

## Paradigm Learning Wins Gold MarCom Award for Impact5 Website

ST. PETERSBURG, Fla. (Dec. 11, 2012) — Paradigm Learning, a leader in corporate education and communication, has won a 2012 Gold MarCom Award from the Association of Marketing and Communication Professionals for excellence in the Specialty Web and Microsite category.

The MarCom Awards are considered the largest of their kind. Overall, more than 6,000 entries were submitted to the annual competition — by corporate marketing departments, advertising agencies, public relations firms, design shops, production components and others from around the world — for judging by some of the industry's top professionals.

Judges honored Paradigm Learning for [www.impact5forleaders.com](http://www.impact5forleaders.com), a specialty microsite that shows Fortune 1000 companies how they can transform their managers into accountable leaders through an educational discovery learning program called *Impact5: The Business of Leadership Game*®. The website, which allows visitors to take a leadership impact quiz, download a white paper and more, earned the honor for its interactivity and games, eye-catching graphic design and compelling writing.

Those appealing, time-tested elements are found in every Paradigm Learning product, each one blended with proven techniques that engage participants and persuade them to take action as a direct result of the experience. By measuring, for example, the advertising principle of “AIDA” — attention, interest, desire and action — during the development of its business games, simulations and Discovery Maps®, Paradigm Learning has created a portfolio of award-winning educational and communication programs for clients since 1994.

Paradigm Learning uses those advertising-style approaches in partnership with a belief in a powerful educational principle known as discovery learning. Research shows people learn best when they're actively involved in the learning process — having been attracted to a learning environment through clever, attention-getting and memorable situations that appeal to human nature, and are motivated to discover new information and concepts in order to construct new ideas and develop new thinking and

behaviors. Discovery learning accelerates the educational process and results in higher levels of retention than traditional methods (such as lectures and PowerPoint presentations).

The Impact5 specialty microsite earned its MarCom Award by successfully combining the principles of advertising with the principles of discovery learning, and effectively connecting with organizations that are looking to develop accountable leaders.

### **ABOUT PARADIGM LEARNING**

Paradigm Learning ([www.paradigmlearning.com](http://www.paradigmlearning.com)) is a leader in learning innovation, offering unique education and communication programs to organizations around the world. Its award-winning, classroom-based business games, simulations and Discovery Maps®, enhanced with online options, customizing and consulting services, have been used by leading companies since 1994.

Paradigm Learning's core methodology is discovery learning, a powerful educational approach that engages employees, accelerates learning and increases retention. Fully customized programs and tailored off-the-shelf programs are available in areas such as business acumen, talent leadership, employee alignment, leadership accountability, team building, project management, organizational change and change management.

The company's flagship business acumen training program, *Zodiak®: The Game of Business Finance and Strategy*, has been used by more than 1 million managers and employees worldwide.

### **ABOUT THE MARCOM AWARDS**

The MarCom Awards ([www.marcomawards.com](http://www.marcomawards.com)) are administered and judged by the Association of Marketing and Communication Professionals, an international association consisting of several thousand creative professionals. The association oversees awards and recognition programs, provides judges and sets standards for excellence.

Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from over 200 categories in seven forms of media and communication efforts — marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive.