

MOBILE LEARNING

HANDY LESSONS FOR YOUR MANAGERS AND LEADERS

MOBILE LEARNING FROM HARVARD BUSINESS PUBLISHING GIVES YOUR MANAGERS THE OPTION TO ACCESS LEARNING ANYWHERE, ANYTIME

MOBILE LEARNING puts insights and advice from world-renowned experts and leading business thinkers directly into the hands of your organization's leaders. It's a convenient way to deliver "just-in-time" learning to busy people on the go.

CONTENT

PRACTICAL ADVICE FOR PUTTING IDEAS INTO ACTION

Mobile Learning is a convenient way to supplement a strategic learning curriculum for busy managers. Engaging video and audio clips offer real-world relevance to on-the-job challenges. The lessons relate to a wide range of industry sectors and job functions, and cover a large number of business issues. These are groundbreaking ideas and proven practices straight from the experts and practitioners in the field.

There are hundreds of clips on a variety of topics, such as:

- Budgeting
- Business Case Development
- Business Plan Development
- Career Management
- Change Management
- Coaching
- Crisis Management
- Customer Focus
- Decision Making
- Delegating
- Developing Employees
- Difficult Interactions
- Dismissing an Employee
- Diversity
- Feedback Essentials
- Finance Essentials



> For more information visit:
www.primacux.com



Prima|CUX

HIGHLIGHTS

- > Rich media
- > Relevant content
- > Customizable choices
- > Convenient to use
- > Career development benefit

EXPERTS

STRAIGHT TALK FROM THE PROS

Mobile Learning features prominent professors and well-known business leaders sharing concepts, experiences, and tips to inspire and motivate managers and next-generation leaders.

A sample list of speakers and topics includes:

CREATING A CULTURE OF GROWTH

Warren Bennis, University of Southern California

LEADERSHIP

Sanjiv Ahuja, Orange Group

TURNAROUNDS

Paul Anderson, Duke Energy

SUCCESSFUL LEADERSHIP TRANSITIONS

Michael Watkins, Author, Consultant, Professor

CHANGE

David Brandon, Domino's Pizza

MAKING UNPOPULAR CALLS

Amy Butte, New York Stock Exchange

TOUGH CONVERSATIONS

Stephen Dando, Reuters

CAREER ADVANCEMENT

Dina Dublon, JPMorgan Chase

...plus many more

PROGRAM ELEMENTS

FAST, FLEXIBLE, ON-THE-GO LEARNING

Formatted for iPods, MP3s, and other mobile devices, the Harvard Business Publishing **Mobile Library** contains hundreds of video and audio offerings drawn from our deep well of management resources. Users simply download the easy-to-find tagged assets, then tune in at their own convenience.

The audio and video clips include:

Harvard Business Faculty Seminar Series: Virtual classrooms led by prominent professors from Harvard Business School and Stanford Graduate School of Business.

Executive Insights: Five minutes or less, brief and to-the-point video clips from the Fifty Lessons series, featuring influential business leaders sharing wisdom and business acumen with real-world relevance.

Podcasts: Timely and topical broadcasts from top business sources.

To schedule a demo of Mobile Learning offerings, visit:

www.harvardbusiness.org/corporate

ADDITIONAL FEATURES

Compelling concepts can immediately be applied on the job.

Professional development benefit that is highly relevant and easy to use.

Customizable selections can be tailored to individual needs.

SUPPORT

IMPLEMENTATION SERVICES

MOBILE LEARNING is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

MOBILE LEARNING is ideal for busy, time-pressed managers looking to enhance their leadership and management skills.

Building and refining this group's leadership skills will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

o **FACULTY SEMINAR SERIES**

Videos offer the best lessons from business school with renowned professors and experts from Harvard Business School and Stanford Graduate School of Business.

o **EXECUTIVE INSIGHTS**

Business leaders share short, personal anecdotes and lessons learned about breakthrough moments in business and their careers.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

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