



Company Overview:
Ninth House, Inc.
April 2004

Ninth House was selected as the "*Forbes* Favorite" in the category of Executive Education in the Summer 2003 "Best of the Web" report.

What we do:

Ninth House focuses exclusively on delivering the **most effective, blended leadership development** programs available today.

We have over 170 active customers deployed in over 20 countries, including Baptist Health, British Telecom, Empire Blue Cross Blue Shield, JP Morgan Chase, Pfizer, US Navy and Dept of Justice.

Our clients cite their primary reasons for buying Ninth House products as:

- **Great Content:** a full faculty of leading business experts, including Ken Blanchard, Peter Senge, Tom Peters, and Jon Katzenbach.
- **Great Delivery:** blended for the best of classroom and online.
- **Great Results:** People use it, enjoy it and remember it.

Results are measured both in terms of learning outcomes (completion rates as high as 75-95%, compared to online learning averages of around 30%¹) and improved business results (customers report increased productivity, improved employee satisfaction, decreased turnover, etc.).

One client published a white paper citing that they saved \$10mm over 2 years by switching 2,000 learners from classroom training to blended learning with Ninth House. Other clients report that by delivering their leadership programs in a blended format using Ninth House they have decreased the amount of time required by 50-60% without any drop in learner satisfaction ratings.

How we do it:

Ninth House is unique in its ability to provide (a) **scalable learning** with (b) **increased effectiveness**, through four critical components which drive *organization-wide employee performance improvement*:

1. **Strategy:** Ninth House gets to know its client organizations, defining immediate and critical business objectives and then mapping out a comprehensive plan for successful, results-oriented learning initiatives that impact those objectives.
2. **Self-Paced Learning:** Ninth House® online courses, simulations, and Instant Advice® modules utilize Hollywood-quality storytelling, immersive interactivity and sound instructional design for self-paced learning that learners will use, enjoy, and remember.
3. **Community:** Ninth House provides tools and services, such as our kickoff events and Extended Learning Guides to help create group interaction that meets the social and culture goals of your initiative, and helps ensure that learning is applied to the organization.
4. **Sustainability:** Ninth House offers integration services, and tools such as eSeries simulations and Instant Advice modules to extend and reinforce learning to ensure real impact on the organization.

Ninth House provides its services on an annual, per-person or enterprise subscription basis. Clients may purchase access to individual courses or the full network of courses and simulations.

¹ See "Blended Learning in Leadership Development: What Works™" by industry analysts Bersin & Associates.