Solution Provider Profile

EBSCOlearning

November 2024

.:EBSCOlearning

Company At-a-Glance	
Name of Product Offered	Accel
Headquarters	Ipswich, MA
Year Founded	1944
Geographic Coverage	Global
Industries	Financial Services, Food & Beverage, Specialty Retail, Manufacturing, Pharma & Healthcare, Professional Services, Technology, Construction, Hospitality
Website	www.ebscolearning.com

EBSCOlearning Overview and Value Proposition

EBSCOlearning delivers Accel, a microlearning solution for workforce skill development. The platform provides focused microlearning content designed for immediate application in the workplace and a transformative microlearning solution that aligns with the industry's most rigorous standards.

Designed to meet the evolving needs of modern enterprises, EBSCOlearning Accel supports rapid, scalable learning aligned with the standards of Brandon Hall's acclaimed certification programs.

With more than 150,000 institutional customers globally, EBSCOlearning operates as a division of EBSCO, one of the largest privately held U.S. companies. The company maintains customer retention rates between 85-95% across markets.

Key Differentiators

EBSCOlearning delivers skill development through five distinct elements:

- **Microlearning design:** Organizations can no longer afford to remove employees from work for extended training periods. Accel addresses this reality through focused, minutes-long learning content that integrates into natural work patterns. This design enables employees to acquire and apply new skills without sacrificing productivity, fundamentally changing how organizations approach development.

- **Content Authority:** The quality of learning content directly impacts its effectiveness. Accel delivers authoritative content from leading business experts and respected sources. The solution delivers carefully curated content including:
  - 47 members of Thinkers50 — recognized global management thinkers
  - Complete *Harvard Business Review* issues from 2017 to the present
  - American Management Association (AMA) MicroCourses

This careful content curation gives organizations access to established business leaders and validated sources. The solution maintains currency through daily content updates, ensuring organizations have access to the latest business thinking. This regular refresh cycle, combined with careful curation, means learning content reflects current market challenges and opportunities.

- **Multiple Learning Formats:** Organizations need learning solutions that work for all employees, regardless of role or learning style. Accel addresses this through a comprehensive content strategy that matches how people actually learn at work:
  - Expert video content
  - Business book summaries
  - Articles from leading business publications
  - Audio formats for mobile learning
  - Interactive learning paths
  - AI-generated assessments

This multi-format approach not only increases engagement but ensures learning effectiveness across different job roles and work environments. When employees can choose how they learn, they retain more and apply skills faster to their daily work.

- **Enterprise Integration:** Technical implementation often determines learning solution success. Accel removes common integration barriers through:

  o Custom SSO implementation

  o Multiple language support

  o Role-based access controls

  o Analytics for measuring learning impact

- **Customization Capabilities:** Every organization has unique learning needs and culture. Accel supports these differences by enabling organizations to:

  o Apply custom branding

  o Create personalized learning paths

  o Control role-specific content access

  o Integrate proprietary content

This flexibility helps organizations maintain their identity while delivering consistent learning experiences across operations.

Core Solution: Accel

Accel reflects its core purpose — accelerating learning in minutes — enabling organizations to develop talent without disrupting operations.

The solution's effectiveness stems from three core elements that work together: immediate application focus, engagement design, and continuous development support. Each piece of content includes specific reflection questions that connect concepts to daily work challenges. Weekly content recommendations help maintain engagement by connecting users with relevant new material. The solution's analytics enable organizations to track both usage and impact.

Expert Video Content: Accel includes 900+ focused videos, each designed for immediate impact. These 4–5-minute segments feature business experts delivering practical guidance on specific challenges. Each video includes reflection questions and implementation tools, helping employees move from concept to action. The format particularly serves professionals who need quick, actionable insights for immediate challenges.

Business Book Summaries: From approximately 11,000 business books published annually, Accel selectively curates the most impactful 2.5%. Each summary includes:

- Implementation guidance
- Reflection questions
- Key takeaways
- Audio options

This focused approach helps organizations derive practical value from essential business literature without requiring extensive reading time.

Learning Paths: Accel combines content into structured learning experiences that target specific competencies. These paths:

- Integrate multiple content formats
- Build progressive skill development
- Include completion certificates
- Support customization
- Provide assessments and certificates of completion

Organizations can modify these paths to align with their development priorities and track completion across teams.

Additional Solutions

While Accel addresses core business skill development needs, organizations often require additional learning solutions for specific workforce segments and skill areas. EBSCOlearning offers three complementary solutions that extend this development focus:

American Management Association MicroCourses: AMA MicroCourses complement Accel by providing structured skill development through scenario-based learning. These 20-minute courses—available on the Accel platform—address essential business and leadership capabilities through:

- Real-world business scenarios
- Interactive assessments
- Implementation guidance
- AMA completion certificates

The solution currently offers 85+ courses covering critical business competencies from communication to strategic thinking.

