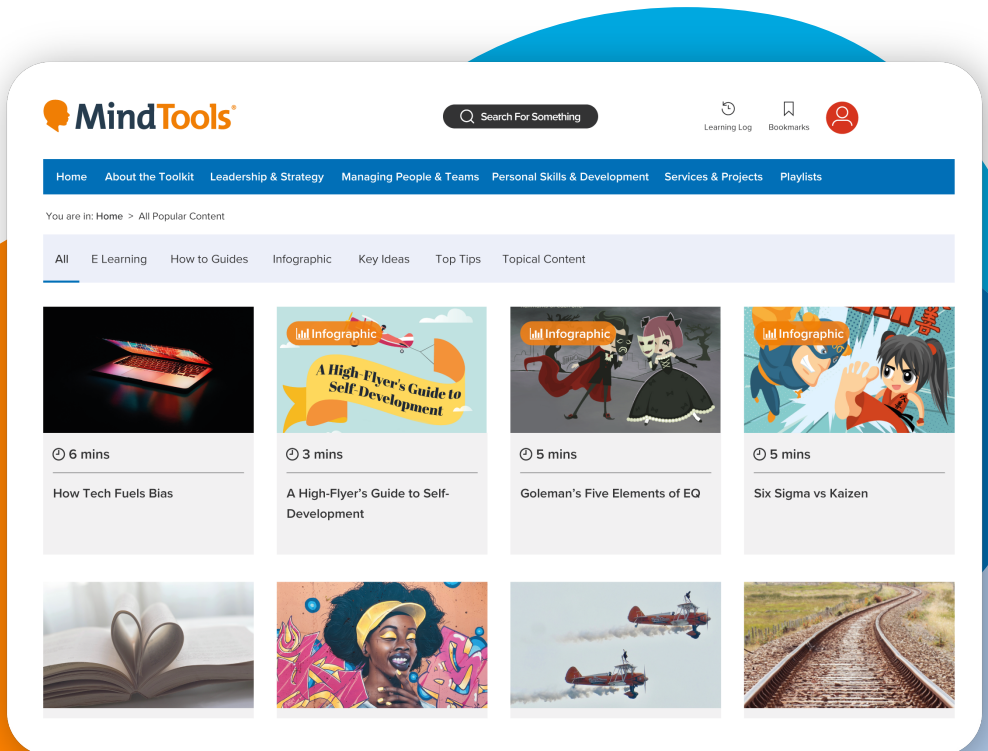


Our content uncovered



Our content uncovered

“Who writes your content?”
and **“Where does your content come from?”**. These are two of the questions we’re often asked by people who want to know more about what Mind Tools for Business has to offer.

So here goes!

About our content team

We're an in-house team of highly skilled and dedicated writers and editors. Our mission is to research, write and deliver the very best personal and professional development resources you can find. We use our time and expertise to identify what's hot, what's not and what your learners need to do their jobs better, every day.

Together, we have over 150 years' experience in a range of areas, including learning and development, publishing, marketing and news media.

Between us, in our careers, we've created books, magazines, newspapers, and PR and marketing campaigns.



Our content

We realise your employees don't have all day to spend learning. That's why we create rich resources for the time-poor, with clear and concise content that's jargon-free.

We have over 2,600 toolkit resources, including articles, videos, infographics, quizzes, and more. Our team uses academic research, credible sources and expert advice to ensure that our advice is accurate and trustworthy.

We always use best practice in content research, creation, and quality control.

Every piece of content we produce is not only helpful, accessible, and engaging but also thoroughly developed, researched, and reviewed.

Here's how:

We fact check.

We rely on primary sources.

We respect third party copyright.

We liaise with subject experts.

We are non-partisan and ethical.

We are current and relevant.



Our learning formats

Our toolkit features a range of content types to suit different learners and contexts. These include:



Articles: From coping with feelings of impostor syndrome, to pulling together a key business strategy, we have 1,200+ thoroughly researched articles on tap. So your learners can master new skills quickly and solve problems in the moment.



Book Insights: Have your learners got too much reading to wade through? Mind Tools gives you rundowns on the best new business books and trusted classics – all available to read or listen to as 15-minute audio downloads.



Videos: For learners who prefer visual content, our montage, animation, and talking head videos make key concepts easily digestible in under three minutes.



Expert Interviews: Learners can keep up-to-date with the world's leading business thinkers, such as Seth Godin and Olivia Fox Cabane. Read or listen to interviews on topics including leadership, personal branding, productivity, and motivation.



Infographics: For visual learners, our infographics simplify complex processes and concepts in an engaging, visually appealing format for quick, easy consumption.



Playlists: Our playlists guide the way through carefully curated journeys of connected resources, to help learners master specific topics at their own pace.



Templates and worksheets: These interactive, downloadable materials support on-the-job learning and development across all the key skill areas. And help turn theory into practice.



Quizzes: Quizzes help learners to establish their ability levels in everything from people skills to time management, and to then get recommendations for their development.



Skillbooks: Learners can nail a new skill like negotiation or time management in their lunch breaks, with these one-hour courses in workbook format. The interactive exercises help further embed their learning.



101 Suite: Our collection of eye-catching e-learning modules are ready to go, device friendly and easy to use. Covering core compliance and management and leadership topics, they're designed to help learners grow.

Keeping things fresh

From timeless tips to the latest L&D models on the block, we regularly update our content to ensure it's still relevant and useful. You'll see new topical resources every week, along with nudge emails to your learners to encourage them to keep going back for more.

Members of our friendly content team will be on **Stand H50 at Learning Technologies, 2022.** So please come and say Hi and have a chat.

See you there!

