



For Immediate Release

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**NINTH HOUSE'S *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*[®] INTERACTIVE EDITION NAMED A
BERSIN & ASSOCIATES LEARNING LEADER**

MINNEAPOLIS (Feb. 10, 2009) – Ninth House's *The 7 Habits of Highly Effective People*[®] *Interactive Edition* was awarded a 2008 Bersin & Associates Learning Leader recognition in the vendor innovation category of the awards program. This is the second year in a row that Bersin & Associates has recognized Ninth House. *The 7 Habits of Highly Effective People*[®] *Interactive Edition* is an innovative personal and professional development solution developed in partnership with FranklinCovey.

Submissions for this award were judged on business value, innovation and uniqueness, history and proven effectiveness, price-performance, flexibility, supportability and manageability, and ease of use and implementation.

"The 7 Habits Interactive Edition provides a way for organizations to teach these principles and skills to all leaders and employees – regardless of work location – quickly and inexpensively, so that organizations can benefit from larger scale behavior change," said Jeff Snipes, founder of Ninth House and board member of Personnel Decisions International (PDI). "This is critical in today's business environment where organizational change and innovation is often required on a global basis and needs to happen fast, thereby requiring quality technology-based solutions to provide the geographic reach."

The Interactive Edition is based on Stephen R. Covey's international bestselling book, *The 7 Habits of Highly Effective People*. The program is designed to help employees improve their individual and organizational effectiveness, enabling them to achieve better results and more successful lives. The program is a participatory e-learning experience that illustrates the behaviors and practices of each of The 7 Habits, teaches users how to incorporate The 7 Habits into their behavior and evaluates the success of the user on each habit. The 7 Habits modules include:

1. Be Proactive
2. Begin with the End In Mind
3. Put First Things First
4. Think Win-Win
5. Seek First to Understand
6. Synergize
7. Sharpen the Saw

The program includes use of cinematic video, real actors, award-winning storytelling, reality-based simulations and powerful case studies to create an emotional connection for the learner. It facilitates complex behavior modeling and demonstrates the nuances of human interactions. Users interact with real-life simulations and interactive exercises allowing them to practice newly learned skills and behaviors in a safe but realistic environment.

"The 7 Habits is noted as 'the most effective personal development program ever created,'" said Covey. "FranklinCovey and Ninth House partnered to bring The 7 Habits alive through the Ninth House, interactive cinematic approach. We are applying new and innovative methods to make leaders and individuals more effective and productive."

Organizations have the option of deploying the program as a standalone e-learning course or as part of a blended learning program.

ABOUT PERSONNEL DECISIONS INTERNATIONAL (PDI) AND NINTH HOUSE

Personnel Decisions International (PDI) and Ninth House recently combined to create a premier global leadership solutions company that accelerates leadership effectiveness to maximize organizational performance. The combined company helps clients identify, manage, develop, and promote superior leaders, across all levels of their organizations. PDI and Ninth House use a unique combination of innovative, field-tested strategies, state-of-the art technology, and proven processes to tailor specific solutions for clients.

With 750 team members in 30 offices around the globe, PDI and Ninth House partner with the world's leading organizations, enabling them to address critical leadership challenges with innovative solutions. The company serves more than 2,000 clients, including 80 percent of U.S. *Fortune* 100 organizations and 75 percent of *Forbes* Global 100 firms.

The aim of PDI and Ninth House is simple – the well-placed confidence that clients' current and future leaders are distinctively stronger than their competition, resulting in sustained, superior performance.

For more information, contact Ninth House at 1.415.277.8200 or visit the website at www.pdininthhouse.com.

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