

The State of the **Leadership Training** Market

2019 Report

The State of the Leadership Training Market

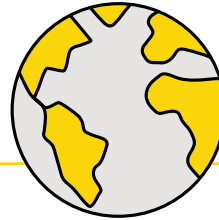
Global Market



\$1.91B
North America



\$1.47B
Rest of the World



\$3.38B
Total

↑8%
over 2017

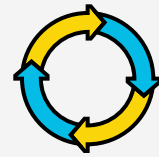
Trends



Digital Service Offering



Integration of
Assessment Products



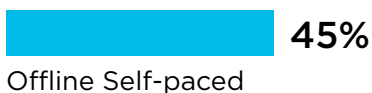
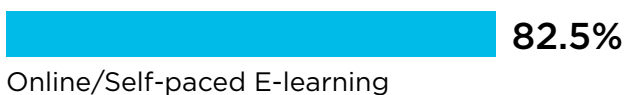
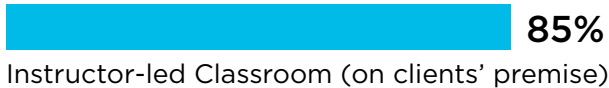
Sustainment

Method of Delivery

(percentage of companies using each modality)



Virtual Instructor-led



Topics of Increasing Popularity



Conflict management



Diversity/inclusion



Leading innovation



Millennials



Motivation



Providing feedback

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INTRODUCTION

This report on the leadership training market is divided into two main sections. It will first highlight current insights on leadership training and sourcing leadership development providers, including the market size, common topic offerings, training participants, methods of program delivery, trends and sourcing relationships. The second section features award winners for Training Industry's 2019 Top 20 Leadership Training Companies, which represent leading providers in the leadership development market.

A BRIEF HISTORY OF LEADERSHIP TRAINING

Broadly defined, leadership training involves courses, training or educational programs with the purpose of improving the performance of managers and personnel leaders within the organization. Leadership training courses and programs can be targeted to learners based on their leadership level within a company, including first-line supervisors, middle managers and senior executives. This focus enables customization for leaders to learn what they need to know to be successful at their current level and/or to advance to the next level in their organization. As a concept, leadership development levels also help support effective succession planning, as together, they form a pipeline from high-potential individual contributors to the C-suite.

Historically, the practice of leadership development stems from three sources. First, there are theorists who devise approaches to leadership, usually based on ideas about the competencies that form the best leaders in general. There are also researchers who derive the competencies for leadership based on data-driven frameworks that connect practices to performance across the entire corporate landscape. And there are custom-developed approaches to defining leadership that are specific to a company or industry, which work for their stated application but may not generalize as easily to all types of leaders. In most cases, leadership development involves bridging all three of these sources together to arrive at best practices.

Traditionally, leadership training has been delivered on site in a classroom setting by an instructor. These classroom initiatives typically include presentations, handouts, group sessions and interactive activities. Increasingly, digital forms of training are being utilized in order to provide leadership training to more diverse, distributed populations of learners.

Accordingly, leadership development continues to evolve as different skills are needed to address today's management challenges and keep up with the ever-advancing march of technology.

THE MARKET FOR LEADERSHIP TRAINING

The leadership training market has been one of the fastest-growing and evolving segments in the learning and development (L&D) industry over the past decade. Leadership development is at the foundation of nearly all organizations' training programs as they strive to facilitate the growth and development of their managers and individual contributors. Fortunately, there are leadership training providers available to supplement in-house L&D capabilities.

The leadership training landscape has been dominated by many large players over the last few years. These organizations, along with many new entrants to the market, have continuously shaped the way leadership training is designed, delivered and sustained. Among these, providers whose offerings, products and innovations set them apart are selected as the Top 20 Leadership Training Companies.



THE TOP 20 TRAINING COMPANIES

A Top 20 Training Company is an organization that is recognized as a leading provider in a given training sector. These companies distinguish themselves by offering innovative products and services that meet the needs of a wide range of client organizations. Training Industry announces awards for specific training sectors (e.g., leadership training, sales training and more) on an annual basis.

Training Industry's Top 20 Training Companies Lists were created to help L&D professionals locate the best potential training partner for their organizations' needs. The lists consist of leading companies around the globe offering training in this ever-evolving market. Depending on the quantity and quality of applicants, some Top 20 Training Companies Lists are supplemented with Watch Lists, which highlight emerging organizations representing unique strengths or capabilities. Top 20 and Watch List award winners can be viewed online at trainingindustry.com/top-training-companies.

The Top 20 Leadership Training Companies List debuted in 2010, as leadership training was, and still is, one of the most sought-after training topics from L&D professionals. This list has remained one of the most popular lists for the past nine years. These providers are awarded status as a premier provider in the market based on the following criteria:

- Thought leadership presence and the provider's influence in the leadership training industry;
- Breadth and quality of programs and the range of audiences covered by products and services;
- Company size and year-over-year growth potential;
- Industry recognition as a market leader and innovator in leadership development; and
- Strength of clients and global geographic reach.

The pages that follow describe the leadership development market size, training components, sourcing relationships and trends. The 2019 Top 20 Leadership Training Companies are listed and detailed later in this report. You may jump to the descriptions of these providers by clicking [here](#).



THE SIZE OF THE LEADERSHIP TRAINING MARKET

Let's take a look at global company spending for all L&D initiatives, recent trends in external training investment (also called outsourced spend), changes in spending on leadership training, and the geographic breakdown for leadership training investments around the world.

GLOBAL SPENDING ON L&D

Global corporate training spending has seen a steady increase over the past several years, with a total spend of \$366.2 billion in 2018 (Figure 1). Since 2010, this represents a net increase of approximately \$95 billion, outpacing the cumulative inflation rate over that period of time. This number is expected to increase by \$7.5 billion in 2019, representing overall growth of two percent. The total spend for global L&D expenditure displayed in the figure below includes training costs for both internal and external resources in addition to tuition reimbursement services.

The majority of training costs are dedicated to internal resources, which include a company's internal L&D

function's providing training to the employee population of an organization. Although the spend on internal resources in 2018 commanded the lion's share of the global training budget at 61 percent, many companies seek specialized provider organizations to source solutions to meet their enterprise training needs. As such, external training costs accounted for around 27 percent of the total global training spend. In addition, tuition reimbursement services allow an employee to take a course for professional development and then be reimbursed by their employer for the cost. This type of training service accounted for 12 percent of the global training spend (Figure 2).

Overall, spending on external training products and services dropped in recent years as training budgets were being apportioned more toward internal resources (Figure 3). Since 2014, external spending had dropped approximately 3 percent to a total of \$96.8 billion in 2017. However, in 2018, these expenditures began to trend back up to a total of \$97.7 billion and are expected to

Figure 1.
Global Training Investment Trend, 2010-2019

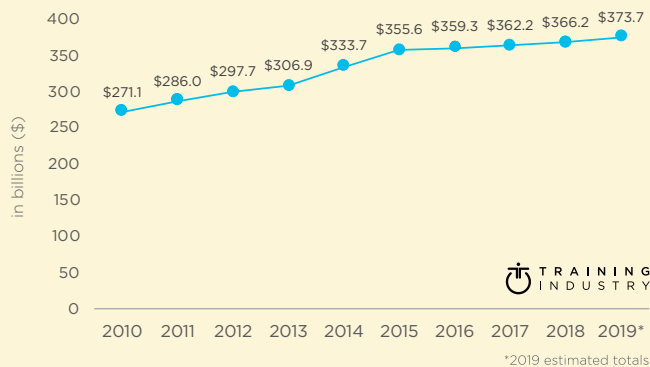


Figure 3.
Global Corporate External Training Investment Trend, 2014-2019

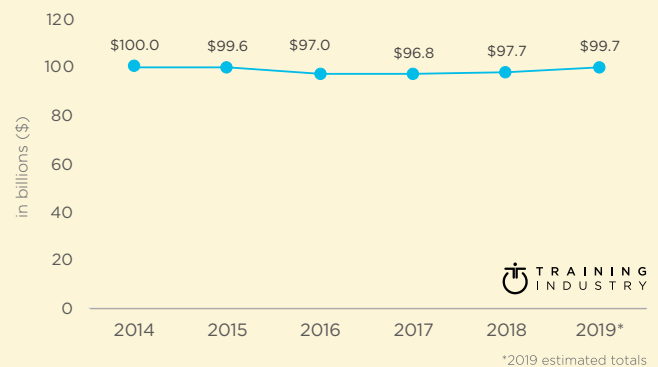


Figure 2.
2018 Global Corporate Training Investment by Type

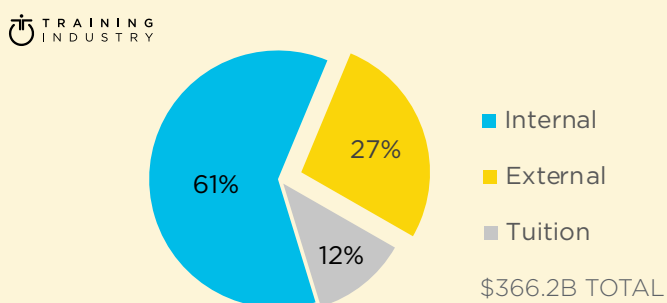


Figure 4.
2018 Global External Spending by Type

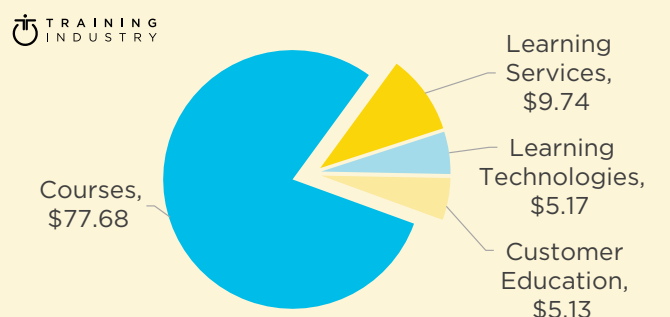


Table 1. Percent Change in Leadership Training Spending from the Previous Year

YEAR	NORTH AMERICA	REST OF THE WORLD
2011	10.9%	11.4%
2012	17.9%	18.2%
2013	11.4%	10.6%
2014	6.1%	6.1%
2015	5.8%	6.6%
2016	1.2%	5.4%
2017	3.0%	2.9%
2018	11.0%	4.3%
*2019	8.4%	8.2%

further increase by \$2 billion in 2019. It should be noted that for an estimated two-thirds of companies, external products and services are used to augment internal training efforts; supplementary market data collected in 2018 by Training Industry found at least 17 percent of companies primarily outsource their training.

