



NEWSLETTER

MANAGING DIRECTOR



THE DIGITAL LEARNING ADVANTAGE

Designing the Modern
Learning Organization

Inside:

- **What We've Been Up To at Profiles**
Updated on the digital learning initiatives, partnerships, and programs
- **Digital Learning in Action**
See how organizations are leveraging our digital platforms to scale
- **Client Success Story:**
Explore our collaboration with IHRM through the IHRM Digital Academy
- **Events & Webinars:**
Your guide to upcoming events, webinars and everything in between



A LETTER FROM THE MD

Why Digital Learning Is No Longer Optional

Across industries, one shift is becoming impossible to ignore. Learning is going digital, and not just as a convenience, but as a strategic advantage.

Organizations today are navigating rapid change, distributed teams, and constantly evolving skill requirements. In this environment, traditional learning models alone are no longer enough. Digital learning provides scale, flexibility, and personalization that modern organizations need to remain competitive.

More importantly, digital learning meets people where they are. It allows professionals to learn in the flow of work, revisit knowledge when needed, and build capability continuously rather than episodically.

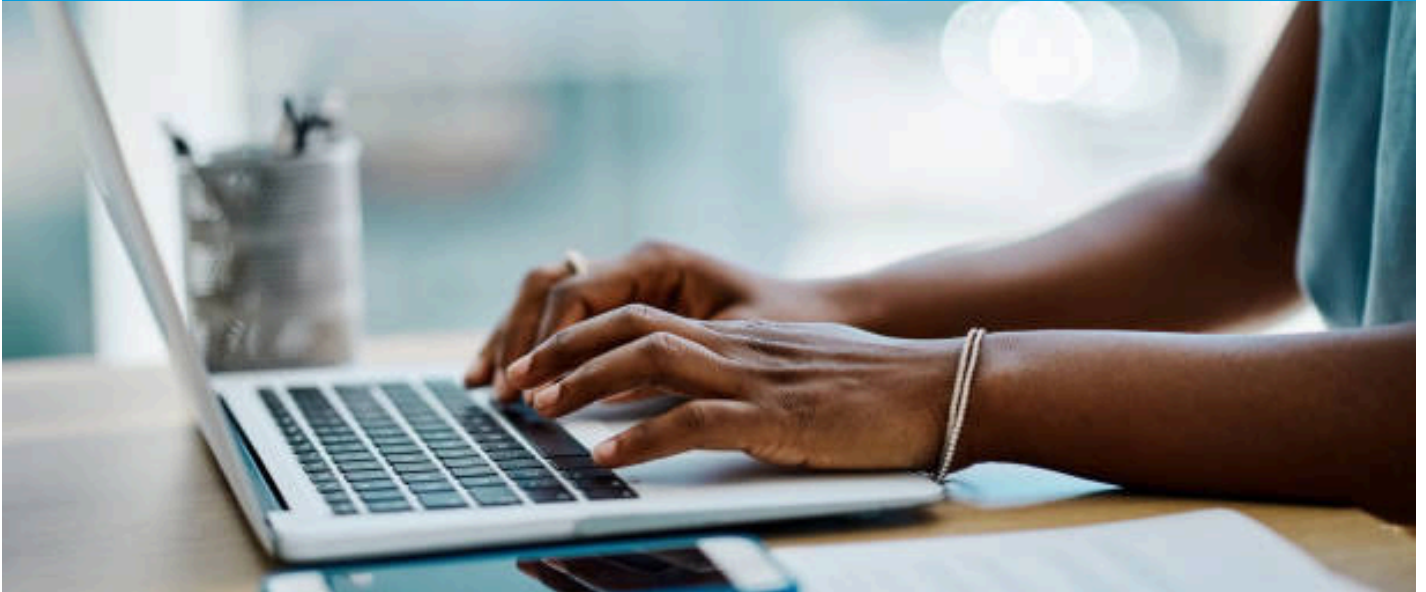
At Profiles Academy, we see digital learning not as a replacement for human development, but as a powerful enabler. When designed intentionally, it accelerates growth, democratizes knowledge, and supports organizations in building future ready cultures.

