

## Founder of leading financial and management training company, Applied Learning, to be listed in Who's Who of UK's top 1% of businesses

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4 February 2009, London: Karen Davies, founder and managing director of Applied Learning Limited, the London based financial and management training company, has been selected for inclusion in the Millennium edition of Britain's Business Elite from Who's Who Publications to be published in March 2009.

Just three years after setting up her company Karen has been recognized as a director of one of UK's top 1% of companies trading since 2000. Her global clients choose Applied Learning because of the depth of specialist knowledge that the company offers and the tutoring style which places a special emphasis on in-house training, follow-through learning and continuous development.

"Karen is passionate about delivering what we, as clients, want and need from a training company and she is rigorous in ensuring that Applied Learning's training is professional, relevant and delivered in a way that participants often come back for more," says Anna Yakusheva, Training & Development Manager at Renaissance Capital.

Karen is very driven in her business and attributes her success to two key factors: developing an original approach to teaching and communicating knowledge and developing tailored solutions for clients rather than making them fit in with what's available. Her clients greatly value the direct relationships with trainers, a thorough understanding of their needs and a strong desire to consistently monitor and improve. Karen's philosophy is that training is only truly effective when it changes people's behaviour. She says that teaching has a low value unless it results in "using what has been learnt". Clients benefit from fully integrating their culture, business and strategy into the learning process and staff development. Measurable results are achieved by putting training into practice, providing flexible modules and following through.

Karen says: "As the founder of the company one of the drivers for me is to keep improving. Close collaboration with clients, associates and my team, along with the sharing and exchanging of ideas have meant that Applied Learning has consistently performed well. I am incredibly proud of what we have achieved and I value the people we work with. Unexpectedly, even in the current climate we are seeing companies investing more in their people."

Karen is surrounded by high achievers and self-motivators in both her business and her personal life, all of whom have helped to further inspire Karen. She says: "Just being OK at things has never been good enough."

And her vision for the future? Working closely with her business associate and mentor, Gerald Ashley, she will continue to create business opportunities and develop the growing course schedule. Also in the pipeline is the launch of Applied Essentials, the company's new finance book publishing division. In good times and in bad it would seem that knowledge and learning are the keys to success.

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Note to editors

Applied Learning is a leading supplier of training solutions to banks and financial institutions worldwide. Our services include product and technical training, leadership, management development and coaching skills. We believe in making a difference to people's behaviour and building long-term relationships with our clients to provide them with the right, sustainable training solutions tailored to their needs. Visit [www.applied-learning.com](http://www.applied-learning.com)