External spending consists of four major categories of investment: courses, learning services (e.g., content development, gamification), learning technologies and customer education. Courses (including leadership development) represent the majority of external spending, with \$77.68 billion dollars invested in 2018 (Figure 4). In the context of external spending on courses, leadership development represents one of the constantly growing areas of expenditure for companies, in turn supporting a vibrant market for providers of leadership training.

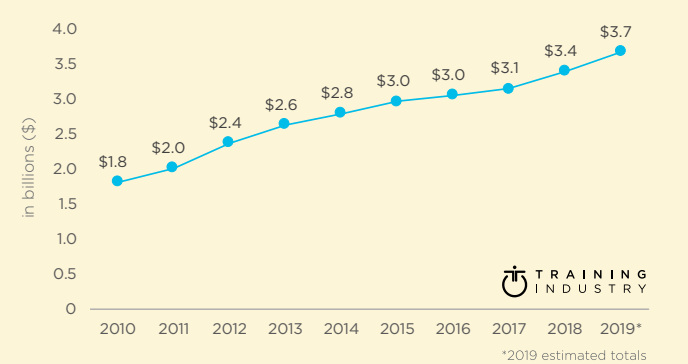
GLOBAL SPENDING ON LEADERSHIP TRAINING

Although external spending as a whole has fluctuated in recent years, the leadership training market is one of the markets in L&D sourcing that has experienced growth independently of economic trends year after year (Figure 5). As with any training segment, some organizations create and develop their own leadership training programs with internal resources. However, we estimate that in 2018, approximately \$3.4 billion was spent externally on leadership training programs throughout the world (Figure 5).

With a now-expanding market for external training products and services (Figure 3), the need for leadership training continues to claim an increasing demand for resources and is expected to increase by over \$250 million in 2019.

Figure 5.

Global External Investment for Leadership Training



GEOGRAPHIC BREAKDOWN OF LEADERSHIP TRAINING SPEND

As mentioned previously, North America and the rest of the world have both seen a continued increase in leadership training since 2010 (Figure 6). That said, the bulk of the expenditure is estimated to lie with North American companies. In 2018, North America spent around \$1.9 billion on educating leaders, compared to \$1.5 billion for the rest of the world. Both of these geographical markets are expected to increase by over \$120 million, respectively, in 2019.

Even though companies around the globe are spending more each year on leadership training, the percent change year over year has rebounded after waning for several years (Table 1). For example, as shown in Table 1, North America saw an 11 percent increase in leadership training spending from 2017 to 2018 in comparison to the 1.2 percent increase from 2015 to 2016.

MARKET INSIGHTS FOR LEADERSHIP TRAINING

It is tempting to lump all L&D efforts directed at developing leaders into a single, unified category that is intended to accomplish a single outcome for an organization. However, this grouping is largely one of convenience. The practice of leadership training can take many forms, comprised of a medley of topics for multiple levels of employees delivered through an array of technologies. In this section, we'll unpack the common characteristics of leadership training and describe the variation in how companies implement these learning initiatives.

WHAT ARE COMMON TRAINING TOPICS?

Leadership training companies offer a variety of topics to help employees develop the strengths and skills they need to perform their job more effectively. These topics can include training related to interacting with others, driving the business and setting a strategic vision.

Nearly all leadership training providers cover topics such as coaching for performance improvement, communication skills, providing feedback, and teamwork and collaboration. These subjects are the foundation of most leadership development courses, as companies understand that these are the basic components of developing successful leaders at all levels in the workforce.

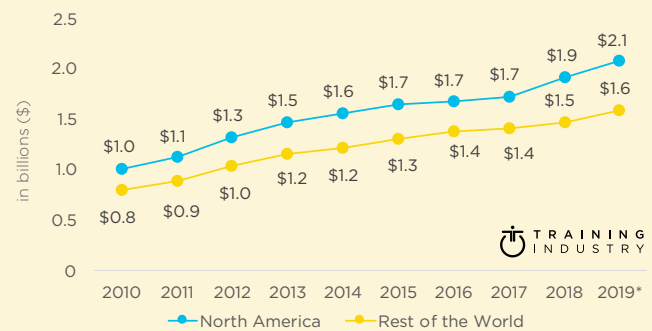
Table 2. Trends in Leadership Topics by Top Providers from 2017 to 2018



CONTINUED INTEREST	GROWING INTEREST/ COVERAGE
Coaching for performance improvement	Conflict management
Communication skills	Diversity/inclusion
Negotiation	Leading innovation
Six Sigma	Millennials
Teamwork and collaboration	Motivation
	Providing feedback

Figure 6.

Year-over-year External Investment in Leadership Training for North America and the Rest of the World



*2019 estimated totals

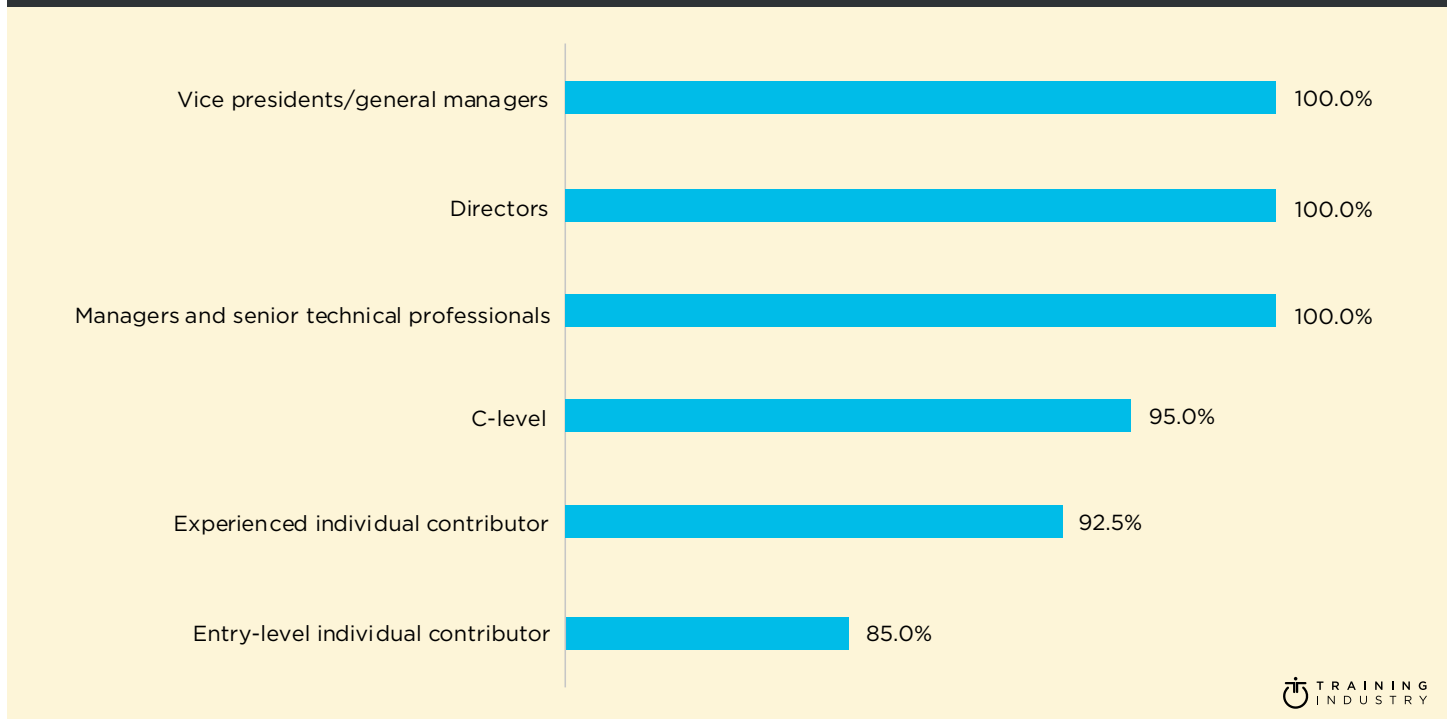
Our research shows the topics below were the most popular in 2018, and the majority of top leadership providers offer training for these topics. At least 70 percent of top leadership training providers offer programs covering the following topics:

- Building trust
- Change management
- Coaching for performance improvement
- Communication skills
- Conflict management
- Decision-making prioritization
- Delegation
- Diversity/inclusion
- Emotional intelligence
- Influence
- Innovation
- Leading innovation
- Millennials
- Motivation
- Providing feedback
- Strategic planning
- Teamwork and collaboration

As with most sections of the greater L&D market, leadership topics change in popularity as cultural and business environments shift. Table 2 shows the change of topic offerings from 2017 to 2018 among top leadership providers. As evidenced in the table,

Figure 7.

