

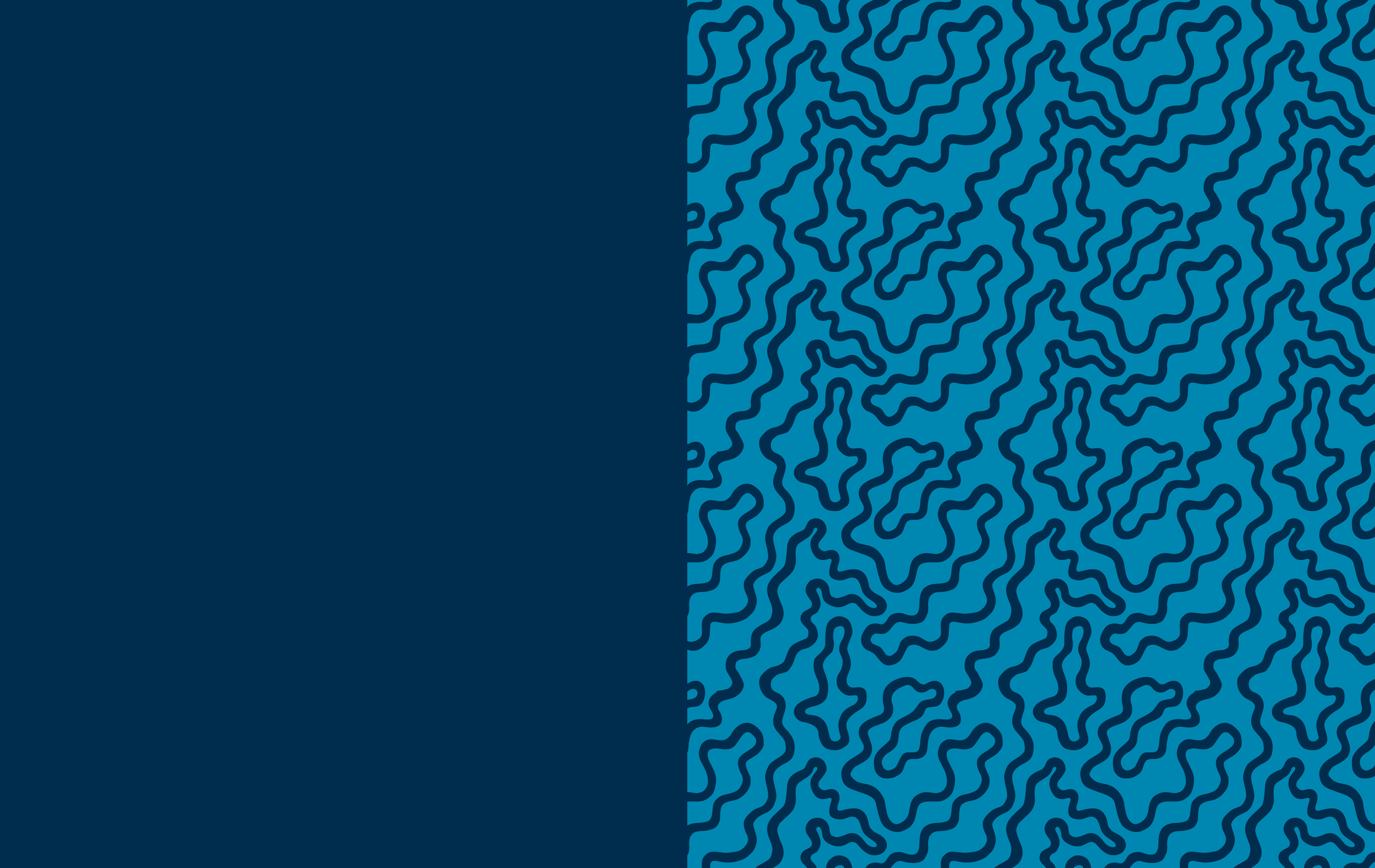


Pearson

The *world's* learning company

Discover how Pearson
enables better learning
to help people make
progress in their lives.





The *world's* learning company

Why We Do It	4–15
What We Do	16–21
How We Do It	22–29
The Future	30–33
Credits	34

Why We Do It





*In our fast-changing world,
education is the key to success*

The world of education is rapidly being transformed, and these are exciting times for students and teachers. As a learning company, we want to help people adapt to this changing world, navigating its challenges and opportunities, and ultimately making progress in life.

The digital revolution is reshaping how we live and how we learn. Technology has turned the world into an ultra-connected community holding a global conversation, with a new universe of learning just a click away. At Pearson, we're constantly evolving to help people everywhere gain access to the learning they need.

The digital revolution is reshaping how we live and how we learn:



87%

of parents view classroom technology as important for their child's success¹



5.5M

US students are taking at least one distance education course²



92%

of US educators rely on Internet content in the classroom³

Sources:

- ¹ EdTechReview, 2013
- ² US Department of Education, 2016
- ³ Tomorrow Project – Speak up Survey, 2013

The learning landscape is changing and growing like never before:



School
1.24B

students aged 5–18 worldwide¹



Higher education
262M

students enrolled worldwide by 2025²



Lifelong learning
\$350B

professional education and corporate training market³

Sources:

- ¹ World Bank, 2012
- ² University World News, 2012
- ³ GSV Advisors, 2014

These new opportunities also present new challenges, and at Pearson, we're committed to answering them

65%

of today's 12-year-olds will do jobs that haven't yet been invented

1/6

Almost one in six hiring managers has difficulty finding qualified work candidates due to a lack of workplace competencies¹



How can education providers anticipate and deliver the skills and knowledge for the careers of tomorrow?

197M

Global unemployment rose 0.5% to 197 million in 2015 and is forecast to rise a further 3.4 million in the next two years²

1.5B

46% of all employment, or 1.5 billion jobs, are now classified as 'vulnerable'³



How can we deliver on employability to make sure nobody gets left behind?