Harvard Business Review: EBSCOlearning's long partnership with Harvard includes exclusive access to *HBR* content on Accel from 2017 to the present:

- Complete articles

- Article summaries

- Editorials

- Links to related content

BlueCareer: BlueCareer addresses specific workforce development needs in skilled trades. The solution provides:

- Information on 100+ skilled trades

- Access to 600+ accredited trade schools

- Training resources for trade knowledge

- Connections with employers seeking skilled workers

This solution particularly serves organizations developing technical talent pipelines.

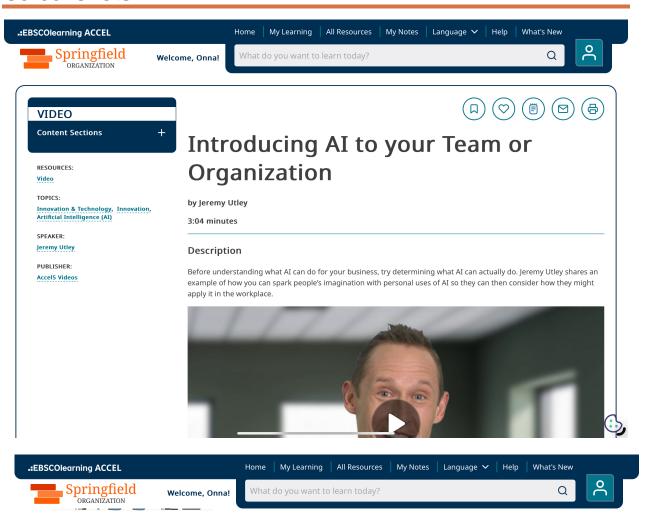**Workforce Solutions:** This comprehensive solution helps organizations develop fundamental workplace capabilities. Key features include:
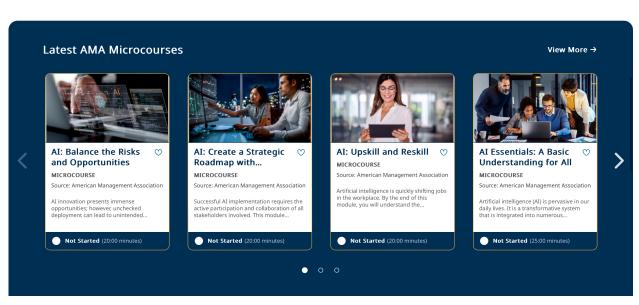
- Job and career acceleration tools

- Occupational test preparation

- Workplace success skills development

- Computer skills training

- High school equivalency preparation

Organizations use this solution to build foundational skills across their workforce.

Screenshots

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Content Sections ＋

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Innovation & Technology, Innovation, Artificial Intelligence (AI)

SPEAKER:
Jeremy Utley

PUBLISHER:
Accel5 Videos

Introducing AI to your Team or Organization

by Jeremy Utley

3:04 minutes

Description

Before understanding what AI can do for your business, try determining what AI can actually do. Jeremy Utley shares an example of how you can spark people's imagination with personal uses of AI so they can then consider how they might apply it in the workplace.

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AI: Balance the Risks and Opportunities
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Source: American Management Association

AI innovation presents immense opportunities; however, unchecked deployment can lead to unintended...

● **Not Started** (20:00 minutes)

AI: Create a Strategic Roadmap with...
MICROCOURSE
Source: American Management Association

Successful AI implementation requires the active participation and collaboration of all stakeholders involved. This module...

● **Not Started** (20:00 minutes)

AI: Upskill and Reskill
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Source: American Management Association

Artificial intelligence is quickly shifting jobs in the workplace. By the end of this module, you will understand the...

● **Not Started** (20:00 minutes)

AI Essentials: A Basic Understanding for All
MICROCOURSE
Source: American Management Association

Artificial intelligence (AI) is pervasive in our daily lives. It is a transformative system that is integrated into numerous...

● **Not Started** (25:00 minutes)

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All screenshots provided by EBSCOlearning.

Analysis by Brandon Hall Group™

Situational Analysis

Corporate learning departments face unprecedented pressure to deliver measurable business impact with reduced resources. While business demands rapid skill development, research reveals a significant disconnect: 80% of learning still occurs through traditional methods - instructor-led training or basic eLearning via LMS platforms. Business stakeholders now demand concrete results, asking specific questions. Learning departments often struggle to connect their efforts to these business outcomes, focusing instead on activity metrics like completion rates and satisfaction scores.

Challenges to Business

Learning and development teams face three critical challenges that affect their ability to deliver business value:

- **Speed vs. quality:** Traditional learning development cycles spanning weeks or months no longer meet business needs. Organizations require immediate capability development when market conditions change, or new opportunities emerge. Yet rushing development risks compromising learning effectiveness. This fundamental tension requires new approaches to balance quality with speed.