This month, we spotlight the expanding world of digital learning, how organizations can leverage it meaningfully, and the platforms helping shape the future of capability development.

Vicky Karuga
Managing Director

#MouldACulture

THE WORLD OF DIGITAL LEARNING



Why Choose Profiles Academy As Your Digital Learning Partner

Digital learning has evolved far beyond static eLearning modules. Today's platforms offer immersive, personalized, and data driven experiences that support real behaviour change.

From AI powered learning journeys to interactive simulations and mobile first access, digital learning is enabling organizations to

At Profiles Academy, we support organizations end to end by

- Mapping learning journeys aligned to business outcomes
- Digitizing onboarding and leadership development pathways
- Hosting institutional knowledge on scalable platforms
- Integrating global best in class learning technologies

Whether you are starting your digital learning journey or scaling an existing one, we help translate learning vision into practical execution.



The future of learning is blended, intelligent, and continuous.

50%

of employees say they prefer self paced digital learning over traditional classroom formats

40%

faster onboarding productivity for organizations that adopt structured digital learning journeys

90%

of high-performing leaders exhibit high levels of Emotional Intelligence

PRODUCT SPOTLIGHT



CrossKnowledge

CrossKnowledge is a global digital learning platform enabling organizations to create powerful, personalized learning ecosystems, trusted by organizations in over 130 countries.

A World-Class Faculty

CrossKnowledge brings together over 80 globally recognized experts from leading universities and business schools, including Harvard Business School, INSEAD, and HEC Paris.

CrossKnowledge combines world class content with a flexible learning platform that allows organizations to design and deploy learning journeys at scale. From leadership development to onboarding and functional capability building, the platform supports end to end digital learning transformation.

This means you can

- Create structured onboarding academies
- Design leadership development pathways
- Deliver compliance and functional training at scale
- Build your own branded academy
- Track learner engagement and performance
- Digitize internal knowledge and best practices

Build Your Own Academy

Looking to monetize expertise or scale internal knowledge? We help organizations, consultants, and institutions create fully branded digital academies. Host your intellectual property, deliver structured programs, and build a scalable learning business with the right strategy, platform, and support.



CrossKnowledge 
A Wiley Brand

BOOK A DEMO

CROSSKNOWLEDGE AVATAR FEATURE



Skills training & roleplay

Simulates realistic roleplays and reacts to learner behavior. Perfect for practicing soft skills like feedback, negotiation, or conflict.

TRAINER



Guidance, feedback & motivation

Provides guidance, asks reflective questions, and boosts motivation. Helps learners structure their thinking and grow in confidence.

COACH



Knowledge sharing & testing training & roleplay

Shares knowledge clearly and tests understanding through questions. Ideal for explaining concepts in onboarding, compliance, or theory modules.

