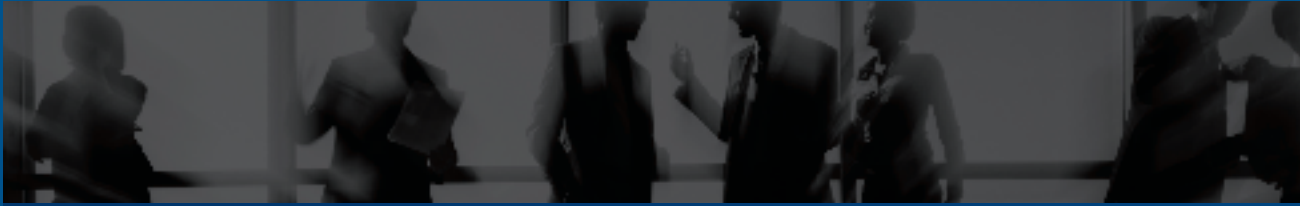


CORPORATE OVERVIEW

Bersin & Associates is the premier research and consulting firm in the HR, talent and learning market.



BERSIN & ASSOCIATES



EMPOWERING HR, TALENT AND LEARNING ORGANIZATIONS TO DRIVE BOTTOM LINE IMPACT.

Our WhatWorks® membership delivers the research, insights and tools that human resources (HR), talent and learning professionals need to produce results for their organizations.

Bersin & Associates is the premier research and consulting firm in the HR, talent and learning market. We continuously identify trends, best practices, and the technology solutions that correlate with superior organizational performance. Members rapidly gain deep skills to design and implement best practice solutions, benchmark against others, and create the right strategies and programs. Members save time and money by leveraging the collective wisdom of what works for thousands of companies.

More than 5,000 organizations in all major industries worldwide use Bersin & Associates research and consulting to guide their HR, talent and learning strategies.



WHO WE ARE

Bersin & Associates serves organizations that rely on their employees to deliver competitive advantage. Our global customer base includes the majority of the Fortune 100 and leading government agencies. A piece of Bersin & Associates research is downloaded every two minutes during every business day.

OUR VALUE PROPOSITION

Organizations succeed or fail based on their talent strategies. Our independent and rigorous research gives you the information and support you need to make sure all talent investments are optimized and current. Organizations with superior talent management practices outperform their peers by generating:

26%

Higher revenue per employee

40%

Lower turnover among high performers and 17% lower overall turnover

29%

Higher levels of engagement

36%

Higher readiness in leadership & management

41%

Better in creating a strong succession pipeline

OUR SERVICES

Our research membership and consulting enable organizations to rapidly evolve their talent strategies and programs to world-class levels, constantly improve efficiency, develop

professional expertise in their teams, and build strong and enduring alignment with business leaders.

In short, we build better organizations through three primary services:

- **WhatWorks® Research Membership:** We identify trends, best practices, benchmarks, and vendor solutions for all key learning and talent disciplines. Members use our research and tools, our analysts and member success team for ongoing support. Our membership is designed for the entire HR, talent and learning organization.
- **World-class, research-based consulting:** Our consulting services are based on a deep understanding of best practices. We leverage our research to develop cost-efficient, effective and business-focused results. Proven methodologies use the research relevant to your organization to drive innovative HR solutions that are measureable and directly tied to success.
- **In-person and virtual events:** Share ideas and best practices at our unique events, including:
 - IMPACT, the industry's largest conference for HR leaders to engage with our analysts and their peers around leading-edge best practices.
 - Exclusive member roundtables led by our analysts.
 - Complimentary webinars on the latest best practices and research that keep HR professionals informed on innovative trends.

CHALLENGES WE ADDRESS

Our rigorous research identifies best practices that consistently correlate with improved business outcomes. These include results such as higher revenue per employee, faster time to market, and increased retention of high-potential employees. We cover five practices: Human Resources, Leadership Development, Learning & Development, Talent Acquisition and Talent Management.

We help our members solve key business challenges including:

- Gaps in the leadership pipeline and the need for new leadership models.
- Re-skilling of the HR and overall workforce for a new business environment.
- Transforming HR and learning organizations into more strategic business-driven operations.
- Globalizing HR and learning organizations and their programs to ensure consistently high impact.
- Transitioning talent acquisition to a highly strategic capability driven by business needs.
- Defining, selecting and implementing the technology that will drive integrated talent management and learning.

HOW OUR MEMBERS BENEFIT

Bersin & Associates members typically are complex organizations in complex industries. Key vertical markets include banking and finance, business services, health care, pharmaceuticals, retail and manufacturing. By basing our research on best practices from thousands of companies around the world, we enable our members to get smart fast, learn from others and focus on the most important business improvements. With our consulting services, members can complete key projects in about half the time and at a fraction of the cost.

We deliver credibility by providing impartial third-party results and analysis to create, support and measure business strategies. We build change agents by making complex problems simple and by providing practical guidance, frameworks, data, checklists and models that help organizations identify and solve their people issues.

Our innovative research methodologies and research-based consulting practices have helped:

- Guide a giant telecommunications provider to redesign its performance management system, resulting in a 15 percent improvement in productivity in the first two years.
- A global pharmaceutical company consolidate two training groups into a single, consolidated function that was two-thirds the size of the previous organizations. The company reduced training costs by 32 percent and increased performance of its learning programs.
- A major airline turn training request managers into performance consultants, resulting in more efficient resource utilization.
- A global IT and business consulting leader save several months in developing a credible, globally-aligned business case for a talent management system.

OUR COMPANY HERITAGE AND PRINCIPLES

Founded in 2004 and based in Oakland, CA, Bersin & Associates is dedicated to enabling our members to deliver the best results for their organizations. Co-founder Josh Bersin is the author of two influential books on corporate training and learning. He has been recognized as one of the Top 25 Influencers in Talent Management, one of the Top 25 Most Influential Online Recruiters, and one of the Top 25 Online Influencers in Leadership.

Bersin & Associates analysts are in demand by corporate customers, as contributors to a variety of HR industry publications, and as presenters at industry conferences including Online Educa, ASTD, ERE, and HR Tech among many others.

Our company is built on five enduring principles that govern the work we do, how we do it and the characteristics of the people we hire: quality, integrity, client service, client value, and teamwork. Through these principles, we deliver a premier experience and service to our members.



BERSIN & ASSOCIATES

For information about Bersin & Associates WhatWorks® membership:

- Email us at info@bersin.com
- Call us at (510) 251-4400

For member support or inquiries:

- Email us at info@bersin.com
- Call us at (585) 671-8823

www.bersin.com