- **Resource limitations:** Organizations face reduced L&D budgets and limited instructional design capacity while experiencing increasing demand for new skills and heightened pressure to demonstrate ROI. These limitations force organizations to find new ways to deliver learning impact with fewer internal resources.

- **Scale requirements:** Global operations amplify learning challenges beyond simple content delivery. Organizations must navigate multiple time zones and languages while maintaining consistent quality across varying cultural contexts and technology infrastructure levels. The ability to scale effectively while adapting to local needs has become a critical success factor.

Implications for Business

These challenges create cascading effects throughout organizations, impacting both strategic positioning and daily operations. The complexity of modern business demands means that learning shortfalls no longer just affect individual performance — they create organization-wide vulnerabilities that directly impact market competitiveness.

The inability to develop capabilities quickly creates compounding strategic challenges. When learning cannot keep pace with market changes, organizations experience delayed market responses due to skill gaps, while slow capability development leads to missed opportunities that competitors may capture. Perhaps most critically, insufficient development often triggers employee retention challenges — top performers leave for organizations that better support their growth, creating competitive disadvantages that become increasingly difficult to overcome.

Organizations must address both strategic and operational challenges simultaneously to break this cycle of performance barriers.

Questions to be Answered by the Business

- How will your organization accelerate capability development while maintaining quality standards within operational constraints?

- How will you ensure employees have access to validated business practices and authoritative content that directly impacts decision-making quality?

- What approach will you take to maintain consistent learning experiences while adapting to local needs across different regions and cultural contexts?

- How will you maintain learning quality and meet growing skill development needs with limited instructional design capacity and reduced budgets?

- What processes will you implement to demonstrate concrete skill development results that directly support strategic business objectives?

EBSCOlearning as the Answer

Organizations facing learning transformation challenges should take a good look at EBSCOlearning's solutions. For organizations striving to meet Brandon Hall Group's benchmarks for excellence, EBSCOlearning Accel provides a proven, adaptable solution to drive transformative learning outcomes.

Our analysis identifies five scenarios where these solutions deliver particular value, supported by real-world implementation success:

Rapid Skill Development Requirements

Organizations face increasing pressure to accelerate capability development while maintaining quality standards. Accel's microlearning approach specifically addresses this challenge by enabling skill development within operational constraints. The solution proves particularly effective when traditional training timelines no longer meet business needs and organizations must prioritize immediate skill application.

For example, one of the country's largest grocery retailers successfully transformed its management development process using Accel. By integrating focused microlearning modules into daily workflows, they improved store-level decision-making and customer service consistency while maintaining continuous operations. The solution enabled regional managers to reinforce learning through quick team conversations, creating sustainable behavior change without disrupting store operations.

Quality Content Access

When authoritative content directly impacts business success, EBSCOlearning's careful curation approach delivers significant value. The combination of current business thinking with multiple learning formats ensures organizations can maintain learning quality while supporting diverse learning preferences. This becomes especially important when decisions depend on employees having access to validated business practices.

A major nuclear power industry association demonstrates the impact of quality content access. By integrating Accel into their executive development program, they successfully prepared next-generation leaders across 20+ utilities. Their curated approach focused on critical leadership competencies while maintaining strict industry safety standards, resulting in accelerated preparation for crucial roles and enhanced risk management capabilities.

Global Implementation Needs

Organizations operating across regions need learning solutions that maintain consistency while adapting to local needs. EBSCOlearning's enterprise capabilities support this balance through multiple language options and flexible technology implementation. This enables organizations to deliver standardized learning experiences regardless of location or cultural context.

Resource Optimization

As learning departments face increased demands with constrained resources, EBSCOlearning provides a way to maintain quality without expanding internal capabilities. The solution helps organizations overcome limited instructional design capacity and reduced budgets while still meeting growing skill development needs. This becomes particularly valuable when organizations must demonstrate a clear return on learning investments.

Strategic Learning Alignment

Organizations increasingly need learning solutions that connect directly to business outcomes. EBSCOlearning's approach enables this alignment by supporting varied

organizational levels while maintaining learning quality at scale. This helps organizations demonstrate concrete skill development results that support strategic objectives.

A Fortune 100 insurance company exemplifies successful strategic alignment through EBSCOlearning. Their stratified learning approach used Accel's flexibility to create level-specific development paths: foundational skills for all employees, a dedicated Managers Academy using AMA MicroCourses, and targeted Harvard Business Review content for executives. This structured approach delivered consistent skill development across organizational levels while accelerating management capability development.

Conclusion

Through our analysis, we find EBSCOlearning's solutions particularly valuable for organizations seeking to transform their learning approach while maintaining operational effectiveness. The platform's combination of authoritative content, flexible delivery, and proven implementation success provides a comprehensive answer to modern learning challenges.

— Roberta Gogos, Principal Analyst, Brandon Hall Group™

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About Brandon Hall Group™

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