Percent of Top Providers Offering Leadership Training to Each Employee Level



the diversity of offerings has largely been on the rise. Over the past several years, we have particularly seen an increase in popularity for emotional intelligence training, training millennials and ethics training.

- **Emotional intelligence** has increased in popularity as a training topic over the past few years as top training providers are understanding the importance of managing one's emotions and being able to influence and understand the emotions of others. In general, soft skills such as emotional intelligence are an important part of leadership training strategy as employee demographics continue to shift and work arrangements become increasingly virtual and distributed.
- As **millennials** are now stepping into leadership positions, more leadership training companies are delivering training to prepare them for management roles as well as prepare the employees who oversee them.
- Anyone in a leadership position may be presented with making an ethical decision that could impact themselves, others and the company. Although nearly twice as many companies offered **ethics** training in 2018 as compared to 2016, only about half of top leadership development providers offer this as a topic in training today. Thus, the importance of ethics is rising, but it is still not as prominently offered as other topics.

WHO IS THE TRAINING FOR?

Depending on what the individuals receiving leadership training are in need of, training initiatives can contain an array of topics covering emotional skills, strategy, working with others and more. When organizations provide leadership training, we see them delivering these learning initiatives to employees at different levels in their careers and in a variety of industries.

Levels of Employees Receiving Leadership Training

Today, companies are realizing that organizations benefit when all managerial roles receive leadership training to prepare them for both current and future leadership positions. In 2018, 100 percent of top leadership providers offered training to managers and senior technical professionals, directors and vice presidents/general managers (Figure 7). In addition, as approximately 95 percent of top providers offered training to C-suite employees, leadership training can easily be characterized as something that is offered to nearly all employee levels in the managerial pipeline.

Industries

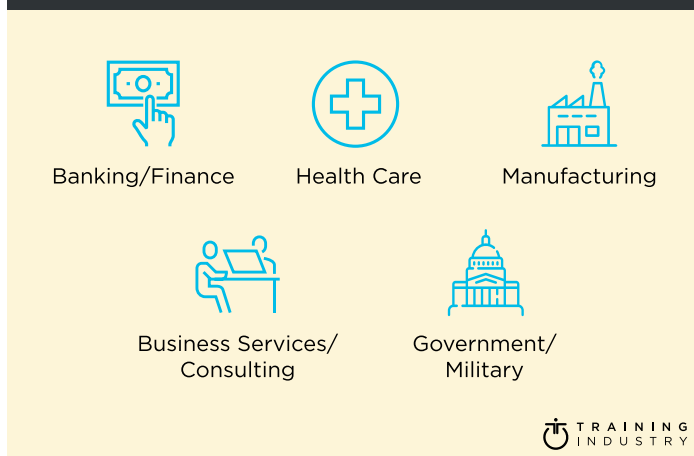
Leadership training is provided in companies across all markets in the business landscape, because every company has a need for strong management.

Leadership development is essential for companies with multiple managers overseeing employees spread throughout several locations. As more employees join a company, a greater number of people will step into leadership roles at all managerial levels.

Banking and finance, manufacturing, and business services and consulting were the industries that were most likely to source leadership training in 2018. At least 85 percent of top providers serve companies in these industries. As these industries are generally populated by large organizations that are geographically dispersed, they similarly represent the largest revenue drivers for leadership training providers. Figure 8 represents the top industries to engage with external providers for leadership training in 2018.

On the other hand, industries that were least likely to receive leadership training were agriculture, mining and legal. Only around 30 percent of top providers served these industries in 2018. Agriculture, mining and legal may also contain large organizations but generally are smaller industries compared to banking, manufacturing and business services.

Figure 8.
Industries with Highest Propensity to Source



According to our data, top providers saw the biggest increase in spending in banking and finance, business services and consulting, oil and gas, and retail. On the other end of the spectrum, automotive, energy and utilities, and health care saw the biggest decrease in spending for leadership training. These trends do not imply whether these market sectors are either just catching on or are now abandoning educating their leaders, but they do serve as markers for where providers are making inroads or facing cutbacks in which industries are likely to source leadership training.

HOW IS LEADERSHIP TRAINING BEING DELIVERED?

With recent trends in dispersed workforces, telecommuting arrangements and the influx of technology into the workplace, training professionals are grappling with the need to deliver a consistent, quality learner experience no matter where the employee need is located. In pursuit of this, companies focus on experience and often provide a collection of modes to create a course or program for learners, including leaders.

Delivery Modalities

There is an abundance of modalities for leadership training, including [instructor-led training](#) (ILT), virtual and online training, and others. This does not mean that every modality is right for every learning initiative, learner or organization. Finding the appropriate modality for a learning initiative can help in the demand of delivering consistent, quality learner experiences.

For leadership development, training delivered by instructors on the clients' premises was the most common delivery modality in 2018. Despite its popularity in 2018, ILT has actually seen a decrease since 2017. On the other hand, delivery methods such as virtual instructor-led, online and self-paced e-learning, [blended learning](#) (e.g., instructor-led combined with e-learning), offline self-paced (e.g., videos, books, podcasts), and [immersive learning](#) (including virtual worlds, virtual labs, games and simulations) have all been increasing over the past few years to meet companies' requirements to deliver leadership training to employees located at different offices around the world.

The takeaway is that leadership training may still be delivered in a classroom in many instances, but as a practice, it is increasingly capitalizing on a variety of new training technologies to deliver a rich learning experience. This is a trend we expect to see continue into 2019 and beyond.

Although the most popular modality in 2018 was in-person instructor-led training at a client's location, 85 percent of top leadership providers offered that delivery, compared to 90 percent that offered [virtual instructor-led training](#) (Figure 9). Even though ILT is still widely offered, not all providers have the ability to offer this modality. Virtual forms of training allow more providers the opportunity to deliver leadership training to companies with employees located in geographically scattered locations, without the need to source instructors or schedule sessions.

Table 3 shows the percentage of top providers

Figure 9.
Percent of Top Providers That Delivered Training in Each Modality in 2018

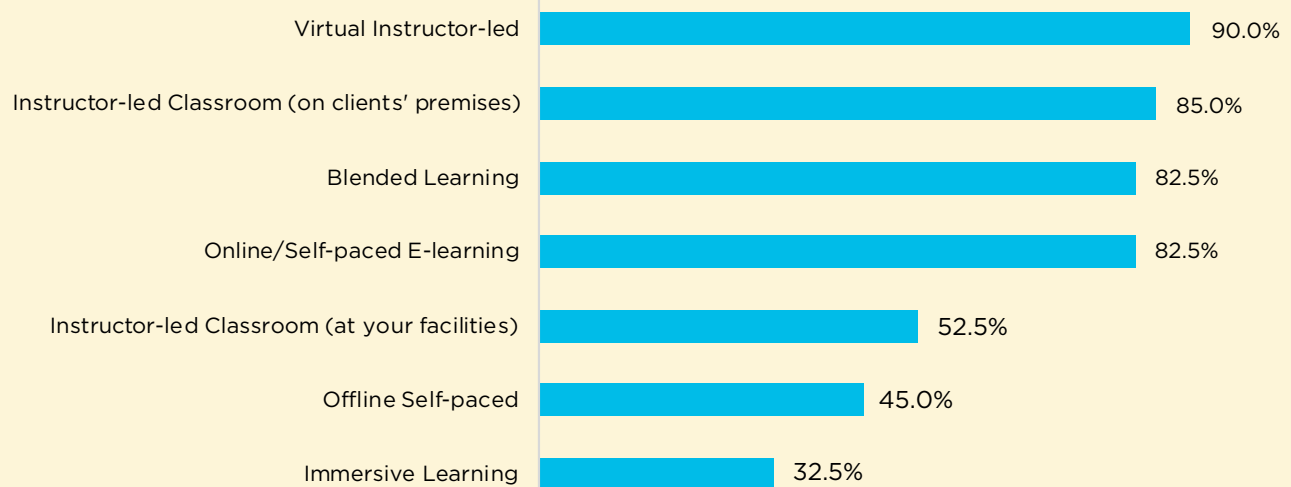


Table 3. Percent of Top Providers That Delivered at Least 25 Percent of Programs via Each Modality

MODALITY	PERCENT OF TOP PROVIDERS
Instructor-led Classroom (on clients' premises)	65.0%
Blended Learning	37.5%
Instructor-led Classroom (at provider facilities)	15.0%
Online/Self-Paced E-learning	10.0%
Virtual Instructor-led	2.5%
Immersive Learning	2.5%

