

FOR IMMEDIATE RELEASE

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## **Xyleme and Learning Strategist Bryan Chapman Release Informal Learning Webinar for Download**

*Webinar provides attendees tools to create an executable and superior informal learning strategy*

**Boulder, CO; February 28, 2014** – On February 13, 2014, to over 400 people, the highly sought-after Bryan Chapman delivered a highly engaging presentation on the importance of informal learning.

Staggering facts such as, “Companies that deployed mobile learning said that they saw a 52% improvement in performance (The eLearning Guild),” and “Employees spend about 23% of their working hours, searching for and gathering information that will help them do their jobs (McKinsey Global Institute)” drove home the need for organizations to make changes to their learning strategies to allow for learning that is personalized to the user and available anytime, anywhere, or “Just-In-Time.”

“Why is Just-in-Time learning important anywhere, anytime, anyplace? It’s really learning at the moment of need, getting right at the point of performance,” explained Bryan Chapman during the webinar. “Getting content ready for this type of learning takes a different skill set. It requires people thinking modularly, keeping it simple, very focused, very to the point.”

Courtesy of Xyleme, the leader in standards-based learning solution, this webinar is now available for download from their website. Access it here: <http://bit.ly/1hvK4xY>.

Keep an eye out also for Bryan’s new e-publication on informal learning, that will use insights taken from this webinar!

### **About Xyleme**

Xyleme, Inc. is the leader in standards-based learning solutions that enable single-source publishing and personalized delivery of training content. Xyleme’s suite of products is powered by Xyleme LCMS, the industry’s most efficient content development platform for the rapid reuse of content across all types of print, eLearning, tablet and mobile outputs. Bravais® is Xyleme’s cloud-based solution to deliver personalized learning to any device. Pastiche® is Xyleme’s end-to-end solution for rapidly deploying interactive tablet applications.

### **About Bryan Chapman**

Bryan Chapman has been in the learning industry for over 20 years, providing strategic guidance and advice through learning-development shootouts, his former “Ask Bryan” advice column, hands-on workshops and

seminars on learning design and development, and interviews and articles in a variety of publications. Bryan has provided strategic consulting to organizations such as Microsoft, American Express, Home Depot, the American Red Cross, Ken Blanchard, IBM, Honda, and the U.S. State Department. He holds a Master's Degree in Instructional Technology from Utah State University.

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