



Pearson

The Efficacy Growth and Impact Goals

The Office of Sir Michael
Barber




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Our Efficacy Growth & Impact Goals

 <p>Pearson Efficacy Growth & Impact Goals</p>		<p>Pearson products and services enable access to high quality education leading to defined learner outcomes.</p> <p>ACCESS to high quality education</p> 		<p>We will empower the lives of 200 million learners annually by 2025.</p> 		<p>10 million primary and secondary learners will access high quality education annually.</p> <p>ACCESS to high quality education</p> 		<p>2 million post-secondary learners will access high quality education annually.</p> <p>ACCESS to high quality education</p> 		 <p><small>Illustration by TangHui Hoon</small></p>	
<p>Pearson products and services help learners gain the knowledge & skills required for success in the 21st Century.</p> <p>Skills for SUCCESS in the 21st Century</p> 		<p>50 million learners will increase their literacy or numeracy levels.</p> <p>Skills for SUCCESS in the 21st Century</p> 				<p>50 million learners will gain the knowledge & skills required for study and employment annually.</p> <p>Skills for SUCCESS in the 21st Century</p> 		<p>75 million learners annually will improve their English language skills.</p> <p>Skills for SUCCESS in the 21st Century</p> 		 <p><small>Illustration by Lucy Vigrass</small></p>	
 <p><small>Illustration by TangHui Hoon</small></p>		<p>Pearson products and services enable people to make measurable progress in their life and career through learning.</p> <p>Measurable PROGRESS in life & career</p> 				<p>25 million learners will transition into the workforce after higher or further education annually.</p> <p>Measurable PROGRESS in life & career</p> 		<p>20 million learners will improve their career prospects annually.</p> <p>Measurable PROGRESS in life & career</p> 		<p>ALWAYS LEARNING</p> <p>pearson.com</p>	

In March, Pearson committed to increasing the impact and growth of its business with seven targets, to be achieved by 2025.

As the world's largest learning company, we will empower the lives of **200 million** learners annually by 2025

Goals

Access: We will help enable access to high quality education leading to defined learner outcomes.

Success: We will help more learners gain the knowledge and skills required for success in the 21st Century.

Progress: We will help more people make measurable progress in their life and career through learning.

Targets

1A: By 2025, we will help **10 million primary and secondary learners** access high quality education *annually*.

1B: By 2025, we will help **2 million post-secondary learners** access high quality education *annually*.

2A: By 2025, we will help increase the literacy and/or numeracy levels of **50 million learners** *annually*.

2B: By 2025, we will help **50 million learners** gain the knowledge & skills required for study and employment *annually*.

2C: By 2025, we will help improve the English language skills of **75 million learners** *annually*.

3A: By 2025, we will help **25 million learners** transition into the workforce after higher or further education *annually*.

3B: By 2025, we will help **20 million learners** improve their career prospects *annually*.

There are three major challenges to the implementation of the Goals

1

How do we compare and aggregate impact?

2

How do we measure impact quickly and with sufficient rigour?

3

How do we measure impact where no previous efficacy work exists?

The image features a white circle centered on a blue background. The background is decorated with a repeating pattern of dark blue, wavy, horizontal lines. Inside the white circle, the text "Our progress to date" is written in a dark blue, serif font.

Our progress to date

ALWAYS LEARNING