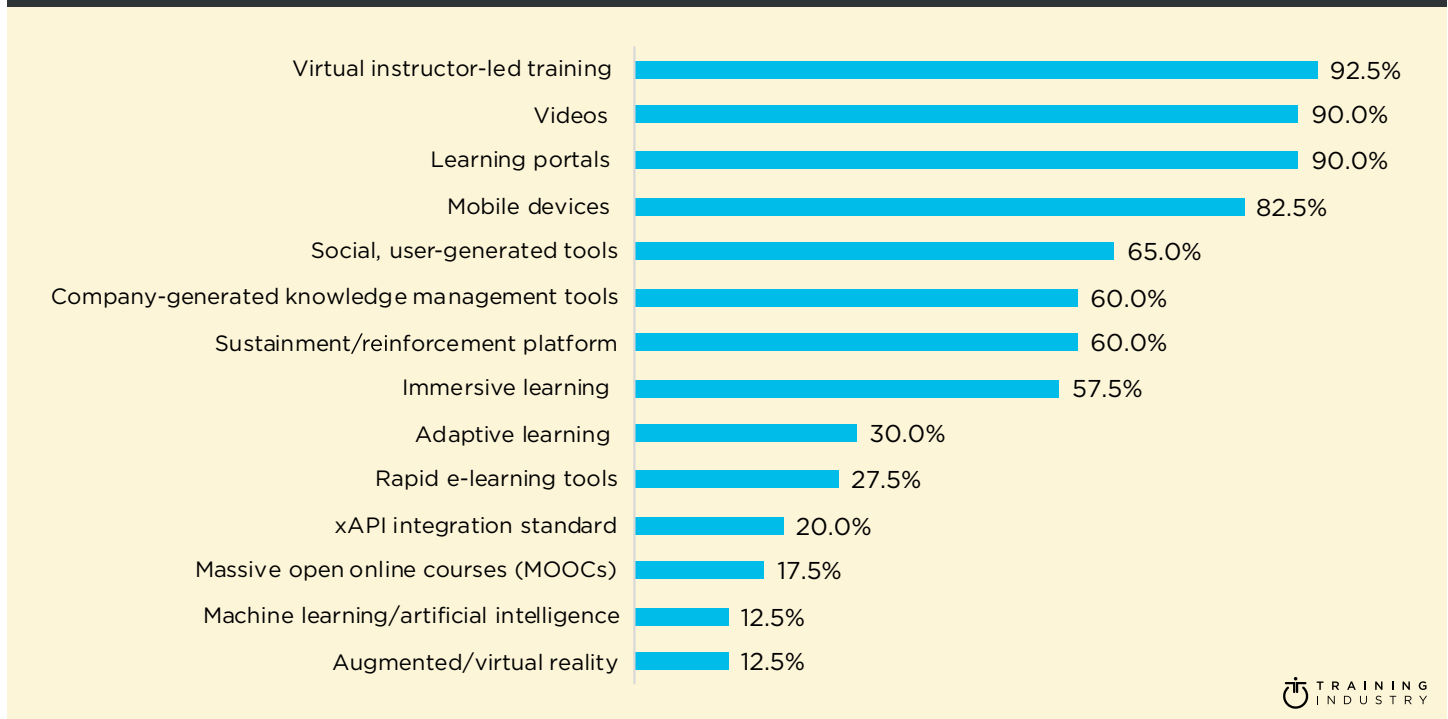
delivering a significant portion of training programs via each modality. The percentages in the table denote the proportion of providers that delivered at least a quarter of their programs through each modality. Despite the range of digital offerings that most providers are capable of, 65 percent of top providers deployed at least 25 percent of their delivery methods as instructor-led classrooms on clients' premises. This does not suggest that technological innovations in leadership training delivery are not being developed by providers, but when they are, they may be more likely to be folded into an existing classroom-based program – as suggested by the 37.5 percent of providers that delivered at least a quarter of their programs through a blended learning format.

Technologies in Leadership Training

Although classrooms are still the predominant method for delivering leadership training, many technologies are used to support leadership development programs. In fact, at least 80 percent of top leadership training companies used videos, virtual training, mobile devices and learning portals to enrich their content and provide greater portability and access to their programs in 2018 (Figure 10).

Technologies such as videos and virtual classrooms are becoming popular among companies as they try to engage with leaders who are not able to be brought together for a face-to-face learning experience. In addition, videos and virtual classrooms can also augment the effectiveness of existing programs

Figure 10.
Percent of Top Providers Offering Each Technology to Support Training



to drive sustainment. With more companies being dispersed geographically, these digital support systems allow employees to become more involved, whether training was originally delivered in person, virtually or offline.

CURRENT TRENDS IN LEADERSHIP TRAINING

1. Digital Service Offerings

Even though instructor-led training is most preferred by learners for leadership development, e-learning is the second-most preferred modality. Digital offerings allow many topics to be delivered virtually, allowing on-demand training to fit into employees' schedules. E-learning allows learners to complete the training at their own pace and on their schedule, thus saving time and money on travel.

When course material is digital, the learner can review the lesson(s) and instructions as frequently as they would like compared to a typical one-time deal with classroom training. Digital offerings allow providers to further their coverage to L&D professionals who cannot offer their employees leadership training due to restraints on classroom instruction. Providers can also produce higher margins for production content.

2. Integration of Assessment Products

Assessments reduce the amount of scrap learning and provide more relevant training to the learner. Products allow for pre-assessments to determine competencies learners may already have and whether there is a need for specific training. This helps to establish personal learning paths for employees who may need assistance in different skills and can save time and resources on employees who already have those skills.

As such, approximately 90 percent of top leadership providers use personal assessments to provide multi-rater, 360-degree, style or personality feedback. In addition, leadership providers can bundle assessments with training to create a comprehensive solution for L&D professionals. Around 47.5 percent of providers provide personal assessments for hiring, onboarding and promotion decisions, and 77.5 percent offer group, departmental or organizational assessments of leadership performance or needs.

3. Sustainment

Sustainment offerings enable more practice and create greater potential for on-the-job learning beyond training. With sustainment practices and tools in place, learning leaders will find employees maintain their skills over time and apply those skills

Table 4. Notable Mergers, Acquisitions and Investments in FY 2018

COMPANY	MERGER/ACQUIRER/INVESTOR	TYPE
Xcellero Leadership	Novo Group, Inc.	Merger
CMP	The Frontier Group	Merger
CMP	The Mentor Group, Inc.	Merger
Bluepoint Leadership Development	Simplify Compliance	Acquisition
Interact	Rockpool	Investment
CoachLogix	Stephenson Mansell Group	Investment
ExecOnline	ABS Capital Investors	Investment

in their roles. By emphasizing sustainment, providers offer a better product that is more likely to impact key outcome targets.

Approximately 95 percent of top leadership providers offer follow-up and reinforcement tools after original programs. As a result, learners are able to see content beyond the classroom and are more likely to view the training as beneficial to their performance.

MERGERS AND ACQUISITIONS IN THE LEADERSHIP TRAINING PROVIDER MARKET

As the market for leadership development providers and offerings changes year over year, the market also goes through changes in terms of mergers, acquisitions and investments. Table 4 summarizes some of the 2018 activity in this regard as announced each quarter on [TrainingIndustry.com](https://www.trainingindustry.com). One of the trends we see in the leadership training market is mergers of talent and recruiting companies with training companies to address skills gaps that can't be remedied through hiring or training alone.



SOURCING PRACTICES

In this section, we'll explore the common practices in sourcing leadership training, including how customized the programs are, what forms of training products and services are being sourced, the average price for a leadership training program, and what the typical relationship between a buyer and supplier of leadership training looks like.

CUSTOMIZATION & LEADERSHIP TRAINING

When it comes to leadership training, almost all providers offer both custom and off-the-shelf programs, with around 28 percent of top leadership providers offering these types equally in 2018 (Figure 12). Providing both options gives L&D professionals a sense of whether to look for an off-the-shelf program or one that is custom built for their company. It's worth noting that few leadership training providers solely offer off-the-shelf programs. In fact, more than two-thirds of providers offer a wide latitude in the degree of customization a company may need to develop its leaders.

LEADERSHIP TRAINING PRODUCTS AND SERVICES

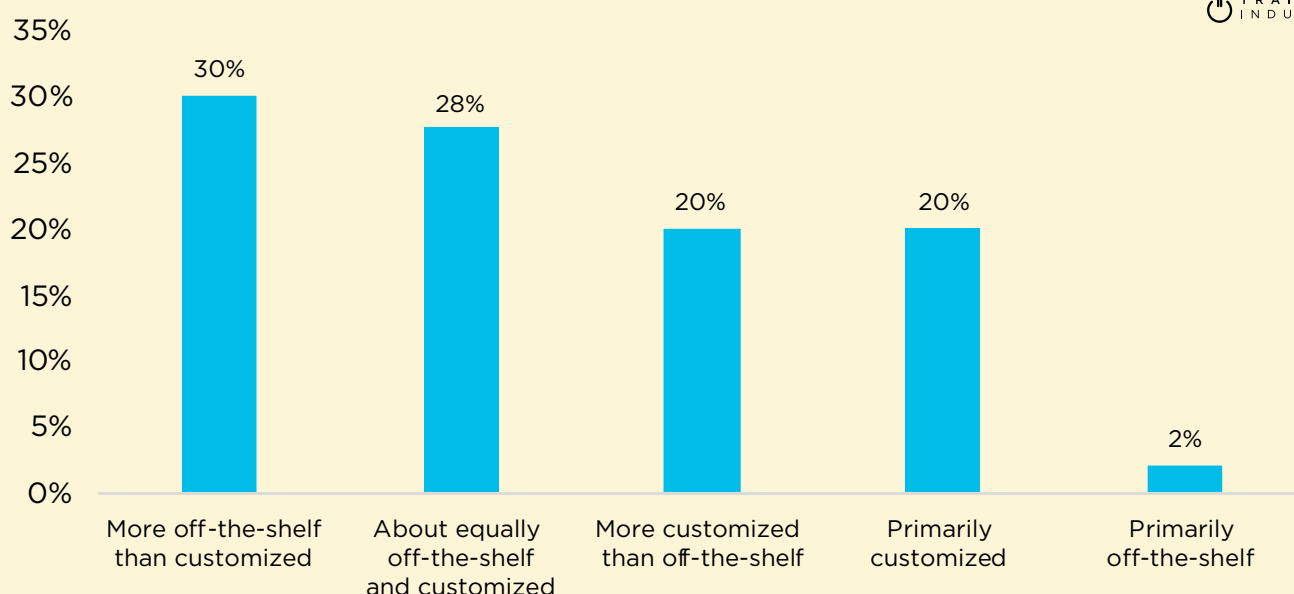
The leadership development market mostly delivers programs rather than an assortment of leadership-related services. Accordingly, our data show that

custom and proprietary programs delivered by solution providers to clients in 2018 dominated over services such as consulting, coaching and other assessments.

A proprietary program can be defined as a training engagement that uses a provider's leadership framework or relies on their intellectual property to build knowledge and skills in leaders. The scope of these engagements is typically aligned with off-the-shelf programs (as described in the previous section). On the other hand, a custom program is often built from the ground up to address a specific need or curriculum for a client company.

While programs comprise the bulk of what providers deliver, they are also usually able to render services such as strategic consulting, coaching support, and assessment administration and analytics. These latter offerings may be provided as stand-alone services, or they can just as easily be part of a larger engagement that includes program development. This suggests that while many providers can render such services – and as the integration of assessments, for instance, continues to be a rising trend in leadership programs – their typical engagement with buyer companies focuses mainly on the creation and implementation of training programs.

Figure 12.
Percent of Top Providers Offering Each Level of Customization



SOURCING RELATIONSHIPS

Training Industry data shows that when companies look to outsource training through an external provider, nearly half seek [specialized solution providers compared to comprehensive solution providers and independent training contractors](#). This suggests that most of the time, a company seeking the assistance of a solution provider is interested in the specific expertise in products or services that can be provided, rather than a broad range of training services, such as administrative support.

The top reasons L&D professionals choose external training solution providers are quality of resources, cost, industry expertise/reputation and trust. While these may not be particularly surprising criteria, in the leadership training market, they indicate that providers need to market their ability to provide high-quality, evidence-based programs that can demonstrate a return on investment (ROI) in order to forge long-term buyer relationships.

An Example Buyer/Provider Relationship

Below is a hypothetical example of what a typical leadership training purchase might look like based on the most likely characteristics of a sourced leadership training arrangement, according to the data in this report.

Jen is a learning and development manager for a banking and financial services company that has several locations throughout the country. She is responsible for training decisions and has been instructed to source an external leadership training provider.

The leadership training Jen is looking for needs to be designed for mid-level and entry-level managers to prepare them for future leadership roles. The training topics include communication skills, teamwork and collaboration, and leading millennials.

Because of the company's multiple locations and the large number of employees required to take the leadership training in a constrained time frame, Jen searches for a provider with a virtual instructor-led training offering. Based on the criteria for the leadership training her company needs, Jen chooses a specialized leadership training provider that can offer a combination of off-the-shelf and proprietary programs.



TOP 20 LEADERSHIP TRAINING COMPANIES

The 2019 Top 20 Leadership Training Companies List showcases the companies that provide thought leadership and influence on the leadership training industry, breadth and quality of programs and audiences served; company size and growth potential, industry recognition and innovation, and strength of clients and geographic reach. The Top 20 Leadership Training Companies List represents approximately one-third of the global leadership training market.

The following pages highlight the offerings and describe the 2019 Training Industry Top 20 Companies award winners for leadership development.



AchieveForum	17
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Center for Creative Leadership	21
CrossKnowledge	22
Dale Carnegie	23
DDI	24
FranklinCovey Co.	25
GP Strategies	26
Harvard Business Publishing	27
Hemsley Fraser Group Limited	28
Impact	29
The Ken Blanchard Companies	30
Linkage	31
Mind Gym	32
Skillsoft	33
The Center for Leadership Studies	34
VitalSmarts	35
Wilson Learning	36



Company Name | AchieveForum

Headquarters | Boston, Massachusetts

Year Established | 1971

Website | achieveforum.com

AchieveForum, a TwentyEighty Company, was formed by the union of the leadership training organizations AchieveGlobal and The Forum Corporation. The consolidation of these two organizations offers a comprehensive library of leadership training content for all leadership levels, as well as custom program design to meet business goals and objectives.

AchieveForum works to help organizations around the world enable their leaders to succeed and drive measurable business results at every level of leadership. Through its product and service offerings, such as the AchieveForum Alliance and Everyday Coaching, AchieveForum partners with clients to develop innovative tools that help leaders at all levels succeed in everyday leadership moments.

Through extensive research efforts, AchieveForum identified the need for a community to help spread leadership training best practices across organizations, which led to the addition of the AchieveForum Alliance to its product offerings in

2017. The AchieveForum Alliance is a member organization that serves as a knowledge repository of leadership development tools, materials, courses and resources. It harnesses the power of multiple organizations to cultivate and share best practices in leadership training to equip leaders across all organizations and industries for success.

Before merging to create AchieveForum, both AchieveGlobal and The Forum Corporation were featured independently on the Top 20 Leadership Training Companies List from its debut in 2010 to 2016. They were first featured as a unified organization on the list in 2017 and have remained on the list since. The two companies were also featured independently on the Top 20 Content Development Companies List from 2011 to 2016 and appeared on the list for the first time as AchieveForum in 2017. They were also featured independently on the Top 20 Sales Training Companies List from 2010 to 2016.

Past Awards



As well as
2010-2018

As well as
2011-2016

As well as
2008, 2010-2015



Company Name | American Management Association

Headquarters | New York, New York

Year Established | 1923

Website | amanet.org

American Management Association has been a leader in professional development for over 90 years. With headquarters in the United States, AMA's global reach extends to locations in Europe, Mexico, Canada and Asia-Pacific, enabling it to reach any organization.

AMA's approach consists of experiential learning and professional growth opportunities, including a suite of leadership development products and services for all leadership levels. Assessments and AMA Total Professional™, a framework comprised of over 20 competencies mapped to individual contributors, managers and leadership levels, are included in AMA's products and services. Its range of modalities includes instructor-led workshops, digital learning and on-demand webinars.

AMA recently launched a forum for professional women, AMA Women's Leadership Center, to give businesswomen the opportunity to make professional connections, acquire new skills and share their

knowledge. Membership benefits include in-person and online networking opportunities, workshops, interviews and keynote speakers, and a webinar series.

In addition to leadership, AMA offers a wide range of core areas of study that include communication, sales, project management, strategic planning and other skills. AMA certificate programs provide recognition for learners' formal acquisition of skills and knowledge.

AMA was on the Top 20 Leadership Training Companies List from 2010 to 2017 and again in 2019. They made an appearance on the 2018 Leadership Training Watch List and was also recognized as a Top 20 Content Development Company in 2011 and 2012.

Past Awards



As well as 2010-2017



As well as 2011



Company Name | BTS

Headquarters | Stockholm, Sweden

Year Established | 1986

Website | bts.com

BTS is a strategy implementation firm that works to help companies turn strategy into business results. The existence of office locations on six continents and partnerships with nearly 450 organizations, including Coca-Cola, Salesforce and Unilever, allow for BTS' leadership training programs and digital offerings to have an extensive global reach.

Since it was founded 30 years ago, BTS has strived to operate with a focus on the people side of strategy. This focus involves working with leaders to develop better decision-making skills that result in positive business outcomes. BTS customizes and tailors leadership programs to align with a business' identified goals in order to encourage each leader in the company to grow to his or her full potential.

BTS works with organizations to develop great leaders at every level through the implementation of customized programs, including leadership programs. Its other offerings include business acumen and

sales and marketing training programs, assessments for selection and development, strategy alignment and execution, scalable executive and leadership coaching, and on-the-job business simulations and application tools. In 2017, BTS acquired Coach in a Box, a digital coaching solution that is both virtual and scalable. This acquisition allows BTS to offer virtual coaching sessions to learners to help shift mindsets and further develop leaders at every level.

BTS was first included in the Top 20 Leadership Training Companies List in 2012 and was featured again in 2013, 2017 and 2019. The company was also included on the 2016 Leadership Training Companies Watch List. BTS was featured on the Top 20 Assessment and Evaluation Companies List when it debuted in 2017 and again in 2018, and on the Top 20 Sales Training Companies List from 2014 to 2018.

