

Trusted. Experienced. Effective.

Who is KnowledgeAdvisors?

KnowledgeAdvisors is a trusted source and recognized industry leader for **evaluating the effectiveness of critical human capital initiatives**. If your organization uses learning and development programs to drive business outcomes, KnowledgeAdvisors can provide **learning measurement software** that improves the effectiveness and business impact of those programs.

Why KnowledgeAdvisors?

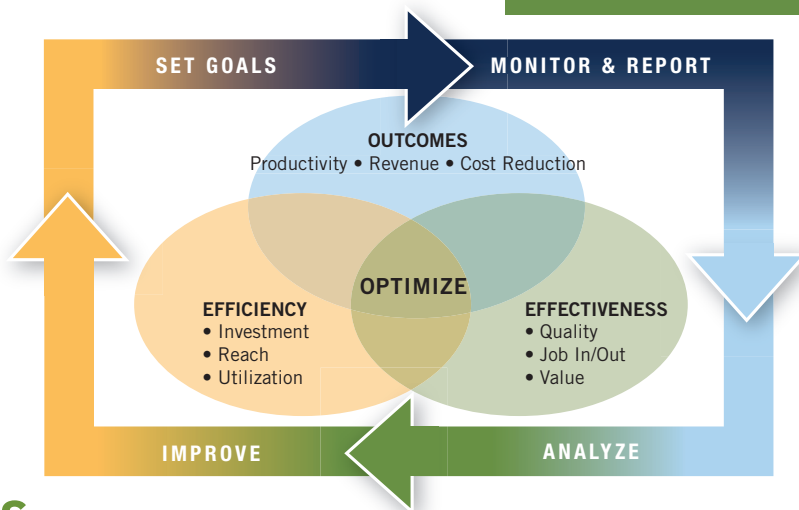
- **Our service is based on science.** Our Expert Advisory Board gives us the scientific reality check that we need to ensure our solutions are the best in the industry.
- **We provide Metrics that Matter®.** Metrics that Matter® is our flagship software solution for human capital process evaluation. It is completely cloud-based and implements easily into other enterprise software systems.
- **We provide knowledge that drives results.** Metrics that Matter® provides dashboard solutions, 750+ million points of benchmark data, and over 100 report templates for easy analysis.
- **We provide experience.** Our consulting services are built on proven business models such as Six-Sigma and continuous improvement. Our team has the measurement expertise to help you develop or improve a measurement program from strategy through implementation.



Our Clients

Our clients represent many of the world's leading organizations, including:

- Four of the five largest accounting firms
- Three of the last five winners of Training's Top 125 Award
- The world's largest company
- The prestigious Defense Acquisition University



Performance Solutions

KnowledgeAdvisors Performance Measurement Solutions provide a **comprehensive measurement, analytic, and reporting solution** designed specifically for the unique needs associated with measuring the effectiveness and business impact of strategic investments in leadership development, sales training and new hire on-boarding:

- **Data collection instruments** specifically designed to evaluate and assess leadership, sales training and new hire on-boarding programs
- **Powerful analytics software** application that includes benchmarks across these solution categories
- **Comprehensive reporting** including dashboards, scorecards, statements, and executive reports designed specifically for leadership, sales training and on-boarding programs
- **Access to measurement, analytics and reporting experts** who assist in crafting and implementing your measurement solution.



Leadership Excellence Results Scorecard



Business Results	Q1 2010	Q2 2010	Q3 2010	Q4 2010	Q1 2011
Revenue	\$2,637,105	\$2,321,221	\$2,434,112	\$2,709,778	\$2,739,122
Impact of Learning	Participants indicating significant impact on increasing revenue:				
# of Participants	2,413	2,278	2,378	2,599	2,319
% of Participants	51%	63%	54%	57%	59%
Labor Expense	\$1,143,207	\$1,169,460	\$1,171,037	\$1,206,255	\$1,103,456
Profit	\$537,273	\$687,145	\$599,134	\$637,898	\$590,495
Impact of Learning	Participants indicating significant impact on decreasing costs:				
# of Participants	1,543	1,744	1,643	1,578	1,712
% of Participants	47%	51%	55%	50%	49%
Employee Profit	\$1,493,898	\$1,141,761	\$1,263,076	\$1,503,523	\$1,435,666
Contribution					
Employee Profit Margin	57%	50%	52%	56%	58%
Headcount (FTE)	240	225	235	227	243
Productivity	\$21,975	\$18,569	\$21,166	\$21,337	\$19,091
Impact of Learning	Participants indicating significant impact on increasing productivity:				
# of Participants	2,784	2,615	2,880	2,715	2,892
% of Participants	53%	57%	55%	52%	58%
Employee Engagement	77%	75%	71%	77%	79%
Impact of Learning	Participants indicating significant impact on increasing productivity:				
# of Participants	2,601	2,778	2,345	2,576	2,697
% of Participants	60%	62%	63%	59%	62%

