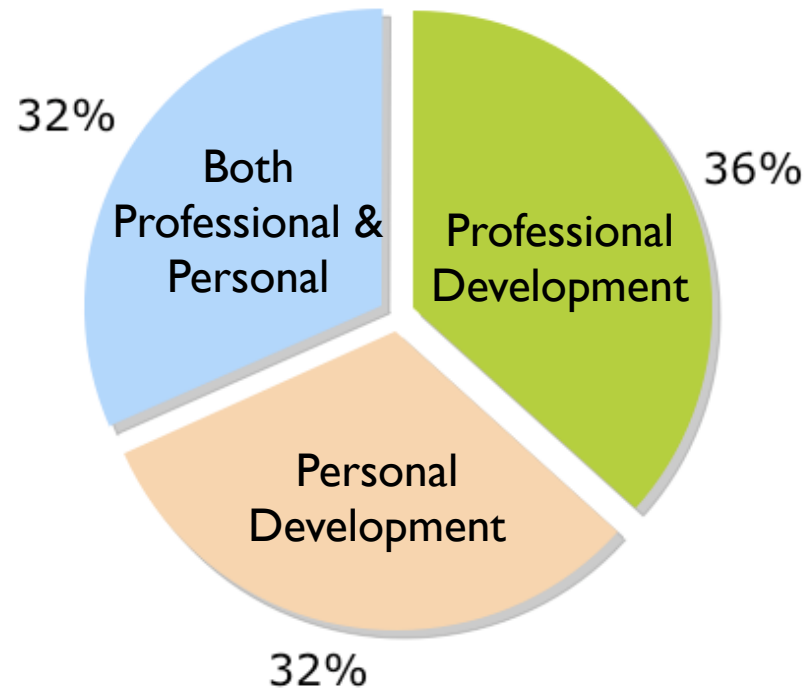


What happens when you offer employees access to a wide range of development material?

What do they choose?