758M

of the world's adult population is illiterate⁴

58M

Fifty-eight million primary-aged children are not in school⁵



How can we ensure that every child gets the education to enable them to progress?

Sources:

¹ Manpower Global Talent Survey, 2015

^{2&3} International Labour Organization

⁴ UNESCO UIS, 2016

⁵ UNESCO Policy Paper, June 2014

Meet one of our learners /

Zuriel



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Our products and services help transform the lives of people from every walk of life and each corner of the world.

Zuriel

Occupation

Student

Ambition

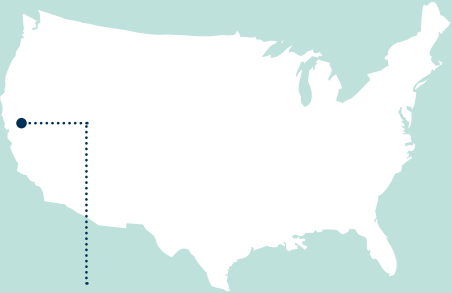
To be president of the USA.

How Pearson helped

Zuriel studied online with Connections Academy, a flexible learning program offered within a virtual school.

Watch Zuriel's story:
youtu.be/DmUQtKbys08

Lives



Sacramento, USA

Achievements

Zuriel has been featured in Forbes and New African magazine, due to her work as a successful young documentary filmmaker and campaigner.



We have a vision...

At the world’s learning company, our vision is to empower human progress through learning.



... and we’re on a mission

We’re here to help people make progress in their lives through learning. By helping each learner along their journey of discovery and inspiration, we aim to cultivate a lifelong love of learning that enables them to enjoy a fulfilling life.

For many people, learning is the route to a job to support their family or the skills to help them progress in their career. For others, it’s simply a lifelong passion for discovery. For every learner, at every stage of their life, education is the path to opportunity and fulfillment.



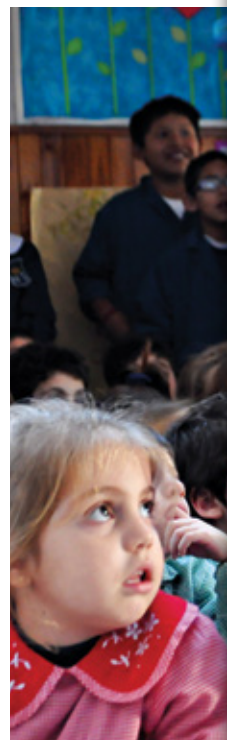
Meet one of our learners

Elizabeth



We have a vision...

At the world's leading educational institutions, we help students to empower themselves and their communities.



...and we

We're here to help people progress in their lives. By helping each learner on their journey of discovery and growth, we aim to cultivate a lifelong learning that enables a fulfilling life.

Our products and services help transform the lives of people from every walk of life and each corner of the world.

Elizabeth

Occupation

Retired housewife

Ambition

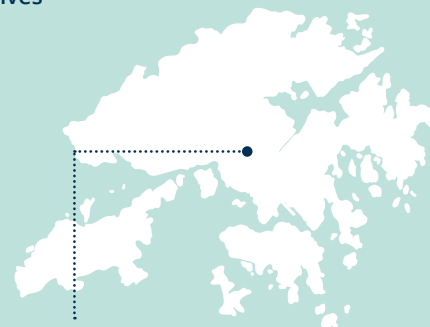
To be able to converse with locals in English in Hong Kong and on her travels.

How Pearson helped

Studying with Wall Street English enriched Elizabeth's life and made her many friends.

Watch Elizabeth's story:
youtu.be/pqAvWCtCvCA

Lives



Hong Kong, China

Achievements

Learning for five years, Elizabeth has gained confidence and has now passed on her English skills to others.





The skills and knowledge for tomorrow's careers

For many millions of people, if education is the *what*, employment is the *why*. Good jobs and careers transform individual lives, bring stability to communities, and help economies flourish. Building a stronger connection between education and employment can provide the means to solve many of the world's biggest problems.

“ Each year, we help 75 million people embrace their passion and ambition for learning new skills. ”



