



“People are learning from our training that what we do on a daily basis truly affects the bottom line. You could spend hours telling employees that. But when they see it for themselves—when you put them behind the steering wheel and let them call their own shots—they really get it. This is fast-paced learning, too. Suddenly, they’re smarter employees and able to make better business decisions immediately.” - *Major Retailer*

LEARNING SOLUTIONS TO DRIVE BUSINESS SUCCESS

Paradigm Learning amplifies the business acumen and strategic alignment of leaders, managers, employees and sales teams to achieve real business results. Our award-winning, classroom-based business games, simulations and Discovery Maps®, enhanced with online options, customizing and consulting services, empower learning and development leaders to revolutionize their organizations.



VALUE WE PROVIDE...

Paradigm Learning's solutions are targeted to leaders, managers, key employees and sales professionals in four key areas of expertise.

Organizations face tough decisions every day about processes, people, products, finances and customers. How their leaders, managers, sales teams and employees deal with these issues is critical. With increased business acumen, they can use their knowledge to make better decisions that impact bottom-line results.

During times of change, the strategic alignment and commitment of employees is key to achievement of business goals, organizational vision and new initiatives. Leaders, managers and employees must clearly understand the issues driving change and embrace new customer, product and operational strategies to impact personal, team and company success.

busi·ness a·cu·men

An in-depth understanding of how a business works, how it makes money and how strategies and decisions impact financial, operational and sales results.

stra·te·gic a·lign·ment

The achievement of clarity within an organization (or team/department) around a critical business issue that requires shared understanding, new thinking, fast execution and commitment to action.

lead·er·ship de·vel·op·ment

Arming leaders and managers with the knowledge, skill and motivation to align with the organization's business priorities, take personal accountability for success, and lead others in the execution of strategy.

sales ef·fec·tive·ness

Having the knowledge and tools necessary to fully understand a customer's financial and strategic business drivers, credibly position products and services, and "win" at each stage of the customer's buying journey.

Successful managers, whether they are experienced, emerging or high-potential leaders, must keenly understand the business and align with organizational priorities. They must also accept accountability as champions of change, collaborators across the organization, influencers of the business, developers of talent and trusted and authentic business leaders.

Successful sales professionals possess keen insights into their customers' financial and strategic issues and use that knowledge to align solutions to critical needs. Successful sales leaders take accountability for driving sales results in alignment with their organization's financial and strategic goals.

+ OUR CLIENTS

We work with hundreds of US and global organizations, of all sizes and in all industries. An estimated 1.5 million employees have been impacted by one or more of our solutions.

Over the years we have worked with organizations in all industries, developing specialized expertise in Manufacturing, Consumer Products, Retail, HealthCare, Technology, Telecommunications, Energy and Oil and Gas.



HOW WE DELIVER VALUE

For over two decades, we have been pioneers in the use of powerful discovery learning approaches that produce high-impact, high-engagement and high-retention learning experiences.

Discovery learning is a powerful instructional approach that engages and challenges learners to explore information and concepts in ways that drive understanding and commitment to action. Paradigm Learning's discovery learning sessions are highly experiential, interactive and fast-paced, using stories, games, simulations, small team challenges and visual maps to grab attention, pique curiosity, build interest and lead learners on a journey of discovery toward new thinking, actions and behaviors.



HOW IT WORKS

Industry research continues to show the power of combining blended learning with the dynamics of discovery learning. When you infuse well-designed games and gaming elements into situations where learners can explore new ideas, exercise new thinking, demonstrate new behaviors, and solve problems relevant to their positions and the work they do, the results transform learners' performance.

We blend discovery learning techniques with classroom-based board games, business simulations, cutting-edge technology, compelling graphics, metaphor-rich visuals, on-the-job learning extensions, and sustainability tools and resources. Easily customized to each client, our programs and services are flexible to target your critical business needs.

+ OUR DIFFERENCE

01. We focus our practice exclusively on working with organizations to build the kind of business-savvy, organizationally-aligned leaders, employees and sales personnel needed to achieve critical results.
02. We have a core of proven solutions that have been used extensively by hundreds of organizations worldwide
03. We fully customize our solutions, services and implementation approaches to meet unique client needs.
04. We use proven high-engagement discovery learning methodologies to engage and motivate learners
05. We help our clients measure the impact of their learning and development initiatives.

OUR SOLUTIONS

Our business games, simulations and other discovery learning solutions are customizable and flexible to meet unique client objectives.



ZODIAK® - ALL INDUSTRIES | SERVICES | HEALTHCARE | SALES

A powerful, fast-paced classroom business simulation, enhanced with technology components and customized to meet unique client needs, that guides leaders, managers, employees and sales teams to discover how business really works and how they impact the bottom line.



IMPACT5®

A fast-paced, customizable simulation that guides managers –experienced leaders ,emerging leaders and high-potential leaders –to understand the scope of their responsibilities to the organization and to embrace accountability for personal, team and organizational success. Participants gain access to the post-session portal which provides reinforcement materials and resources.



DISCOVERY MAPS®

Fully customized classroom or online sessions with an engaging, metaphor-rich visual as a centerpiece and accompanying learning activities targeted to a client's objectives. These sessions are designed to align and motivate learners around business goals and strategic initiatives.



RIGHT TURNS®

A highly-interactive, easy to implement and customizable learning experience that takes learners on a change journey as they explore the realities of change, its challenges and opportunities, and the attitudes, actions and behaviors that lead to success



STRATEGIC DISCOVERY SESSIONS™

Facilitated workshops that provide a forum for leaders to explore, clarify and unify their message(s) and communication approach for organization-wide strategy execution.



VIDEO ILLUSTRATED MESSAGE (VIM) SM

Fast-paced, engaging videos that tell a story using voiceover and whiteboard animation. Customized to a client's needs, timeframe and budget, VIMs are a fun and energizing way to supplement other strategic alignment initiatives.



PARADIGM CUSTOM®

If one of our solutions does not fully meet your needs, we will partner with you to create a customized learning solution. As pioneers in innovative learning methods, our experienced consultants start with your issue and develop a learning design –classroom, online or blended – that is targeted to your objectives.