

# CrossKnowledge Business Reviews

Better understand change in a complex environment

Product sheet

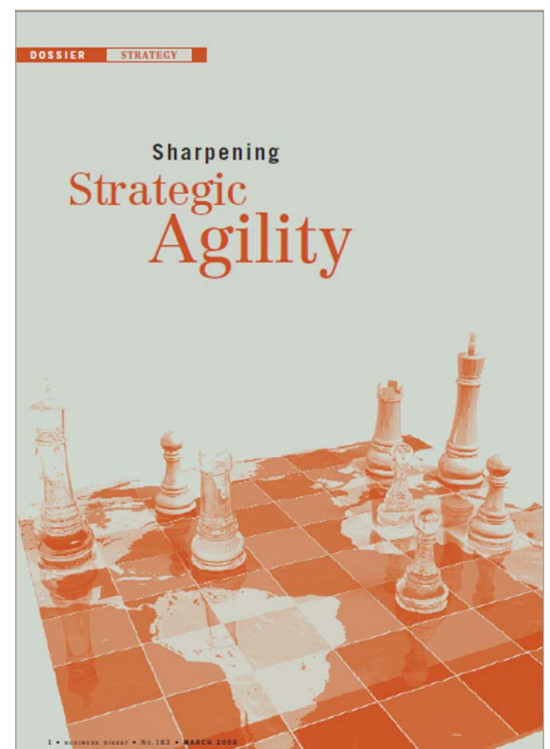


Broaden your perspectives and help the decision-making process with CrossKnowledge Business Reviews™

## The ultimate in management intelligence

CrossKnowledge offers managers and their staff highly effective distance-learning products focusing on management and leadership. Our aim is to help them develop the skills, approaches and values necessary for the deployment of corporate strategy. As part of this mission and in the framework of a partnership with Business Digest, CrossKnowledge has developed Business Reviews: products with high added value for businesses.

Business Reviews sum up the latest trends and theories in the field of leadership, strategy and management.





### Target audience and benefits

Worldwide monitoring of relevant information, carefully selected items, concise and precise presentations ... Business Reviews are ideal for business leaders, managers and business experts who want to spend less time looking for the content they need to be better informed, more creative and more efficient.

They are also ideal for all those who enjoy the written word as a learning tool.

### Benefits and options for use

With its Business Reviews, CrossKnowledge can offer the following benefits to clients and users:

- opportunities for self-training by reading analysis and articles prepared in a format that complements other CrossKnowledge learning media: e-learning sessions, videocasts etc.
- a chance to step back from day-to-day business and broaden their horizons
- opportunities to enhance their business techniques by drawing inspiration from recent academic work and management research
- opportunities to compare their own thinking and operational approaches to those of peers from other companies, sectors or walks of life
- opportunities to monitor innovations, weak signals and deep trends, and anticipate changes in their area of business and their market

CrossKnowledge Business Reviews complement the CrossKnowledge Sessions learning tools with a product that scans the environment for all new emerging managerial trends.

They can be integrated into a training programme in the same way as other CrossKnowledge products in order to encourage learners to be completely up-to-date with new business information.

These products will be highly attractive for business leaders, managers and Generation Yers, and can be uploaded as stand-alone to a social media site. Their content – at the cutting edge of the latest trends and innovation – will drive traffic to these sites, encourage peer-group discussion and exchanges of views, and increase the time spent by visitors.

For an unrestricted number of learners CrossKnowledge can offer, on an annual basis, a selection of up to 25 CrossKnowledge Business Reviews. The entire library can be offered to the whole company or to a limited number of users.

### Mobile learning

They can also be exported as stand-alone content to a mobile client platform in read mode or push mode (to encourage all learners to read them).

CrossKnowledge Business Reviews accessible from such a platform can be viewed on all types of mobile device, thus adding value to the platform, building interest, increasing traffic and helping to further the underlying strategic aims of the tool.

### Themes

Dossiers can be created on request, for example ‘the deregulation of the electricity market’, created for the leaders and managers of a major European group.

#### Languages covered

- French
- English

Other languages are available on request.

#### Technical features

CrossKnowledge Business Reviews are independent CrossKnowledge Learning Objects that relate to the themes and subthemes in the CrossKnowledge catalogue. They open in CrossKnowledge Player and have a standard length of:

- Dossier: 30 minutes
- Focus: 15 minutes
- Interviews: 10 minutes

They can be accessed with a PDF plugin and are fully printable.