



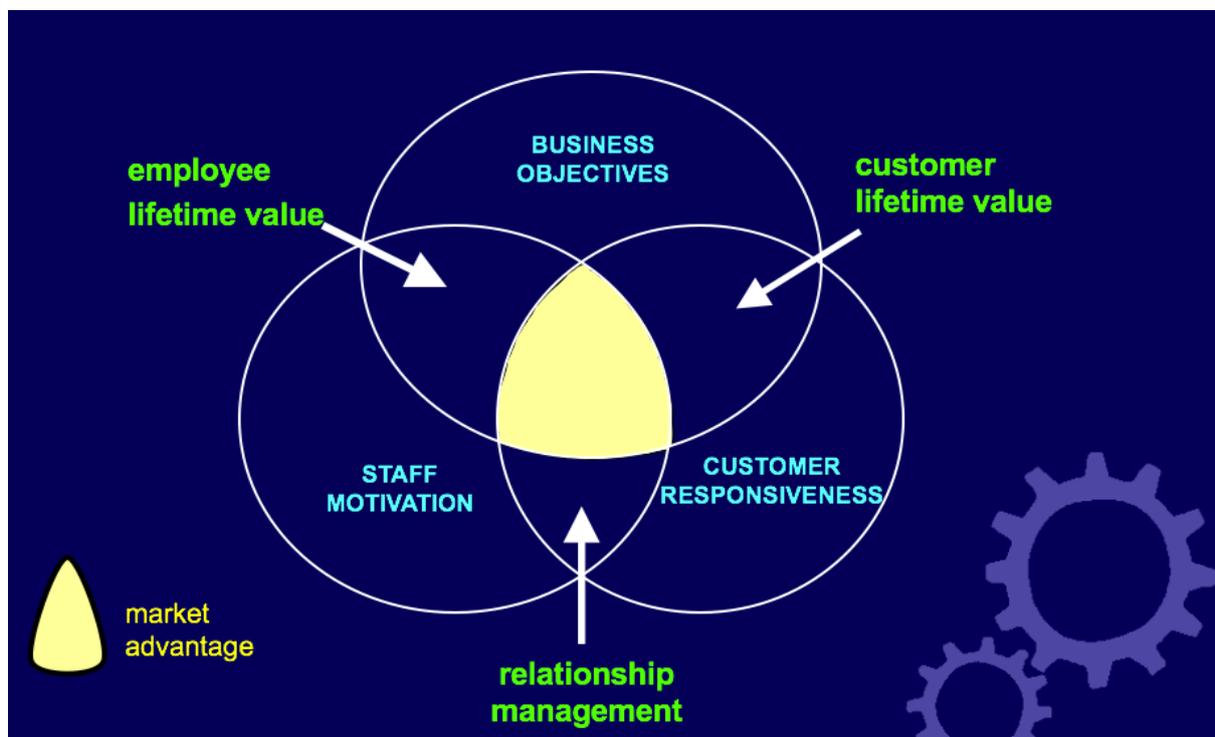
WHAT IS ELLI?

elli is the Effective Lifelong Learning Inventory and not only does the inventory assess Learning Power but takes the learner on an improvement journey, regularly benchmarking their progress.

elli does not 'traitcast' or pigeon-hole its participants as popular psychometric testing products such as Myers Briggs and DISC do, but disaggregates the composition of individual or team Learning Power to provide the weaponry needed to specify developmental interventions. Training, coaching and mentoring take on real purpose with the ability to measure progress as the learning journey proceeds.

elli releases Employee Lifetime Value (ELV)

Research carried out at Kellogg Business School, Northwestern University, USA, found ELV to equal CLV (Customer Lifetime Value), to require equal attention within the strategic planning and management processes, and only by being treated together and harmoniously, to deliver sustained market advantage. Engaging some 150 companies, the research found there to be 3 centres of business excellence, strategic direction, staff motivation and customer satisfaction.



Lack of connectivity and a fixed mind-set defy personal growth

Before becoming publicly available, ELLI was research-validated among 100,000 participants worldwide by academic research teams working within the Graduate School of Education, University of Bristol, and Penn State University, USA. They found that, uniquely, ELLI recognises the importance to the successful learner of harnessing new knowledge, information and experience to the learning of the past. Significantly, ELLI also empathises with the quality of the learning environment at the point of profiling and is sensitive to changes in learner confidence and mind-set.

elli comes with a state of the art Learning Management System

elli is supported by a cutting edge Learning Management System enabling 'bite-size learning' using short videos, toolkits, checklists and easy reading; 'mobile learning' with an app that is integral to the learning journey allowing learners to use the time available when waiting for the bus, on the train and the like; 'shared learning' where communities of learners can share knowledge informally around topics and support one another; and 'blended learning' as the learning journey takes place seamlessly both online and offline.

The power to learn is universally recognised as instrumental in the successful implementation of strategies for change. From such as the continued professional development of the individual to create a step-change in their performance and the harnessing of raw talent to enhanced management effectiveness, improved market competitiveness and culture change, Learning Power is the common denominator.

LET elli TAKE THE STRAIN

There are few greater demands on management than sustaining an agenda for change. Change is always greeted with a mixed reception from the workforce and becomes even more challenging as time progresses. Sustained market competitiveness puts pressure on L&D's understanding of Learning Power throughout the organisation with financial performance dependent upon an assurance of positive contributions to the implementation of business decisions.