

Solution Provider Profile

Upside Learning

April 2023



Company At-a-Glance	
Name of Product/Offered	Custom Learning Solutions
Headquarters	Pune, India
Year Founded	2004
Geographic Coverage	USA, EU, UK, and APAC
Industries	BFSI, Oil & Gas, Business Services, Automotive, Manufacturing, Pharmaceutical, IT, Aerospace, Energy, Retail, Transportation, Training & Development
Website	www.upsidelearning.com

Upside Learning OVERVIEW AND VALUE PROPOSITION

Upside Learning is a leading custom learning provider focused on enabling L&D leaders to deliver learning experiences that achieve meaningful outcomes. We have worked with an array of global enterprises across varied domains to craft end-to-end digital learning solutions that are engaging and effective.

Our solutions range from consulting, eLearning design and development, maintenance and testing services for clients, and managed services for learning providers.

The Need for ‘Deeper Learning Experiences’

Through the course of our 19-year-long journey, we have realized that organizations increasingly need learning that is tied to business outcomes. The **goal of workplace learning is retention over time until needed, transfer to all appropriate (and no inappropriate) situations** and, ultimately, **real business impact**. However, ironically, much of what’s produced as learning today looks good, but isn’t effective. It doesn’t lead to sustained change. Organizations need to go deeper if they want their investments in learning to achieve real outcomes.

With that vision, a couple of years ago, we embarked on a journey to **‘Go Beyond’** the obvious and work toward resolving the unstated learning challenges that organizations face. We

constantly challenge ourselves, our clients and the learning community at large to see learning as an enabler of performance. To do that requires some specific things — real goals, conceptual models, worked examples and most importantly, meaningful practice — not bullet points and retention quizzes.

Fueled by a better and deeper understanding of learning science, we have now been working with some of our key clients to create evidence-based, science-backed learning programs that don't just look good, but actually aid in retention and transfer. From simple, direct learning interventions to more focused, multi-dimensional initiatives and evidence-based learning solutions — we have come a long way. We have learned a lot in the process and have committed to continue improving ourselves and the learning ecosystem.

Our Deeper Learning Design Approach

Upside's learning design approach is based on how human brains are wired to learn — through (designed) action and (guided) reflection. So, while our programs feature **stylistic consistency, appealing visuals, laudatory soundtracks and compelling videos**, what you will also find in our learning experiences is a closely-knit **practice and retrieval model** to achieve the necessary business outcomes. We design learning based on what learners should be able to *do*, via relevant practice and elegantly integrating engagement.

Our Credentials

Upside Learning has successfully delivered more than 10,000 projects and has served over 200 global clients across multiple domains, whilst bagging over 100+ awards and accolades from various industry bodies (including the likes of Brandon Hall Group and Deloitte amongst other noteworthy names).

Here is a list of custom learning development solutions and services we provide:

- Learning Consultancy
- Mobile Learning
- Performance campaigns
- Microlearning
- Video and Animation
- Games and Gamification
- Virtual Instructor-Led Training
- Flash to HTML Conversion
- Translation and Localization

You can know more about Upside Learning at www.upsidelearning.com or reach out to us at elarning@upsidelearning.com.