Meet one of our learners

Tremayne



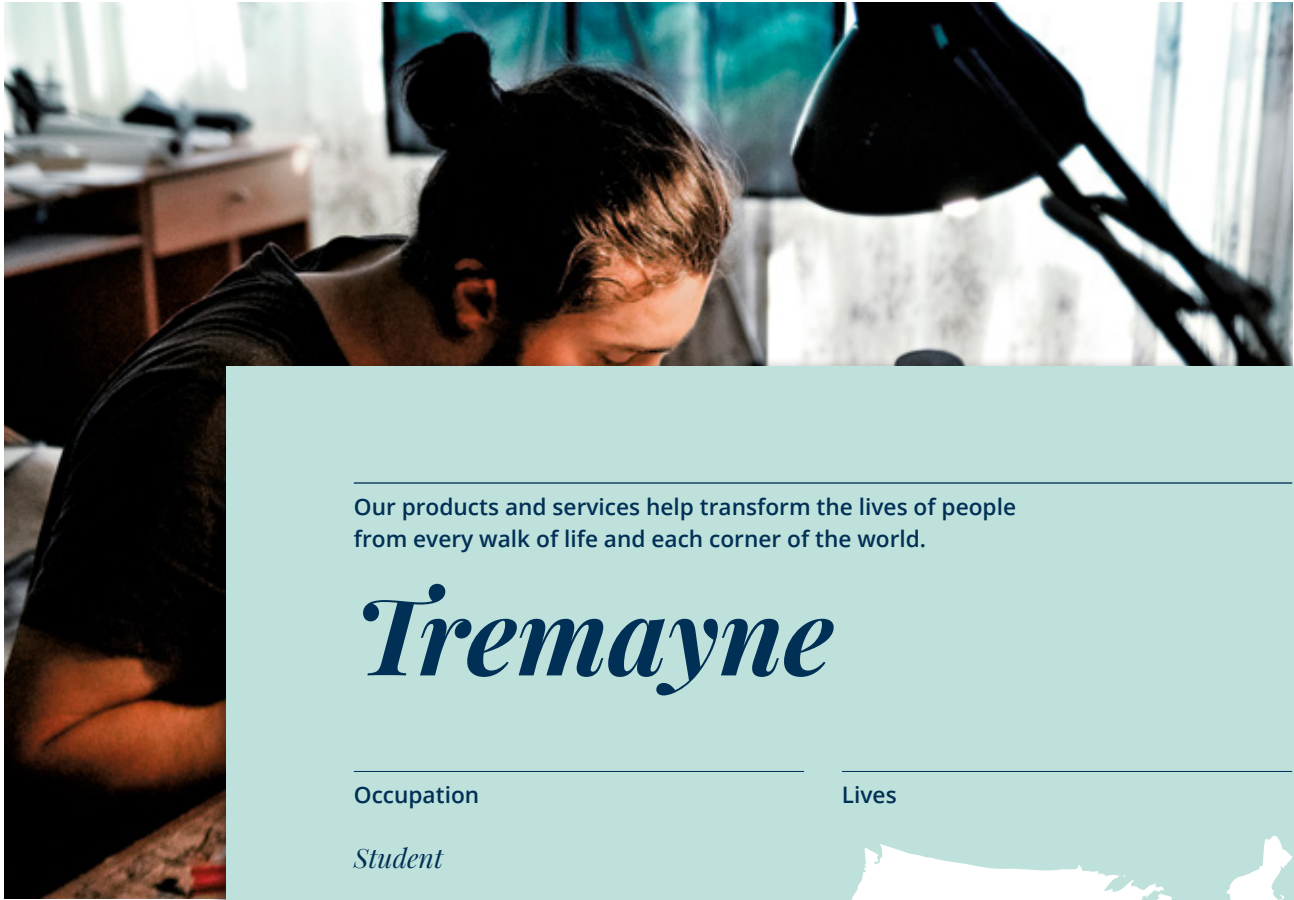
%

worldwide have job vacancies, skilled workers¹

%

ay that skills et their ability customers²

Talent
2015



Our products and services help transform the lives of people from every walk of life and each corner of the world.

Tremayne

Occupation

Student

Ambition

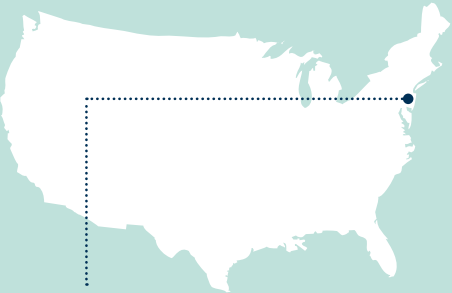
To start his own construction business.

Challenges

Having dropped out of high school, Tremayne then studied online, passed his GED, and transferred to a community college in Maryland.

Watch Tremayne's story:
youtu.be/o4XltYRLFAo

Lives



Maryland, USA

How Pearson helped

The MyGED portal enabled Tremayne to study online in a way that suited him.

The skills for tomorrow

For many millions of people, **what**, employment and **careers** transform lives and **communities**. Building a strong workforce and employing many of the world's



Pearson is dedicated to improving lifelong employability for everyone, in every corner of society. Each year we help 75 million people embrace their passion and ambition for learning new skills.

By supporting language and literacy for 17 million people in the developing world, we enable them to compete in the increasingly connected global economy. Through vocational training, work-based learning and progressive qualifications, our organization helps aspirational workers reach the next level of their profession.

To ensure that people of all ages and circumstances can improve their prospects, we help people retrain to new jobs later in their working lives, and deliver continuing education solutions that fit around the demands of work, family and lifestyle.

We're here to keep the whole world learning. Because where learning flourishes, so do people.

38%

of employers worldwide have difficulty filling job vacancies, especially for skilled workers¹

