



Corporate**Learning**

Read ▶ Watch ▶ Listen ▶ **Learn**

LearnAnywhere.

A Corporate Classroom that Goes Wherever They Go.

Soundview provides your team with a learning platform that conforms to your organization's unique needs. We deliver a comprehensive suite of business content that combines e-learning materials that your employees can read, listen to, and watch. With an elegant design and a delivery method that maximizes use and retention, Soundview provides skill development that matches the pace of an executive's schedule.

One site. Access it from anywhere.

Consultants are expensive. Off-site training is time consuming. Soundview delivers hundreds of hours of content featuring a global panel of best-selling authors and business experts.

Categories

Business Strategy	Human Resource Management	Production and Distribution
Career Development	Innovation	Sales and Sales Management
Change Management	Leadership	Self-Improvement
Communication	Marketing	Small Business
Critical Thinking	Negotiation	Social Media and Technology
Hands-On Management	Presentation Skills	Strategic Management

Competency Development

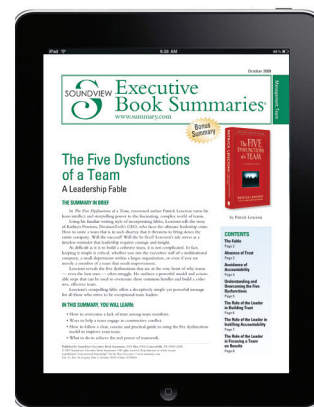
Accountability	Fear & Courage	Networking
Adversity, Pressure & Stress	Feedback	New Leaders
Boss Relationships	Forecasting	Opportunity & Initiative
Branding	Global Challenges	Peer & Team Relationships
Career Advancement	Goals	Personal Finance
Change Management	Great Companies	Personal Performance
Coaching	Great Leaders	Positioning
Communication	HR Strategy	Presentations
Competitive Advantage	Influence	Prioritization
Conflict Management	Innovation	Professionalism & Work Ethic
Consumer Behavior	Internet & Social Media	Project Management
Creativity	Investing	Quality
Crisis & Risk Management	Leadership Challenges	Recruit & Retain
CRM	Leadership Essentials	Sales Management
Culture	Leadership Styles	Sales Strategies
Customer Centered Strategy	Learning	Strategy
Customer Service	Listening	Succession Planning
Decision Making	Management Models	Sustainability & Organizational
Delegation	Management Skills	Health
Diversity	Managing Teams	Talent
E-Commerce	Marketing	Time Management
Engagement	Meetings & Reviews	Trust & Transparency
Entrepreneurship	Motivation	Work/Life Balance
Execution	Negotiations	

ReadAnywhere.

Soundview Executive Book Summaries®

Give your employees only the best from the best.

Each Soundview Executive Book Summary provides the optimum amount of information and takes only a fraction of your employees' time to read. In eight pages (or 20 minutes of audio), an employee can learn the vital points from one of today's top business books. In a world where it seems like every other business book is called a "must read," Soundview Executive Book Summaries ensure that your staff learns the most from the best business books.



The Cure for Content Overload

In the time it takes a person to read a single 250-page business book, your employees can read multiple Soundview Executive Book Summaries. The eight-page format means that your employees can read more of today's top business books in less time than it takes to get through their e-mail inbox every morning.

It's Fully Compatible

Soundview Executive Book Summaries' multiple digital formats eliminate the frustration of hearing "I can't access it." No matter what type of device (laptop, iPad, iPhone or other smartphone, e-reader, audio player) your employees use, they can access a Soundview Executive Book Summary in their desired format.

Soundview Executive Book Summaries
Maximum Learning. Minimum Time.

ReadAnywhere.

Soundview's *Executive Edge*™ Essential Business Learning at Your Staff's Pace

Executive Edge is a training tool that services all of your coaching needs without the high price tag or scheduling issues of a consultant. *Executive Edge* arrives in your Soundview Corporate Library twice each month. It's offered in the universally accepted PDF format so your employees can access *Executive Edge* anywhere, using any device.

What are *Executive Edge* Readers Learning Right Now?

- How to Align with Purpose
- How to Sharpen Your Sales Approach
- How to Create a High-Performance Team
- How to Strengthen Your Personal Communication Skills
- How to Build Networks to Improve Everything
- How to Craft Ideas That Earn Buy-In



A New Skill with Every Issue

Too many executive training resources try to cover several skills at once. This drastically lowers the amount of takeaways your staff receives from what they read. *Executive Edge* is unique because each issue is devoted to a single essential skill. Each article is written to promote the fast acquisition of facts and information. Every issue includes valuable excerpts from best-selling business books, interviews with top authors and business executives and key coaching strategies to help your workforce expand and improve its business skill sets.