Past Awards



As well as 2012-2013, 2017-2018



As well as 2017



As well as 2014-2017





Company Name | Cegos

Headquarters | Issy les Moulineaux, France

Year Established | 1926

Website | cegos.com

Cegos has a presence in Europe, Latin America and Asia-Pacific, with partnerships that allow the company to expand its offerings across 50 countries. This global reach allows Cegos to offer training programs to organizations and individuals in more than 20 languages. Cegos offers international blended learning solutions that include face-to-face courses, virtual classes, experiential learning, e-learning, coaching, self- and 360° assessments, and more.

Cegos' solutions provide an engaging learner experience, content covering topics that address modern business challenges, an international presence with a network of offices and partners, and flexible and innovative learning solutions to help build an L&D ecosystem. The solutions integrate the client's culture and business goals together with proprietary or tailor-made learning experiences, fostering engagement and sustainable learning transfer.

Among other elements, Cegos' leadership training programs work to develop leaders' skills in strategic planning and communication, increase their emotional intelligence level, and build

trust within teams and organizations. Created through extensive research practices and business experience, Cegos' management training programs improve the performance of managers at all levels by developing their skills in coaching for performance improvement, communication and providing feedback.

In addition to offering leadership training programs, Cegos provides training programs for project management, sales, microlearning and blended learning, among other topics.

Cegos was included on the 2015 Leadership Training Companies Watch List and has been featured on the Top 20 Leadership Training Companies List from 2016 to 2019. It has also been featured on the Top 20 Content Development Companies List from 2011 to 2018 and the Top 20 Training Outsourcing Companies List from 2015 to 2018.

Past Awards



As well as 2016-2018



As well as 2015-2017



As well as 2011-2017



Company Name | Center for Creative Leadership

Headquarters | Greensboro, North Carolina

Year Established | 1970

Website | ccl.org

The Center for Creative Leadership (CCL) has offices on six continents and works with global corporations, educational institutions and nonprofit organizations around the world. CCL has been devoted to the study and practice of leadership development for the past 40 years. It is through this research that CCL has created its service offerings and established itself as a thought leader within the leadership training industry. These service offerings are available to the public on an individual basis, but CCL also provides custom programs for its clients by combining its research-based training programs, assessment tools, e-learning tools and other resources.

In 2017, The Center for Creative Leadership launched a series of global licensing solutions to enable organizations to scale and implement programs quickly. It also recently launched CCL Compass, an online tool that increases the level of impact of its assessment programs to drive positive and efficient change. CCL Compass is also used to create

personalized strategies that help leaders build on their strengths and work on the skills they need to improve.

The Center for Creative Leadership provides leadership training programs through digital learning, including with macro-learning, microlearning and blended learning solutions. Its licensing opportunities provide clients with the chance to use CCL's expertise to accelerate leadership development within their own organizations, creating a common leadership language and culture across the organization and leveraging the talent of leaders at all levels. Additionally, CCL offers assessments that provide relevant feedback to individuals.

The Center for Creative Leadership has been featured on the Top 20 Leadership Training Companies List every year since it debuted in 2010 as well as the 2018 Top 20 Assessment and Evaluation List.

Past Awards



As well as 2010-2018



Company Name | CrossKnowledge

Headquarters | Ile-de-France, France

Year Established | 2000

Website | crossknowledge.com

CrossKnowledge has been part of the Wiley brand since 2014 and has a presence in 25 countries. Through its network of global offices and partners, CrossKnowledge offers over 20,000 learning resources in 16 languages for training and assessment, with 12 million users in more than 130 countries. It serves companies including global enterprises, mid-sized companies and organizations in the education sector.

CrossKnowledge's learning content is developed by an international faculty, which includes authors, professors and management professionals from renowned business schools all over the world. With this faculty, it has developed the CrossKnowledge Academy to share expertise in instructional design and deployment with its clients through certification programs.

CrossKnowledge's Path to Performance™ is a digital learning offering that blends its proprietary leadership and management content and human interaction with technology to create an impactful

learning experience. Another offering is TeamSHIFT, an assessment-based learning experience combining personality assessment with workplace situations to improve team cohesion. CrossKnowledge's distance learning offerings cover more than 100 management, leadership and business topics.

CrossKnowledge appeared on the 2013 Leadership Training Companies Watch List. It was first featured on the Top 20 Leadership Training Companies List in 2014 and has been featured on the list every year since. 2014 was also the first year CrossKnowledge was included on the Top 20 Content Development Companies List. In 2017, it was featured on the Top 20 Outsourcing Companies List. It has also been included on the Top 20 Authoring Tools Companies List from 2013 to 2018, the Top 20 Learning Portal/LMS Companies List from 2012 to 2018, and the Top 20 Online Learning Library Companies List when it debuted in 2017 and again in 2018.

Past Awards



As well as
2014-2018

As well as
2014-2017

As well as
2013-2017

As well as
2012-2017

As well as
2017



Company Name | Dale Carnegie

Headquarters | Melville, New York

Year Established | 1912

Website | dalecarnegie.com

Dale Carnegie has a global network of 290 franchise partners. This global footprint has made it possible for the company to offer solutions in over 25 languages. These solutions work to enable people worldwide to communicate, lead and collaborate better, helping them to be successful and create a positive and engaged leadership culture.

Since Dale Carnegie was established a little over 100 years ago, it originally delivered its training in the classroom. Over the years, it has expanded its delivery methods to also include online training and blended learning, appealing to more learners and allowing for a broader reach. It also offers custom training solutions for a more personalized experience.

Dale Carnegie uses a “Performance Change Pathway” methodology, based on five key components of input, awareness, experience, sustainment and output, to drive change within leaders and organizations. Its leadership training offerings work to increase

employee engagement and performance, provide career development across an entire organization, and transform individuals into leaders for a positive personal and professional impact on the business.

In addition to leadership training, Dale Carnegie also offers sales training, presentation training, customer service training, people skills training and organizational development solutions.

Dale Carnegie was featured on the Top 20 Leadership Training Companies List from 2012 to 2014. It was included on the 2015 Leadership Training Companies Watch List and was featured again on the Top 20 Leadership Training Companies List from 2016 to 2019. 2016 also saw Dale Carnegie's first feature on the Top 20 Sales Training Companies List, in which it has been included each year since.

Past Awards



As well as 2012-2014,
2016-2018



As well as 2016-2017



Company Name | DDI

Headquarters | Bridgeville, Pennsylvania

Year Established | 1970

Website | ddiworld.com

Development Dimensions International (DDI) is a global leadership company with 1,100 associates worldwide across 93 countries, including the United States, where the company is headquartered. DDI has focused on the science and practice of leadership strategy, selection, development and succession for nearly five decades. In this time, it has worked to diagnose leadership challenges and develop leaders in a way that creates lasting business impact. The company offers a wide range of leadership development programs in a variety of modalities, including face-to-face and virtual, and in multiple languages.

In 2017, DDI launched a leadership acceleration platform that complements its existing in-person programs and allows its content to be accessible anywhere, anytime. The platform also provides reinforcement and sustainment exercises to learners, ensuring that the impact of training remains well after the program ends.

DDI's leadership training offerings are geared toward leaders of all levels, from frontline to mid-level to the C-suite. These offerings include leadership coaching for executives, interaction management for emerging and frontline leaders, and more. One program is geared specifically toward women in leadership, helping them make an impact in their organizations.

DDI was featured on the Top 20 Leadership Training Companies List when the list debuted in 2010 and through 2016 and again in 2018 and 2019. In 2017, it was included on the Leadership Training Watch List as well as the Top 20 Assessment and Evaluation List, where it returned in 2018.

Past Awards



As well as 2010-2016, 2018



As well as 2007-2008



As well as 2017



Company Name | FranklinCovey Co.

Headquarters | Salt Lake City, Utah

Year Established | 1983

Website | franklincovey.com

FranklinCovey Co. is a global consulting and training leader with expertise in seven areas: execution, leadership, productivity, trust, customer loyalty, sales performance and education. It has 44 offices that provide professional services in more than 150 countries. FranklinCovey provides services to small and mid-sized business, government entities, and educational institutions.

These services include content, tools, methodology, training and thought leadership based on a foundation of core principles and proven practices. At the core of FranklinCovey's leadership training programs is the book "The 7 Habits of Highly Effective People," by Stephen Covey. This book focuses on behavioral change to help organizations and individuals achieve desired results. Meeting the demands of the modern time, FranklinCovey created an "All Access Pass" to its tools, assessments, videos and training content, including live in-person, live online or on-demand programs. This flexibility is made possible because of the multiple delivery methods available.

FranklinCovey acquired Jhana, a company that specializes in bite-size content for leaders and managers, in 2017. This acquisition allowed FranklinCovey to incorporate Jhana's content to the All Access Pass. That year, it also added materials for innovation, facilitation and executive coaching from its acquisition of Robert Gregory Partners.

FranklinCovey works to develop leaders who sustain superior performance, engage employees in a way that achieves business objects and drives impact, encourage strategic thinking, and win the loyalty of customers and stakeholders.

The year 2010 saw FranklinCovey's first feature on the Top 20 Leadership Training Companies List, where it remained through 2012. It was included in the 2014 Leadership Training Companies Watch List and the Top 20 Leadership Training Companies List from 2015 to 2019. FranklinCovey was also featured on the Top 20 Sales Training Companies List from 2008 to 2018.