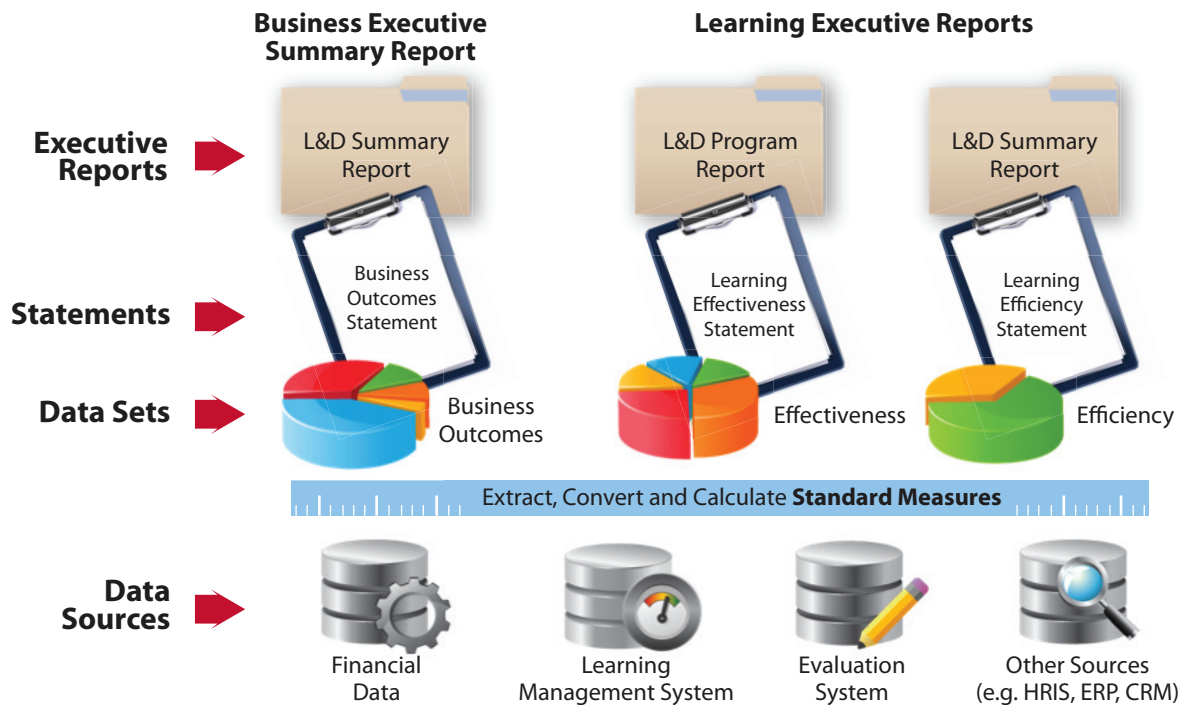
Talent Development Reporting Principles

Talent Development Reporting Principles (TDR) is an industry-wide initiative designed to **address the link between learning and business results**. TDR addresses the need for **enhanced executive-level reporting** and is based on the same principles as GAAP (Generally Accepted Accounting Principles). The initiative is supported by the world's largest accounting firms, SHRM, ASTD, most industry experts and dozens of leading corporate universities.

Top 3 Reasons Why You Need TDR

- Enables executive reporting across the enterprise.
- Facilitates a continuous improvement process to drive out waste and increase productivity.
- Provides a competitive advantage in the development of talent.

Executive Reporting Process





Five Defining Features

KnowledgeAdvisors solutions and reputation are unmatched in the world of learning management. We have built our services upon five essential features—each contributing to the next. Combined, these principles create a learning measurement solution that is incredibly effective and unique in the industry.

1. Best Practice

KnowledgeAdvisors is a trusted source of thought leadership for evaluating the effectiveness of critical human capital initiatives, including learning and development, employee engagement, talent acquisition, competency management, performance management and leadership. We accomplish that by using:

- Software that exceeds industry standards for quality and elegance.
- Learning measurement solutions that provide valid, reliable and predictive business intelligence.
- Consulting services built on proven business models, such as Six Sigma, and continuous improvement.

2. Cloud Computing

Metrics that Matter®, our flagship software solution for human capital process evaluation, is built on cloud-based architecture to enable easy implementation and integration with other enterprise software systems, including LMS, HRIS, Integrated Talent Management Suites, CRM, ERP, and more.

3. Integrated Reporting

Metrics that Matter® integrates data from multiple enterprise systems with information collected through evaluations and assessments to paint a complete picture of learning, talent and business performance.

Analysis is rendered through automated dashboards, scorecards, and detailed reports that can be customized for every role in your organization, from executives to frontline managers. Our executive reporting is robust yet easy to articulate, allowing executives to understand the business of learning and how it impacts the larger operation.

4. Informal/Social Learning Measurement

Metrics that Matter®, reaches beyond formal learning programs and learning management systems to measure learning effectiveness in informal and social learning environments.

5. Benchmarking

Metrics that Matter®, includes a benchmark database with over 750 million external data points and 100 standard reports. Benchmark data can be sliced by industry, course type, job function and more, providing learning and development experts with the opportunity to compare learning effectiveness against external averages.