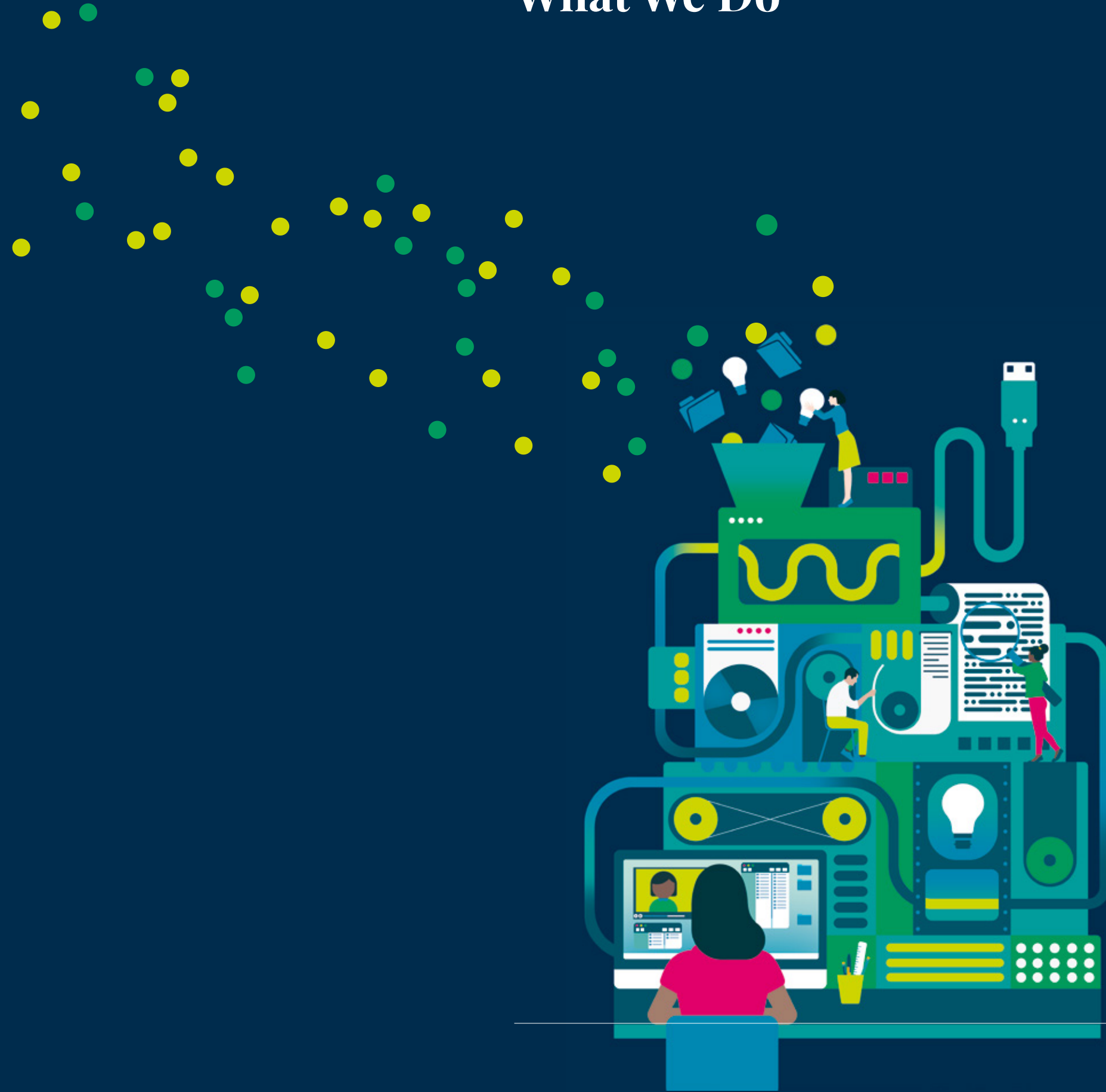
54%

of companies say that skills shortages impact their ability to serve their customers²

Source:
^{1&2} ManpowerGroup Talent Shortage Survey, 2015



What We Do





Learning for everyone, everywhere, and in every way

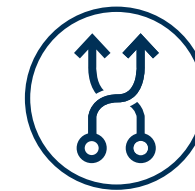
Pearson offers world-class products and services that are changing and improving education in so many ways. Expertly developed, rigorously tested, and continually improved, they provide learners with the skills and knowledge they need for success in the 21st century.

“ We help
people to learn
throughout
their lives. ”



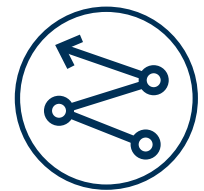
Reaching learners everywhere

Our global insights enable us to develop products and services that help learners wherever they are in the world and whatever their background.



Providing new ways to learn

We constantly innovate, embracing new technology and anticipating changing lifestyles. Our learning tools are increasingly mobile, digital, and flexible.



Accompanying them through every stage

We help people to learn throughout their lives. Our products and services support learners of all ages, from kindergarten to secondary school and from higher education to the workplace.

World-class products and services

Our unique portfolio encompasses hundreds of products and services. Here are a few highlights:

- BTEC
- Connections
- Edexcel
- Mastering
- MyLab
- Pearson Institute of Higher Education
- Pearson VUE
- Revel
- Wall Street English
- Wizard

Our products and services cover a wide range of areas, including:

- Print and digital course content and interactive tools
- Virtual school and university programs
- World-leading online assessments and qualifications for schools
- Professional and clinical assessments and certifications
- English language schools

