

# Skill-Pill M-Learning announces partnership with London Business School

Submitted by: Skill-Pill M-Learning

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London, January 25, 2012: Skill-Pill M-Learning (SPML) has announced a key partnership with London Business School (<http://www.london.edu/>) - one of the world's leading business schools.

As mobile partner, SPML, a leader in mobile learning, will play a role to support the School's programmes, in particular those focusing on Executive Education, but also to explore other types of collaboration.

This announcement follows a pilot project run by London Business School to assess the benefit of skill-pills, succinct mobile learning video content, to executive participants of various programmes. The High Performance People Skills (HPPS) programme, for example, sent a series of skill-pills at different times, to prepare and support the delegates. One particular innovation was to create an avatar of Professor Nigel Nicholson (click here (<http://vimeo.com/skillpill/review/35006606/895bc49fb2>.) to see the video) to welcome the participants and set-out the objectives that needed to be achieved before starting the course.

As well as custom content, SPML will also provide access to a mobile video library produced in conjunction with Pearson Learning. This service is already being rolled out to some of London Business School's major corporate clients.

SPML founder Gerry Griffin comments: "I am delighted about the partnership with London Business School and I am looking forward to exploring new mutual learning avenues".

Melissa Carson, Chief Operating Officer in Executive Education, London Business School, adds: "We are very excited about this new collaboration with Skill-Pill, and we look forward to sharing ideas as well as exploring new commercial and technology opportunities. We see mobile channels as an innovative way to embed the learning points of our programmes".

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Notes to Editor:

Skill-Pill M-Learning is a leading mobile learning company that delivers concise marketing and training videos to mobile and portable devices, such as phones and tablets. Each skill-pill comprises up to two minutes of video content. Skill-Pill produces customised content for clients including Dell, and Lufthansa, and also developed - in association with Pearson Education – an extensive library of management and business learning content. SPML has also developed a range of mobile tracking and feedback tools.

For further information:

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## About London Business School

London Business School's purpose is to deliver insights and leaders that have impact. The School is ranked number one in the world for the full-time MBA programme\*. In research, the School is ranked top ten and holds the highest average research score of any UK academic institution\*\*.

The School's faculty, from over 30 countries, is grouped into seven subject areas – Accounting; Economics; Finance; Management Science and Operations; Marketing; Organisational Behaviour; and Strategy and Entrepreneurship.

Studying at the School provides access to an unmatched diversity of thought. With a presence in four international cities – London, New York, Hong Kong and Dubai – the School is well positioned to equip students from more than 100 countries with the capabilities needed to operate in today's business environment. Students further benefit from our 34,000 alumni from more than 130 countries who provide a wealth of knowledge, business experience and worldwide networking opportunities.

The School awards over 1,000 degrees every year, across MBA, Executive MBA, Masters in Finance, Sloan Fellow and PhD programmes and has most recently added Masters in Management to its portfolio. The Executive Education team offers a portfolio of over 25 open programmes as well as custom-designed programmes developed to meet the specific needs of individuals and their organisation. Annually, over 7,000 participants attend executive programmes that are led by many of the world's leading business thinkers.

[www.london.edu](http://www.london.edu)

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\* Financial Times MBA 2009, 2010 and 2011 Rankings

\*\* Research Assessment Exercise (RAE) 2008