again. Courses contained in this package include: understanding the customer, selling on the inside, closing the deal and managing sales teams.

**5► UNLOCKING CREATIVITY:** Unlocking Creativity teaches China-based executives how creative approaches to business lead to better problem solving skills, a more inspired work force and the cultivation of new ideas from unlikely sources. Taught by successful entrepreneurs the Les50ns Plus Unlocking Creativity course unleashes your people's creative potential. Topics covered in the course include: testing innovation, managing creative people, managing the creative process and encouraging creativity.



**Stephen Dando, Group HR Director  
Reuters**

People leader Stephen Dando has successfully surfed the waves of change in some of the world's biggest and best-known organizations, including the BBC, Guinness and Diageo.



**Kay Koplovitz, Founder  
USA Networks**

A pioneer in the US cable industry and supporter of women-led businesses, Kay Koplovitz's vision propelled her up through the ranks of numerous male-dominated industries to become the first female network president.

# Les50ns Plus Subjects

Fifty Lessons Plus online solution currently covers 5 essential subjects for today's and tomorrow's managers. Each subject is divided into 6 courses and each course contains 5 units. A complete package of 6 courses comprises 30-45 hours of study time.



# benefits

The Les50ns Plus online courses offer managers and training departments exceptional value.

Some of the benefits of our courses include:

- ▶ An online solution that delivers results on a par with live training but at a fraction of the cost
- ▶ Real-life learning from real business leaders, trainees learn how to manage in the real-world
- ▶ High retention and take-up rates driven by innovative online learning features and sophisticated evaluation and tracking tools
- ▶ Systematic learning process that builds trainees skills in areas most critical for success
- ▶ Convenient access, trainees can study at times and places that suit them



# accessibility

**ONLINE:** You can access the Les50ns Plus courses via the internet using the Les50ns Plus powerful online learning platform, all you need to get started is a computer and an internet connection. Internet access allows your people to study anytime, any place, and entails minimum implementation hassles.

**HOSTED PLATFORM:** You can host the entire Les50ns Plus platform and the courses you select on your own servers. Your people can access the platform through your own

intranet without the need to go online. Training administrators can use the Les50ns Plus platform to manage students and courses and track performance and usage.

**LMS INTEGRATION:** Les50ns Plus courses have been designed to be easily integrated into our client's LMS systems or intranets. The courses are SCORM compliant enabling quick and easy integration into LMS systems and seamless tracking and evaluation of student performance.

# about the leaders

Each Les50ns Plus package contains video lessons from 30 of the most respected and successful global business leaders. Leaders featured in the series include Jiang Nan Chun, CEO and Founder of Focus Media, Ying Yeh, China CEO of Eastman Kodak,

JW Marriott, CEO and Chairman of Marriott Hotels, Prof. Warren Bennis, Prof. Edward Lawler and Sanjiv Ahuja, CEO of Orange. In all, over 120 business leaders have contributed their knowledge and wisdom to the Les50ns Plus courses.

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[www.50lessonsplus.com](http://www.50lessonsplus.com)

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