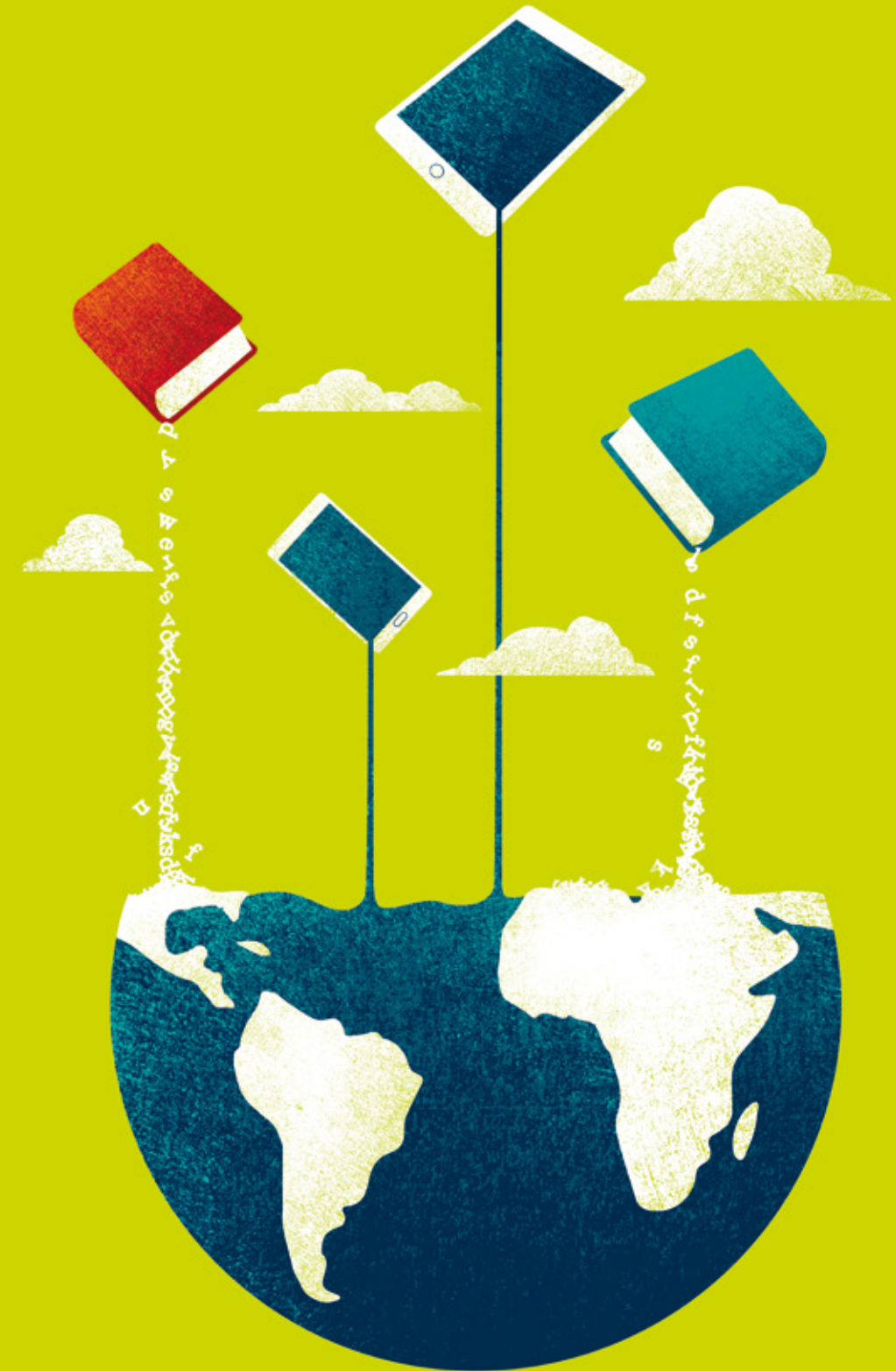


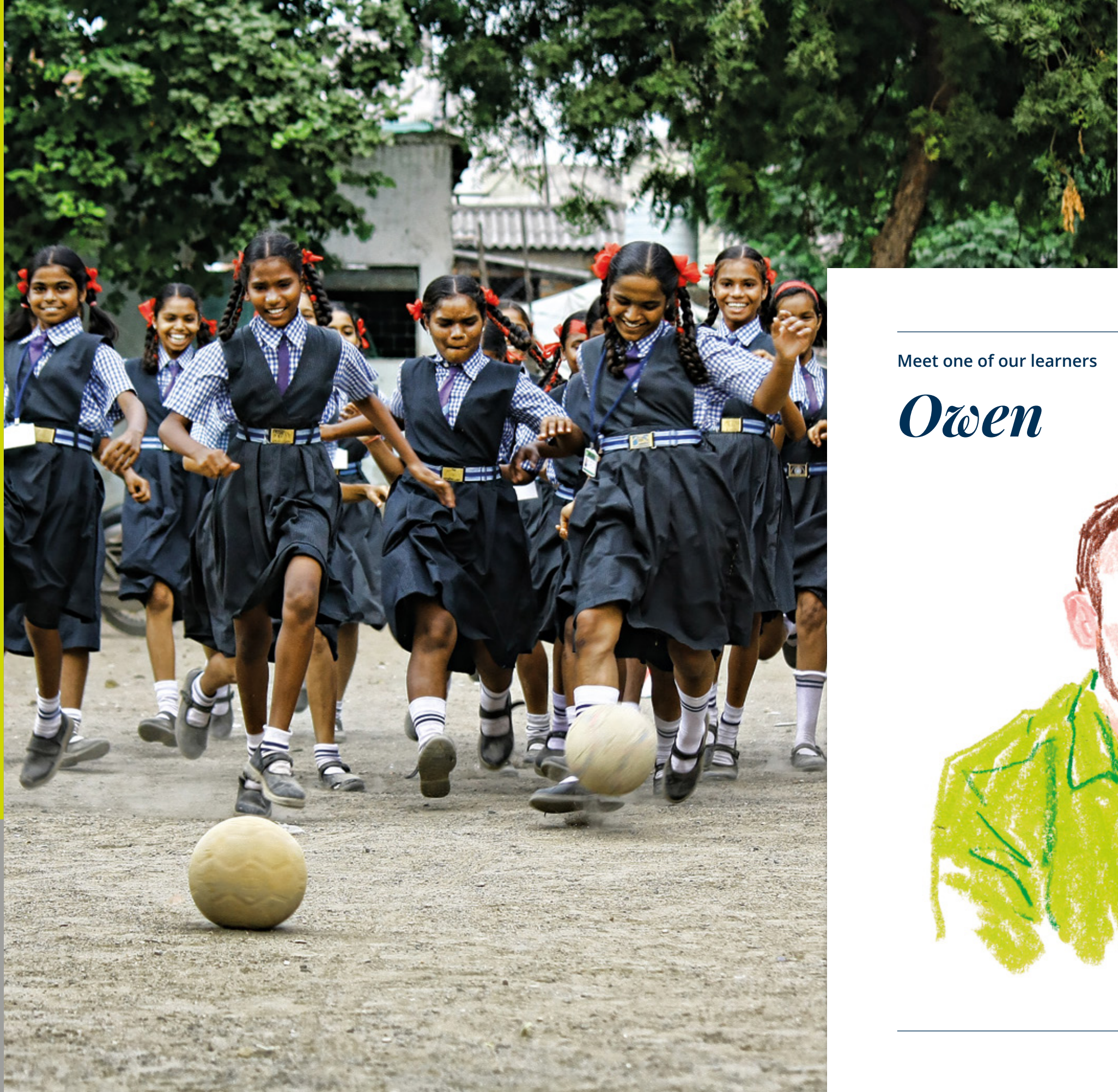
What We Do

How We Do It

The Future

How We Do It





*Perfectly positioned
to make a difference*

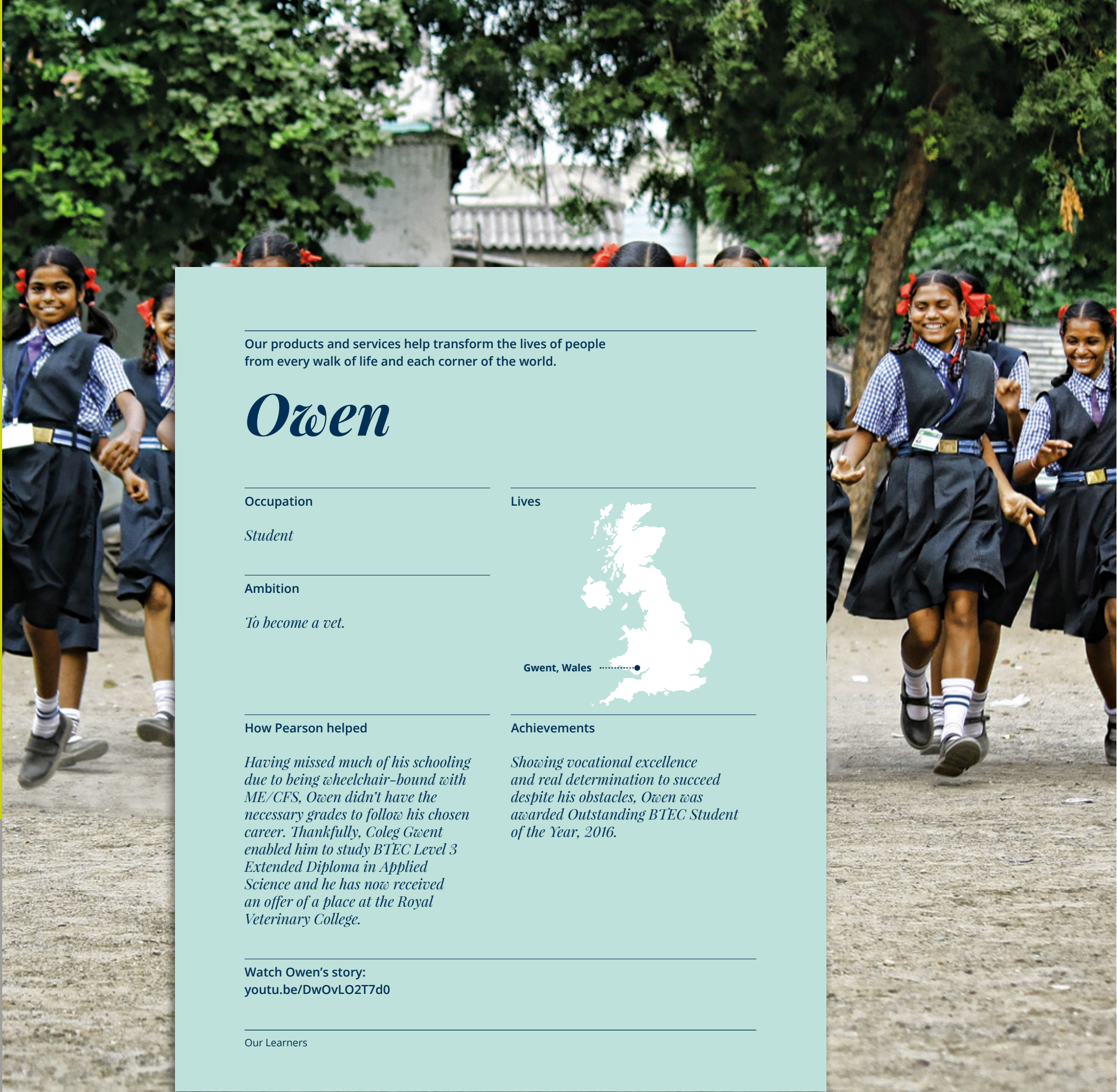
Meet one of our learners

Owen



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Our products and services help transform the lives of people from every walk of life and each corner of the world.

Owen

Occupation

Student

Ambition

To become a vet.

Lives



How Pearson helped

Having missed much of his schooling due to being wheelchair-bound with ME/CFS, Owen didn't have the necessary grades to follow his chosen career. Thankfully, Coleg Gwent enabled him to study BTEC Level 3 Extended Diploma in Applied Science and he has now received an offer of a place at the Royal Veterinary College.

Achievements

Showing vocational excellence and real determination to succeed despite his obstacles, Owen was awarded Outstanding BTEC Student of the Year, 2016.

Watch Owen's story:
youtu.be/DwOvLO2T7d0

Perfectly positioned to make a difference

As the world's largest education company, with more than 35,000 employees in over 70 countries, we're big enough to make change happen on a global scale. But it's not just about size – it's the scope of our ambitions that sets us apart.

When we talk about being “the world's learning company,” we're really talking about our vision, values, and focus on the people who really matter – our learners.

While we're dedicated to making change happen, we're well aware that we can't do it alone. So we collaborate with employers, teachers and educational experts, entrepreneurs, and countless other organizations to gain in-depth global perspectives and develop pioneering ideas that will help solve the many educational challenges facing the world.

Our business performance, scope, and success fuel our big ambitions. We use our position to help create a more equitable world and to encourage others to do the same. Our dedication to creating positive social impact shapes everything we do, from our products and strategies to the way we engage with our millions of learners, partners, and communities around the world. Through our commitment to and investment in social impact initiatives such as Project Literacy and programs like Pearson Affordable Learning Fund (PALF), we focus on the issues that are the greatest barriers to learning for people in every corner of the globe.

*Always learning,
always improving*

For Pearson, providing great products and services is just the beginning. It's important for us to know that they are working. Everything we do is driven by its measurable impact on learning outcomes. We call this *efficacy*.