Two issues every month!

Executive Edge
Training That Fits Your Workforce.

WatchAnywhere.

Soundview's *Executive Insights*™
Skill-Building Interviews with Top Professionals



Executive Insights™ are filmed conversations with successful CEOs, professionals and entrepreneurs.

Your staff can click on a series of short clips that provide an executive's viewpoint on the most important issues facing today's companies.

The full-length interview is also provided. It makes a great discussion-starter for your next training session.



Executive Insights Has Featured Professionals From:

Aerospace	Investor Relations	Politics
Advertising	Law	Professional Services
Automotive	Leadership Development	Psychology
Biotechnology	Manufacturing	Public Relations
Communication	Marketing	Publishing
Education	Media	Sales
Engineering	Medicine	Speaking
Executive Search	Military	Technology
Fitness	Mining	Training and Development
Food Manufacturing	Pharmaceutical	Transportation



What Are Executives Discussing With Soundview?

- Leading Effectively Through Transition
- Communicating Through Effective Presentations
- Building Empathy One Client at a Time
- Building a Foundation of Collaboration and Trust
- Maximizing Your Professional Value
- How to Move Your Career Forward
- The Evolution of a Successful Customer Relationship
- Hiring and Retaining Top Talent
- Setting and Achieving Life-Changing Goals
- A Business Model That Helps Small Companies Compete



Executive Insights
Watch Your Employees Grow.

WatchAnywhere.

Soundview SmartTips™ Essential Career Skills in Five Minutes

Have you ever tried to search for “how to” advice on the Internet? You could easily spend two hours sorting through outdated, unhelpful pages plastered with pop-up ads. Your employees need quick, reliable advice to build their on-the-job skills.

Increase their learning time and add SmartTips to your Soundview Corporate Library. This optional content features five-minute video clips that teach your staff everything from business basics to specific skill sets. Your Soundview Corporate Library provides your employees with access to more than 300 Soundview SmartTips videos. Each five-minute video emphasizes practical business examples and maximizes takeaways.

Critical Skills That Speak Directly to Your Employees.



SmartTips are professionally produced videos with a simple, elegant design. As each skill is discussed, key points appear on screen to increase an employee’s retention of the material. This level of reinforcement engages the viewer and separates SmartTips from traditional employee training videos.

SmartTips instruct employees on a diverse set of skills, including:

- Dealing with Peer Conflict
- Developing a Strategy of Diversity
- Efficient and Effective Conversations
- Five Hallmarks of a Good Coach
- How to Be a Good Mentor
- How to Build a High-Engagement Culture
- How to Follow Through on Plans and Strategies
- How to Handle Customer Complaints
- How to Recover from a Mistake
- Identifying Your Company’s Core Values
- Making a Great First Impression
- Managing a Personal Crisis
- Nine Things Bosses Look for in Employees
- Seeing and Seizing Opportunities
- Simple Strategies for Multitasking
- Six Elements of a Strong Work Ethic
- Tips for Creating More Accountability in Your Team
- Tips for Delivering a Great Presentation
- Using Your Customers to Innovate

SmartTips
A Career Tip Every Employee Can Take.

ListenAnywhere.

Soundview Live™ Webinars
Coaching from the Cutting Edge of Business

Soundview Author Insight Series
Revealing Conversations that Reinforce Learning

SOUNDVIEW *Live*



Guy Kawasaki

Soundview Live is a weekly 60-minute live Webinar series featuring a best-selling business author, sought-after speaker or top-level executive coach. Every Webinar includes a detailed presentation and a question-and-answer session with the guest. This type of direct feedback is what separates Soundview Live from other Webinars. Your Soundview Corporate Library includes exclusive access to the Soundview Live Archive of more than 100 Webinars. Your employees will never have to miss an event.

What Have Best-Selling Authors Shared on Soundview Live?

John C. Maxwell: How to Develop Your Influence From Anywhere in the Organization

Stephen M.R. Covey: Leading at the Speed of Trust

Guy Kawasaki: How to Use Enchantment to Win Over Any Audience

Daniel H. Pink: The Surprising Truth About What Motivates Us

Soundview Author Insights are 10-minute MP3 audio clips that feature a best-selling business book author discussing the essential knowledge your staff needs to learn from his or her book. Unlike a mass media interview that asks the same tired question (“So, what can you tell us about your book?”), Author Insights are solely dedicated to a business audience. They allow the author to speak directly to the people who matter most: you and your employees.



Marshall Goldsmith

What Can Your Staff Learn?

Marshall Goldsmith: Why feedback is crucial to your Mojo.

Patrick Lencioni: How to conquer the fears that prevent great service.