Past Awards



As well as 2010-2012,
2015-2018



As well as 2008-2017



Company Name | GP Strategies

Headquarters | Columbia, Maryland

Year Established | 1966

Website | gpstrategies.com

GP Strategies works with organizations to create and sustain solutions to meet business objectives, including connecting strategy, culture and leadership to build a workforce that is innovative, resilient and high-performing.

In its 2012 acquisition of BlessingWhite, GP Strategies gained the ability to offer a wide range of solutions to improve employee and business performance. GP Strategies works with organizations to design leadership development programs to serve the strategic and cultural shifts their business needs. Other solutions include executive team consulting, employee engagement strategies, coaching, mentoring, professional and career development, and cultural change.

In 2017, GP Strategies introduced a new coaching approach to its product offerings called Everyday Coaching Conversations, which is an experiential program focusing on mindfulness and emotional

intelligence. Its goal is to provide leaders with the tools to turn any moment into a “coachable moment.”

GP Strategies was first featured on the Top 20 Leadership Training Companies List in 2013 and has remained on the list since then. Before it was acquired, BlessingWhite was featured on the 2012 Leadership Training Companies Watch List. GP Strategies has been featured on the Top 20 Training Outsourcing Companies List from 2004 to 2018. It was also included on the Top 20 Learning Portal/LMS Companies List from 2010 to 2018; the Top 20 Sales Training Companies List from 2008 to 2018; the Top 20 Gamification Companies List from 2014 to 2018; the Top 20 IT Training Companies List from 2012 to 2018; the Top 20 Content Development Companies List from 2011 to 2018; the Top 20 Assessment and Evaluation Companies List when it debuted in 2017 and again in 2018; and the Top 20 Health and Safety List since its debut in 2017.

Past Awards



As well as
2013-2018

As well as
2004-2017

As well as
2011-2017

As well as
2017

As well as
2010-2017



As well as
2014-2017

As well as
2012-2017

As well as
2017

As well as
2008-2017



Company Name | Harvard Business Publishing

Headquarters | Boston, Massachusetts

Year Established | 1994

Website | hbr.org

Harvard Business Publishing (HBP) Corporate Learning leverages the expertise, content, thought leadership and research of Harvard to create leadership development solutions for managers at all levels in global organizations and governments. It creates programs that address organizations' unique leadership challenges and personalizes each solution to fit the problem at hand.

In 2017, HBP Corporate Learning increased the digitization and flexibility of its programs through the Business Impact Project, when it codified its approach to make better connections between leadership development and performance improvement. It has also prepared its courses and content for virtual distribution in order to reach more learners and drive results more quickly.

HBP Corporate Learning's blended learning and on-demand leadership development programs use innovative methodologies and program design that work to engage participants, power learning and impact business results. Each program is unique to each organization's and learner's needs, but each

is based on the same beliefs: opportunities for collaboration among individuals; contextualizing the needs of the organization with its strategy, culture and values; implementing and encouraging continuous learning practices; and establishing a connection between knowledge and skills and the need for learning and acquiring them.

HBP Corporate Learning's offerings are used to develop leaders at all levels, from new managers to mid-level managers to senior leaders, at enterprise, midmarket and government organizations. In addition to leadership development, HBP Corporate Learning offers services including leadership strategy, implementation support, and technical services and support, among others.

Harvard Business Publishing Corporate Learning was first featured on the Top 20 Leadership Training Companies List in 2011 and then from 2013 to 2019. It was also included on the Top 20 Online Learning Library Companies List when it debuted in 2017 and then again in 2018.

Past Awards



As well as 2011,
2013-2018



As well as 2017



Company Name | Hemsley Fraser Group Limited

Headquarters | London, United Kingdom

Year Established | 1991

Website | hemsleyfraser.com

Hemsley Fraser is headquartered in the U.K. and also has locations in the U.S. and Germany. This global reach allows the company to deliver leadership development programs to learners across 90 countries worldwide.

Hemsley Fraser is a learning and engagement specialist that provides products and services training courses, digital learning and engagement, custom learning, blended learning, and outsourced managed learning services to help transform organizations and individuals. It provides these products and services on a variety of topics, such as management and leadership training, personal and team effectiveness, project management, human resources, and learning and development. The organization is best known for its personal effectiveness and frontline leadership programs.

Hemsley Fraser's Digital Hub is a core library of on-demand digital assets and expert-led content that enables organizations to provide online content to meet a learning need at any time, quickly and efficiently. Over the past several years, the Digital

Hub has experienced technological advancements through the additions and expansions of intellectual properties, languages offerings and playlists, which it uses to create custom learning. Learning and development and training professionals can use this Digital Hub to build learning paths and experiences specific to the needs of their learners, including for management and leadership development.

Hemsley Fraser first appeared on the Top 20 Leadership Training Companies List when it debuted in 2010 and has been featured on the list every year since, including the latest list in 2019. It was also included in the Top 20 Training Outsourcing Companies List from 2011 to 2018 and the Top 20 Online Learning Libraries List when it debuted in 2017 and again in 2018.

Past Awards



As well as 2010-2018



As well as 2011-2017



As well as 2017



Company Name | Impact

Headquarters | Windermere, United Kingdom

Year Established | 1980

Website | impactinternational.com

A global leadership development consultancy, Impact has expanded its reach and services to 250 consultants across 40 countries and provides learning solutions in over 30 languages. It has global offices throughout North America, Europe and Asia-Pacific. This global influence makes it possible to balance local learning demands with global training consistency. Impact works to develop and connect people strategy and organizational development strategy.

Impact strives to create learning and development that drives strategic alignment, innovation, collaboration, market creation and new business strategies. To achieve this goal, its service offerings include immersive leadership challenges; action learning; coaching for performance improvement; and live, virtual and blended learning. Impact helps its clients develop people with services such as

transformational leadership, change management, innovation strategy, team development and digital learning. It also offers custom solutions for leadership development, key talent and high-performance teams using a business-oriented experiential learning approach.

When collaborating with its clients, Impact works to create and align development to the needs of the business, to the business strategy and values, and to current leadership challenges. Its approach to leadership and business challenges has proven successful in creating efficient leadership behavioral change on the job after learning.

Impact first appeared on the Top 20 Leadership Training Companies List in 2011 and has remained a Top 20 Leadership Training Company every year since.

Past Awards



As well as 2011-2018



Company Name | The Ken Blanchard Companies

Headquarters | Escondido, California

Year Established | 1979

Website | kenblanchard.com

Headquartered in California, United States, The Ken Blanchard Companies also have office locations throughout Europe, the Middle East, Africa and Asia-Pacific. Their business objective is to help organizations understand their challenges and training needs and design leadership development accordingly.

The Ken Blanchard Companies work with small to medium-sized businesses, government associations, and educational and nonprofit organizations. Their learning initiatives integrate research-based content with processes specifically connected to the business issues that each organization faces. The Ken Blanchard Companies' process when working with clients involves listening to their needs, challenges and goals; planning an effective learning strategy to achieve those goals; executing the training program; and evaluating the program's progress to maximize

impact. This process works to improve employee engagement and enhance leadership strengths and initiatives.

In addition to their first-time manager and Situational Leadership II programs, The Ken Blanchard Companies' products and services focus on topics including self-leadership, coaching, trust-building and team leadership. Their methods and approaches include on-site training, e-learning, virtual training and public workshops.

The Ken Blanchard Companies debuted on the Top 20 Leadership Training Companies List in 2010. They have appeared every year since, including the most recent list in 2019.

Past Awards



As well as 2010-2018



Company Name | Linkage

Headquarters | Burlington, Massachusetts

Year Established | 1988

Website | linkageinc.com

Linkage is headquartered in Massachusetts, United States, and has offices throughout North America, South America, Europe, Australia, Africa, Asia-Pacific and the Middle East. It has spent over 25 years in global leadership development and training. This global reach allows Linkage to partner with consultants, coaches and educators worldwide to develop and deliver leadership development solutions and services. Its global leadership development efforts have served a variety of industries, including automotive, technology, retail, financial services, travel and leisure, and manufacturing. The company also works with nonprofit organizations, academic institutions and medical facilities.

Linkage combines research and expertise with thought leaders and practitioners in order to develop and deliver its offerings. This collection of knowledge allows Linkage to provide leadership development insights, learning tools, strategies and consulting services to organizations with the objective of

increasing engagement and productivity in leaders, individual employees and teams and building cultures that encourage and enhance learning, employee engagement and leadership impact.

Linkage offers leadership development and talent management services including assessment tools, customized solutions, executive coaching, institutes and summits, workshops, and other training modalities. It has 10 leadership assessment tools that provide insights into leaders, teams and organizations to meet business needs. These tools include assessments specific to the advancement of high-potential women and inclusive leadership, developing high-performing and engaged teams, and organizational change strategy and enablement.

Linkage first appeared on the Top 20 Leadership Training Companies List when it debuted in 2010, and it has been featured on this list every year since then, including the most recent list in 2019.