By focusing on the efficacy of our products, we can see exactly how effective they are at producing successful outcomes for learners, such as helping them progress to higher education or find a more rewarding job or career.

This involves continually measuring, assessing, and improving everything we do and putting the learner at the heart of our products. By questioning everything, we ensure that we're always delivering better results.



Meet one of our learners

Shaheera



Always learning,
always improving

For Pearson, progress
is just the beginning
that they are working
by its measurable impact.
We call this efficacy.



By focusing on the efficacy
of our products, we can see
how effective they are at producing
successful outcomes that
lead to higher education or find
a rewarding job or career.

Our products and services help transform the lives of people
from every walk of life and each corner of the world.

Shaheera

Occupation

Student

Ambition

To work in the education software
industry and eventually return to
Kenya to help girls learn coding.

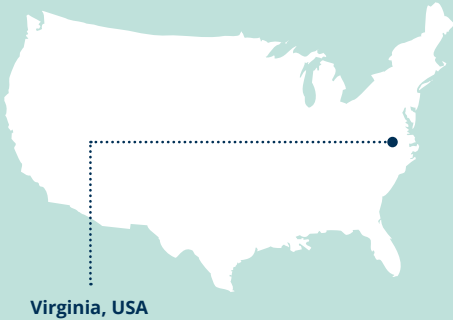
Challenges

Shaheera’s studies were severely
disrupted by keratoconus, a degenerative
eye disorder that required transplants.
Over the following four years, she moved
from her native Kenya to the United
States and is now studying for a degree
in information technology at NVCC.

How Pearson helped

Shaheera was able to restudy math
using MyMathLab®, an online
personalized learning program.

Lives



Shaheera says

“It’s important for girls to start thinking
from a young age that they too can
create things that can help make their
communities a better place to live in.”





Our efficacy commitment

In 2013, we announced our commitment to report publicly on our progress and make the results transparent. We were the first education company to make this commitment.

“ By applying our efficacy approach to Wall Street English, we provided the basis for a new student experience. ”

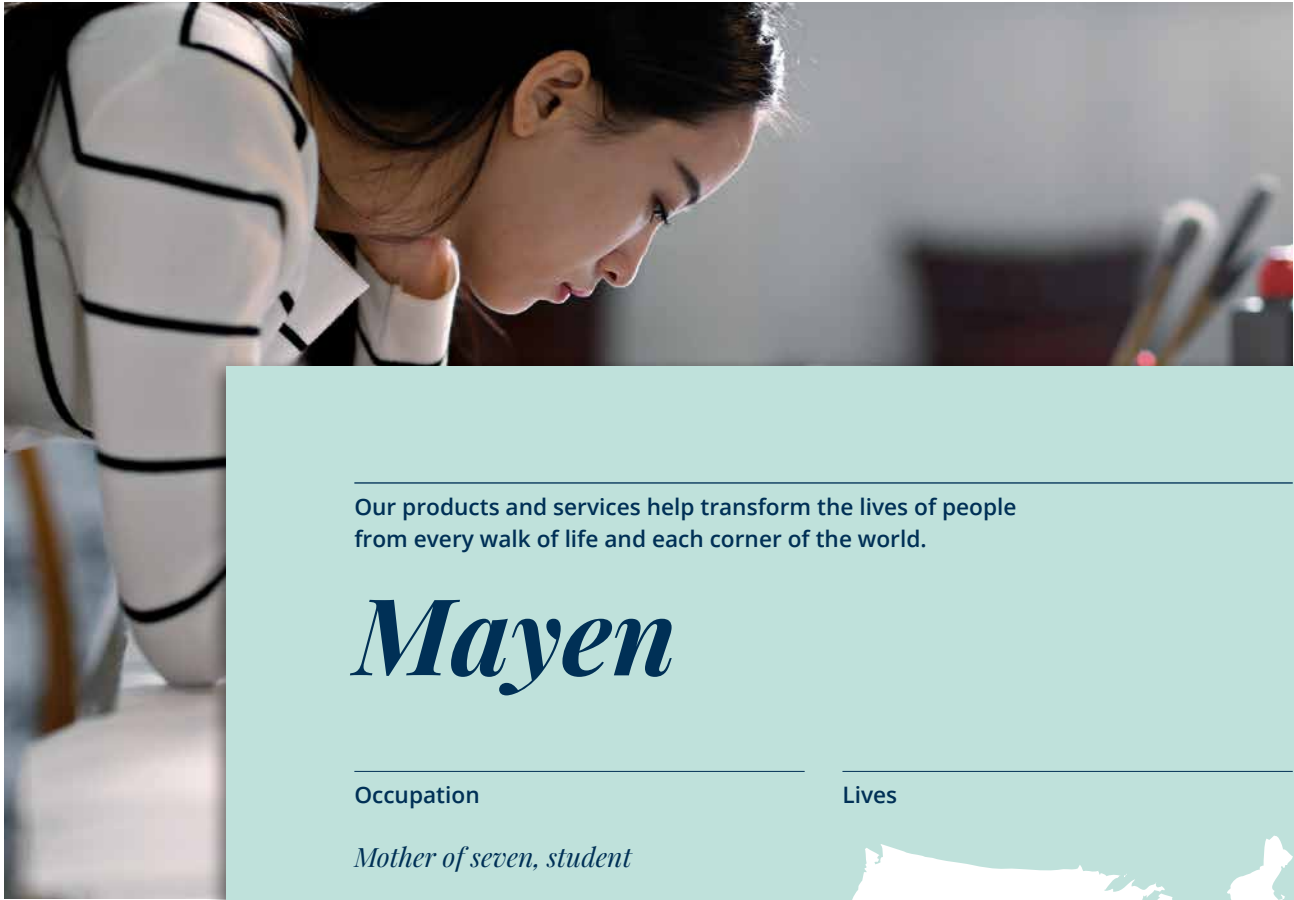


Meet one of our learners /

Mayen



about efficacy
visit
com



Our products and services help transform the lives of people from every walk of life and each corner of the world.