SCREENSHOTS

Figure 1: Upside Learning's Award-winning Work



Figure 2: Crew Transport Policy — 2018 Brandon Hall Group Bronze Winner

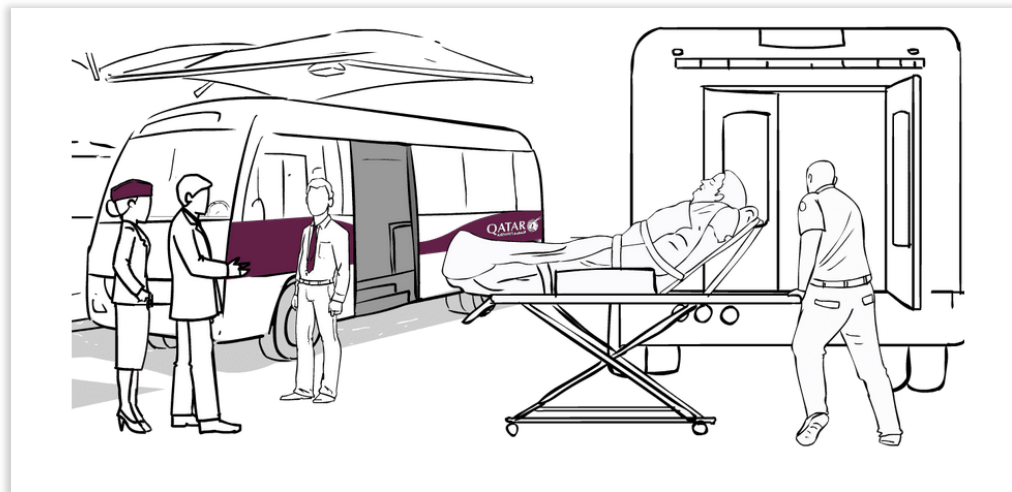
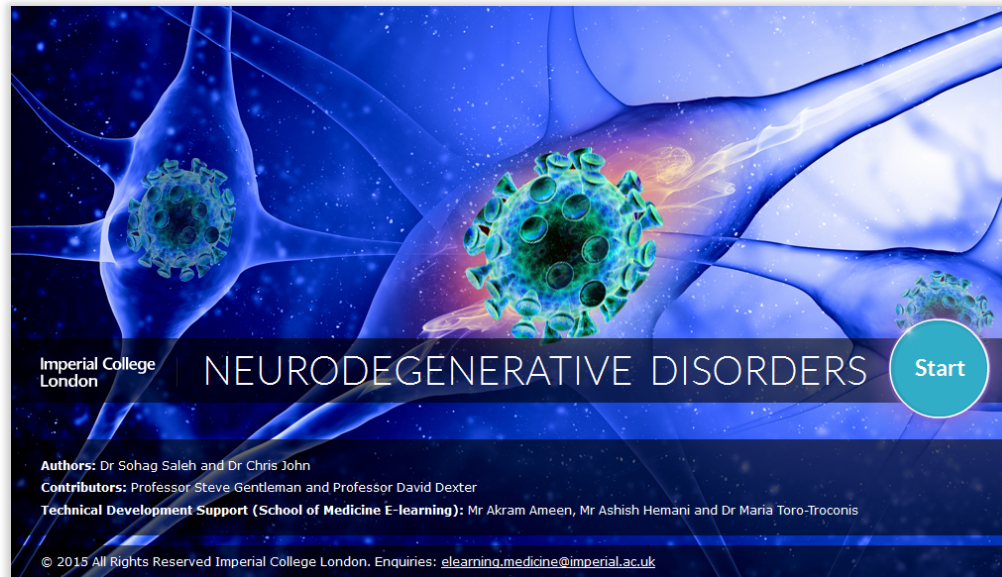
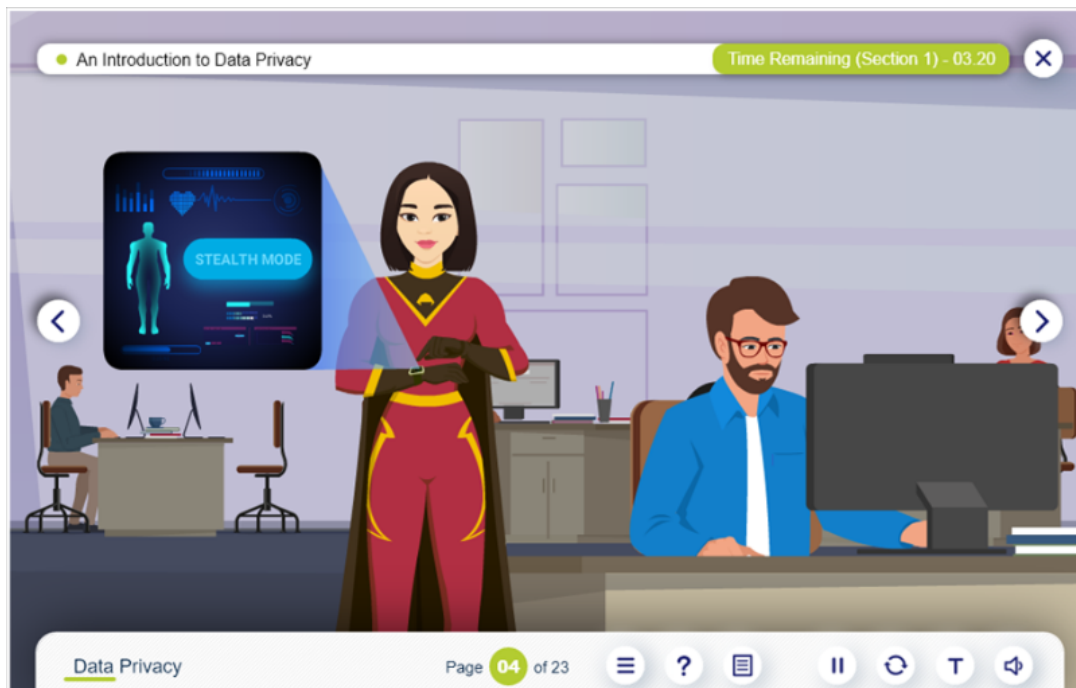