Jim Champy: How to inspire a deeper connection with your customers.

Ram Charan: Excelling during a crisis while others falter.



Patrick Lencioni

Soundview Live Webinars
Soundview Author Insight Series
Connect With Today's Top Business Authors.

LearnAnywhere.

Mobile Apps

Instant Access to the Best Minds in Business



Soundview Apple iOS and Google Android Apps

Where does your staff do most of its learning? With Soundview's mobile apps, the answer is "Everywhere."

With more companies switching to tablet devices and an ever-widening field of mobile phones, you need your corporate learning to be as mobile as your staff.

Coming soon:



Soundview Mobile Apps
Corporate Learning Without Limits

Features & Functionality

Your Library the Way You Want It

Your Soundview Corporate Library gives you full functionality and additional features that help you meet your corporate learning goals. With so much great content in your corporate library, we provide the tools you need to make it easy to manage.



Usage Reports:

You want to ensure that your employees are getting the full benefit of your Soundview Corporate Library. Usage reports provide you with detailed breakdowns by content and user and can be customized to your company's unique needs.

Integration to Your LMS:

Soundview can fully integrate your Soundview Corporate Library into any legacy learning management system.

Administrator Interface: This feature provides one person at your site with the ability to log-in and see content that the rest of your users will not see. Make adjustments, add and delete users, and perform other background tasks all from one simple interface.

E-mail Notifications and Delivery: Keep your employees up to date with the latest business education materials. Soundview can notify your staff at regular intervals with updates when new summaries, interviews, videos and audio content become available. Soundview can also deliver summaries directly to your employees' e-mail accounts.

Assessments: One of the most popular features of the Soundview Corporate Library is the assessment provided with each Soundview Executive Book Summary. Assessments help your employees retain the information they read in each summary. They also serve as a way to document your training efforts and track employees' progress.

Self-Registration: Save yourself administrative time. This feature gives you the option to allow your employees to create their own user-name and password.

Mark as Read: Finished reading a summary or watching an Executive Insights video? One click lets you mark it as "read."

Favorites: Click the "Add to Favorites" button and your employees can build their own list. They can quickly find and refer to favorite content without the frustration of searching for it.

Competency Mapping

Customize Content to Fit Your Training Goals

Your company has its own brand, culture, and training methods. Why not have a training resource that is customized for your company?

Soundview offers customized competency mapping to train your workers in specific skills. Each competency uses a combination of Soundview Executive Book Summaries, Soundview Live Webinars, Author Insights, Executive Insights interviews, Executive Edge issues, Smart Tips and more to provide skill-based learning.

Each Corporate Library offers competency mapping in two formats:

Pre-Designed: This format provides your staff with more than 100 competency programs created by Soundview. Learn specific skills relating to management, communication, sales, marketing and dozens of additional categories.

Customized: Soundview will match our content to your corporate competencies and create a customized set of materials. Your custom competency list appears on the left side of your Soundview Corporate Library for easy navigation.



How Does It Work?

Let's suppose one of your corporate training competencies is "Creating Trust."
Your customized competency map would include:

Competency: Creating Trust

Soundview Executive Book Summaries®

<i>Smart Trust</i>	<i>Trust Agents</i>
<i>The Speed of Trust</i>	<i>Winners Never Cheat</i>
<i>Credibility</i>	<i>The Trusted Advisor</i>
<i>Open Leadership</i>	<i>Value Shift</i>
<i>Tactical Transparency</i>	<i>Building Public Trust</i>
<i>Transparency</i>	<i>Loyalty Rules</i>
<i>How</i>	

Executive Edge™

How to See Transparency
How to Manage Distrust and Negativity

Author Insights

Chris Brogan
Stephen M. R. Covey
James M. Kouzes
Charlene Li

SmartTips™

The Six Elements of Credibility
Five Ways to Make Your Business More Transparent
Three Ways to Earn and Lose Trust in the Workplace

Soundview Live™

How to Create a High-Trust Organization (Robert F. Hurley)	Transforming the Way You Lead (Charlene Li)
How to Tap the Power of Social Networks (Chris Brogan, Julien Smith)	Leading at the Speed of Trust (Stephen M. R. Covey)
The 5 Key Actions to Creating Smart Trust (Stephen M. R. Covey)	Cultivating Candor (James O'Toole)
Leading with Credibility (James Kouzes, Barry Z. Posner)	Winners Never Cheat (Jon Huntsman)

Soundview Executive Insights™

Building a Foundation of Collaboration and Trust
Leadership Centered on 'How Can I Help?'

Get your staff connected immediately.
Contact Soundview and speak with a Corporate Solutions expert.

Soundview Executive Book Summaries®

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