Approximately half of our rentals are for personal development

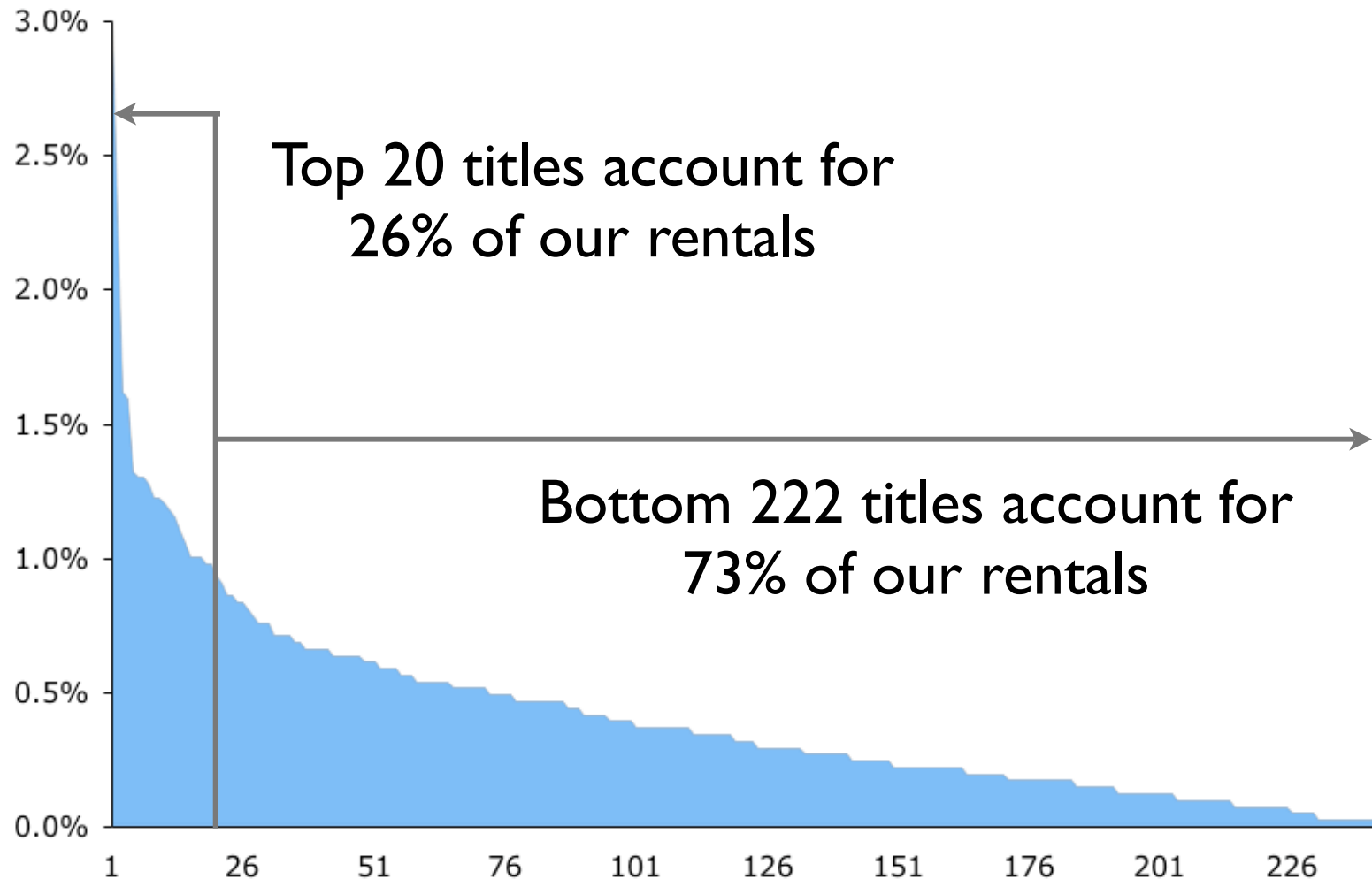
Professional Development

Personal Development

Mix of Personal & Professional

Leadership & Corporate Transformation	10%
Sales & Marketing	9%
Personal Growth	8%
Speaking, Presenting, Networking	8%
Health, Fitness, Nutrition	8%
General Business	7%
Personal Finance	7%
Pimsleur Language Programs	6%
Positive Attitude Motivators	5%
Organization & Time Management	5%
Management	4%
Negotiation	4%
Work/Life Balance, Energy, Stress	4%
Children, Parenting, & Family	4%
General Communication Skills	4%
Motivational Parables	3%
Conflict & Difficult Conversations	2%
Manufacturing	2%

## Variety is good...everyone has different needs....



## Some of the surprises....

- There is clearly a desire for self-help and personal growth material
- Employees go find what they want - they don't just check out what is recommended or highlighted
- Employees relish the responsibility given to them (titles get returned, no need to 'police' things)
- Employees are looking to develop skills they can use at work AND at home

## Top 25 Titles

Pimsleur Basic Language: Spanish

Freakonomics

The Tipping Point

Good to Great: Why Some Companies Make  
The Leap...And Others Don't

Attitude Is Everything

Blink

Rich Dad Poor Dad

The World Is Flat: A Brief History of the  
Twenty-first Century

100 Ways To Motivate Yourself

Get Anyone To Do Anything And Never Feel  
Powerless Again

How To Get Your Point Across In 30 Seconds -  
Or Less

7 Habits of Highly Effective People

Crucial Conversations: Tools for Talking When  
Stakes Are High

Who Moved My Cheese? An Amazing Way To Deal With  
Change In Your Work And In Your Life

Fit to Lead: The Proven 8-Week Solution for Shaping Up  
Your Body, Your Mind, and Your Career

25 Sales Secrets of Highly Successful Salespeople

7 Steps To Fearless Speaking

Smart Couples Finish Rich : Nine Steps to Creating a Rich  
Future For You and Your Partner

Conversation Power: Communication Skills for Business  
and Personal Success

Coping With Difficult People

Pimsleur Basic Language: French

Developing The Leaders Around You: How To Help Others  
Reach Their Full Potential

How To Start A Conversation

The Total Money Makeover: A Proven Plan for Financial  
Fitness

Execution: The Discipline of Getting Things Done

## Would You Like To Try It?

The best way to see if Cultivate is a good fit for your organization is to try it. Contact us and we'll walk you through a quick web demo where you can check out a title.

Cultivate - Tools To Help Employees Grow

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