Figure 3: Pharmacology eModules — 2016 Brandon Hall Group Silver Winner



Figures 4, 5 and 6: Data Privacy — Winner of Multiple Brandon Hall Group and Other Awards from 2020-2021



Scenario 1 Time Remaining (Section 3) - 04:00

The Bank's standard form includes contact information, such as name, email, and country of residence. The form also includes a notice on how the Bank will use participants' registration information and that it would not be shared with third parties.

Select the form thumbnail to see an expanded view.

Let's also ask about their race and income in case we need that information later on.



Data Privacy Page 19 of 23


Scenario 1 Time Remaining (Section 3) - 08:30

Q: What should Maria do?

Select the most appropriate response and **Submit**.

- Delete the data received from the client and contact them to instruct that they resend only the data requested.
- Keep the full data set; maybe she can figure out something to do with it later.

SUBMIT



Data Privacy Page 20 of 23

All screenshots provided by Upside Learning

Analysis by Brandon Hall Group

Situational Analysis

Corporations are trying to find better ways to develop and deliver content to learners in an engaging and modern look and feel. Several factors are driving corporations to improve their content development and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Improve Accessibility to Content** — Learners are highly mobile and have many situations where it is very complex to deliver an effective learning session.

Challenges to the Business

Organizations have had difficulty in leveraging traditional content sources and then delivering these content sources. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources is being consumed in creating learning programs that don't engage learners and neither do they deliver results. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.

Questions to be Answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create and deliver personalized learning at scale?
- Can one provider offer a great content portfolio?

Upside Learning as the Answer

Upside Learning is committed to delivering deeper learning experiences that improve learner retention and create a stronger link to performance outcomes. The goal of Upside Learning is to eliminate the time and resources lost in creating ineffective learning experiences. Upside Learning removes inferior learning experiences that jeopardize learning's impact on the business and result in a poor ROI. Most importantly, Upside Learning improves learning experiences that reinvigorate a learner and motivate them to learn. Upside Learning knows that employees who are motivated to learn stay with their organization.

The process for working with Upside Learning is simple yet effective and efficient. An organization schedules a consultation with one of its learning experts to discuss their needs. The expert formulates the learning solution. Collaboratively, the organization works with the expert to establish the goals of the learning to create a highly immersive learning experience. Upside Learning is singularly focused on achieving the right results for their clients and they back it up by creating highly customized learning experiences that deliver breakthrough performance.

Upside Learning has a wide variety of services to meet any organization's needs.

- Custom Learning
- Mobile Learning
- Microlearning
- Games & Gamification
- Rapid eLearning
- Video & Animation
- Learning Consultancy
- Performance campaigns
- Virtual Instructor-Led Training
- Flash to HTML Conversion
- Translation and Localization

Organizations that are looking to reimagine their learning and create more potent learning experiences should consider Upside Learning. Upside Learning is the right partner for any organization trying to achieve a more discernible ROI on its learning. Whether it is redesigning a single course or recreating an entire content portfolio, Upside Learning can deliver the right solution.

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group™

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.