Past Awards



As well as 2010-2018



Company Name | Mind Gym

Headquarters | London, United Kingdom

Year Established | 2001

Website | themindgym.com

Mind Gym operates from locations including London, New York and Singapore. To reach its clients globally, it employs over 270 coaches in more than 30 countries throughout North America, South America, Asia-Pacific, Africa, Europe and the Middle East. These coaches make it possible for Mind Gym to tailor each program to the client's business and learning needs in an efficient and effective manner. The coaches can also train learning and development and training professionals to become coaches within their own organizations.

Mind Gym integrates psychology into workplace learning. Its framework of five disciplines, taught to and used by its coaches worldwide, transforms learning into action with the use of the scientific principles of behavior change. Programs work to achieve sustained behavior change and improve organizational performance. Mind Gym offers live and virtual solutions and services for challenges including employee engagement, customer service,

performance management, communicating strategy, coaching, reorganization and manager development. In addition, Mind Gym has a suite of e-learning courses that cover topics such as diversity and inclusion, change management, ethics, personal effectiveness, onboarding, and customer service.

The Parent Gym program is a free program offered to parents across the United Kingdom, completely funded by Mind Gym. It includes 100 curricula of six bite-size, weekly workshops. Parent Gym is also available as a service for organizations to offer to their employees who are parents as part of diversity and inclusion and return-to-work programs, resulting in increased employee engagement, motivation and productivity.

Mind Gym was featured on the Top 20 Leadership Training Companies List from 2018 to 2019 and the Leadership Training Companies Watch List from 2014 to 2017.

Past Awards



As well as 2018



As well as 2014-2016



Company Name | Skillsoft

Headquarters | Dublin, Ireland

Year Established | 1998

Website | [skillsoft.com](https://www.skillsoft.com)

With its world headquarters in Dublin, Ireland, Skillsoft also has offices throughout North America, Europe, Africa, the Middle East and Asia-Pacific. Its global reach allows its content to be available to users in over 130 countries and in 29 languages.

Skillsoft provides opportunities for continuous learning and skill development to organizations and learners with video-based courses, microlearning videos, books, mentoring and certification-aligned content. In addition, Skillsoft offers content solutions in leadership development, business and management skills training, digital skills training, IT training, compliance training, and environmental health and safety training.

Skillsoft's leadership development solutions focus on developing leaders at all levels within an organization, including developing senior leaders and women leaders. It offers both live and on-demand leadership development events for learners. In its leadership development solutions, Skillsoft touches on competencies including leading with digital technology, leading through disruption, leading virtually, leading innovation, embracing diversity in leadership and leading through the challenge of change.

Skillsoft works with clients in the federal government, financial services, health care and manufacturing. To keep its services as up to date as possible, it has partnered with other organizations and platforms for IT, learning management systems and open learning services architecture (OSLA).

Skillsoft was first featured on the Top 20 Leadership Training Companies List in 2012, and it has been included in this list each year since, including the most recent list in 2019. Skillsoft has also been featured on the Top 20 IT Training Companies List for the past 11 years, having first appeared on the list in 2008. It was featured on the Top 20 Online Learning Library Companies List when it debuted in 2017 and was included in the list again in 2018. Skillsoft was also featured on the Top 20 Health and Safety Training Companies List when it debuted in 2017 and again in 2018; the Top 20 Training Outsourcing Companies List from 2006 to 2007 and again from 2012 to 2016; the Top 20 Learning Portal/LMS Companies List from 2010 to 2018; and the Top 20 Content Development Companies List from 2012 to 2016.

Past Awards



As well as
2012-2018

As well as 2006-
2007, 2012-2015

As well as
2012-2015

As well as
2008-2017

As well as
2010-2017

As well as
2017

As well as
2017



Company Name | The Center for Leadership Studies

Headquarters | Cary, North Carolina

Year Established | 1976

Website | situational.com

Founded by Dr. Paul Hersey over 45 years ago, The Center for Leadership Studies (CLS) is the home of the Situational Leadership® Model. Developed through research and years of experience and with a foundational core in behavioral science, this model surpasses cultural and generational differences and equips leaders with the necessary skills and tools to address challenges, drive behavioral change, and increase engagement and productivity. The Situational Leadership® Model is at the core of CLS' mission to provide leaders with a practical behavioral model that leaders at all levels can use to develop strategies for influencing others within the organization.

CLS provides leadership development in over 35 languages to individuals and organizations around the world. Its learning solutions include courses on Situational Leadership®, influence and performance, as well as learning journey and sustainment solutions. These programs help organizations create a common

language of leadership; meet the needs of employees and drive behavior change; build fundamental competencies to address leadership challenges; map out a comprehensive, customized learning journey that builds leadership competencies and skills; and design and develop resources that support and drive behavior change.

CLS also offers courses to develop executive leaders, help experienced managers become coaches and change agents, prepare new managers for their roles, and help individual contributors determine what leadership style is appropriate for them. In addition to its courses, CLS offers public workshops, certification workshops, on-site workshops and e-certifications.

The Center for Leadership Studies was first featured on the Top 20 Leadership Training Companies List in 2016 and has been included on the list every year since. It was featured on the 2015 Leadership Training Companies Watch List.

Past Awards



As well as 2016-2018



Company Name | VitalSmarts

Headquarters | Provo, Utah

Year Established | 2001

Website | vitalsmarts.com

VitalSmarts focuses on human behavior and works to help leaders reach their full potential through behavioral science principles. Its research-based training methodology and solutions translate behavioral science into practical, repeatable skills delivered through learning experiences and a four-part model of behavior change that helps individuals determine when to use their new skills.

While its headquarters are in Utah, VitalSmarts offers public training events and certification courses in over 35 countries and in 11 languages. Its training solutions address common behavioral challenges and include webinars and courses on conversations, accountability, influential leadership, accomplishing tasks and becoming a trainer.

VitalSmarts' leadership training products and services were created to make leaders masters of dialogue, accountability, influence and productivity. The company also provides services to help leaders lead with influence and drive sustainable behavior change for employees; motivate themselves and others to think strategically and improve performance; and

transform the company culture to be more engaged, efficient and successful. Its products and services are delivered through both in-person instructor-led training and virtual instructor-led training.

VitalSmarts works with small and big businesses and organizations in education and government. In addition to helping educators speak up, resolve disagreements, and close the gap between expectations and performance, VitalSmarts also has a separate suite of customized training solutions for federal governments and agencies. It also works with organizations in industries including aerospace, education, financial services, government, health care, manufacturing and technology.

VitalSmarts was first featured on the Top 20 Leadership Training Companies List in 2015 and has been included on the list each year since then. Before appearing on the Top 20 Leadership Training Companies List in 2015, it was featured on the Leadership Training Companies Watch List in 2011, 2013 and 2014.

Past Awards



As well as 2015-2018



As well as 2011, 2013



Company Name | Wilson Learning

Headquarters | Minneapolis, Minnesota

Year Established | 1965

Website | wilsonlearning.com

With headquarters in Minnesota, United States, Wilson Learning also has office locations in Japan, India and the United Kingdom. Wilson Learning partners with global organizations to help transform their company culture and learning processes with training solutions aligned to the organization's business objectives. Its solutions are designed to be easily translated, localized, customized and delivered to organizations around the world, allowing it to provide learning services in 50 countries worldwide and in 30 different languages.

Wilson Learning's leadership development solutions focus on improving employee engagement, change management and the overall company culture. Its leadership development programs can be completely customized or purchased off the shelf. It offers coaching tools and helps first-level supervisors and managers, middle managers and team leaders, and executive leaders. Wilson's comprehensive offerings

include programs on building positive influence to manage people and tasks, coaching for performance, communicating with purpose, setting goals for success, meeting leadership challenges, and creating a culture of engagement.

Wilson Learning's services include assessment, performance consulting, learning transfer, gap and/or needs analysis, facilitators and coaches, global implementation, measuring impact, instructional design, and customization. In addition to providing leadership development programs, Wilson Learning also offers learning solutions in sales development and workforce development.

Wilson Learning was first featured on the Top 20 Leadership Training Companies List in 2010 and was included on the list from 2010 to 2019. It was also featured on the Top 20 Sales Training Companies List from 2008 to 2018.

Past Awards



As well as 2010-2018



As well as 2008-2017

ABOUT TRAINING INDUSTRY, INC. RESEARCH

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The Training Industry, Inc. research team of experienced analysts relies on rigorous survey practices, including targeted sampling and advanced analytics. These practices are based on validated principles of measurement to answer both qualitative and quantitative questions across a variety of research designs, including market research, buyer personas, learner impact analysis, competency models and organizational assessment tools. Our expertise and audience reach allow us to provide learning professionals with in-depth market intelligence and thought leadership insights to reveal where the corporate training market is now and where it is headed in the future.

Training Industry's best-in-class thought leadership insights rely on thousands of survey responses from L&D professionals, training decision-makers and learners about how training works at their companies. Our market segment intelligence is derived from over 15 years of corporate training marketplace analysis and sizing. We compile these data from over 500 training and development vendor company submissions to our annual Top 20 awards.

Our research harnesses the collective wisdom of learning professionals and their unique perspectives on the business of training to inform our [continuing professional development programs](#), including events, classes, certificates and the [Certified Professional in Training Management \(CPTM™\)](#) certification program. We circulate these insights throughout the training market using content marketing, including webinars, infographics, email marketing, and our award-winning [magazine](#) and website.

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WHAT'S NEXT

Stay tuned for more market segment reports coming out in 2019.



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