Mayen

Occupation

Mother of seven, student

Ambition

To pass her BS in sociology, study for a master's degree and, eventually teach at the college level.

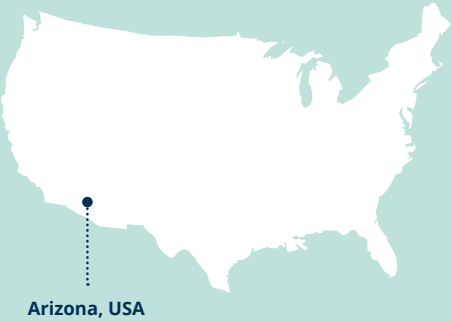
Challenges

Mayen left college to raise her family, but always hoped to finish her education. Returning to school after a 25-year gap, she attended her local community college, then progressed to Arizona State University.

How Pearson helped

She was able to restudy math using MyMathLab®, an online personalized learning program.

Lives



She says

"You are never too old to reach your dreams. You can do more than you think if you allow others to help motivate you and turn off negative thoughts."



Efficacy at work

By applying our efficacy approach to Wall Street English, we provided the basis for a new student experience, which included the following:

- Launch of algorithms which identify students at risk of dropping out, and provide insights for effective interventions. This improves learner outcomes as well as center profitability.
- Class-level analytics to demonstrate that students perform equally whether they are using print or digital manuals; another change that will improve center efficiency.
- Optimising duration of language videos, increasing learner engagement and encouraging them not to break their study rhythm.

To find out more about efficacy at Pearson please visit efficacy.pearson.com

The Future



For us, the future's already begun

It's a future full of powerful challenges and exciting opportunities. Together we can help make it a successful future for the millions of learners who will make real progress in their lives through learning.

To find out more about Pearson and follow our story, please visit our website at [pearson.com](https://www.pearson.com).



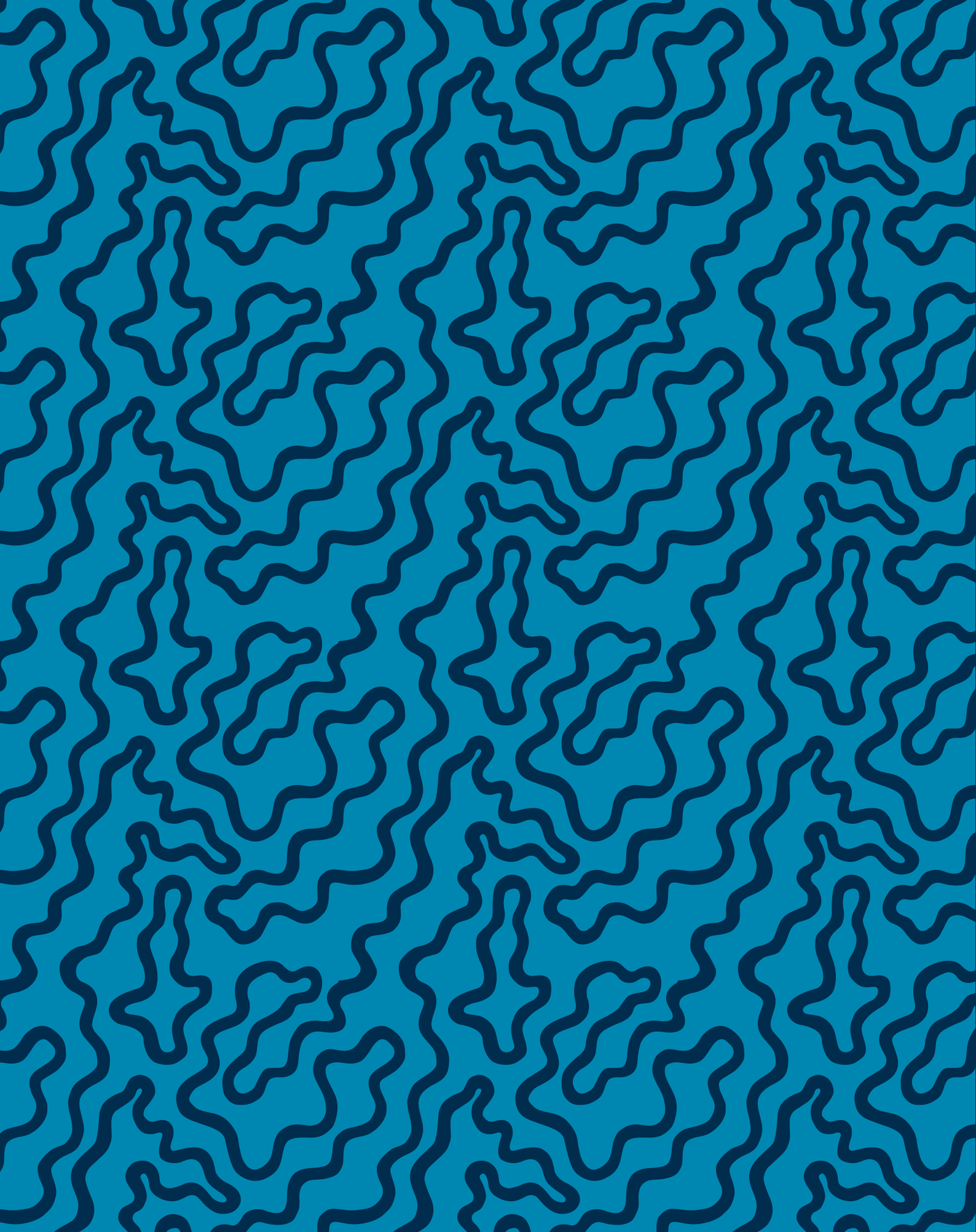
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ALWAYS LEARNING