TEACHER

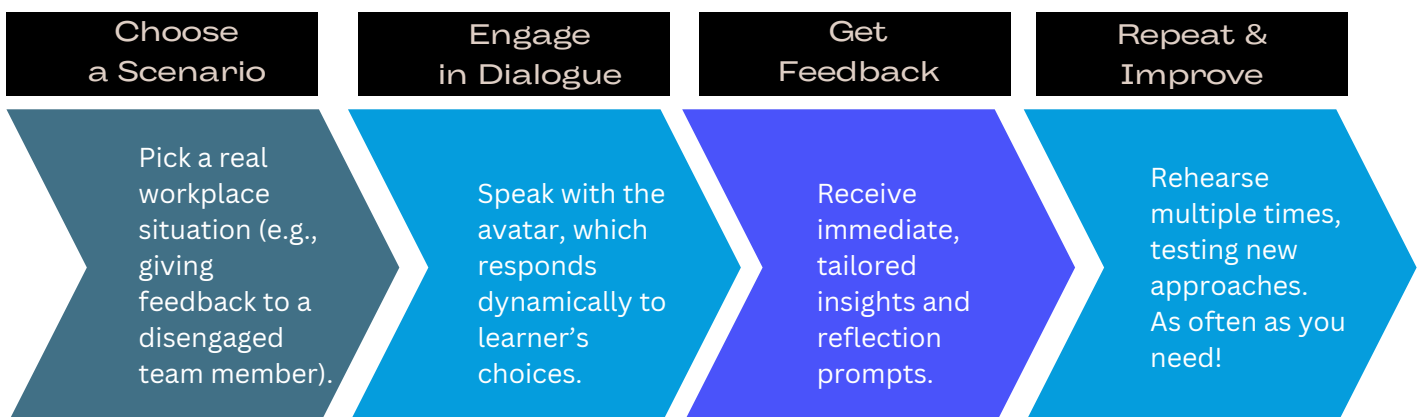
The Different Roles of the Avatars

Spotlight Feature: AI Powered Learning Avatars

One of the most exciting features inside the CrossKnowledge platform is the Avatar — an AI-powered learning partner that helps people practise real work situations before facing them in real life.

Think of it like a safe training space where employees can rehearse important workplace conversations such as giving feedback, managing conflict, handling customers, or leading difficult discussions. Instead of just watching videos or reading content, learners actively engage in realistic scenarios and get instant feedback on how they performed.

Designing your Learning Journey



BOOK A DEMO

PARTNER SPOTLIGHT



Inside the IHRM Digital Academy

Popular course areas include:

- ✓ Human Resource Management
- ✓ Leadership and Management
- ✓ Employee Relations
- ✓ Performance Management
- ✓ Labour Laws and Compliance
- ✓ Digital Skills and Future of Work
- ✓ Personal and Professional Development



- 100% Online
- Any device | Anytime | Anywhere
- Self paced & learner friendly
- Over 50 professional courses
- 1 year full access

Whether you are an individual professional building your skills or an organisation looking to scale learning affordably, the IHRM Digital Academy offers structured, credible, and accessible development at scale.

Institute of Human Resource Management (IHRM Kenya)

We are proud to partner with **IHRM** in powering the **IHRM Digital Academy**, a platform designed to expand access to continuous professional development for HR professionals.

The academy enables professionals to access structured, flexible learning aligned with evolving industry demands, demonstrating how digital platforms can scale impact across entire professions.

Learn from experts such as Jurgen Appelo on modern leadership, Scott Snook from Harvard Business School, Jeremy Myerson on innovation, Andrew Kinder in workplace psychology, Martha Gabriel on digital transformation, Amber Dailey Hebert in adult learning, and customer experience authority Shep Hyken. This is world class HR and leadership development built for the modern professional.

The future of HR learning is here



EXPLORE THE PROGRAM

PERSONAL BRANDING & BUSINESS ETIQUETTE

Profiles Academy

Your Brand Is an Asset That Works While You Sleep

ENROLL NOW

USD 347 | KSH 45,000

Led by Derek Bbanga



Upcoming Program

Commencement Date:
10 March 2026

Professional growth is no longer just about skills.

It is about presence, positioning, and perception.

The Personal Branding & Business Etiquette Program is designed to help professionals build executive presence, communicate with confidence, and position themselves with clarity in both physical and digital spaces.

EXPLORE PROGRAM

Facilitated by Derek Bbanga — seasoned executive trainer, TEDx speaker, and image expert with 15+ years shaping professional brands and executive presence

Recent Webinar

The Unspoken Rules of Influence: Professional Etiquette for the Strategic Leader

In this session, we explored how influence, presence, and professional etiquette shape leadership effectiveness.

The conversation highlighted the role of behavioural awareness in building credibility and navigating complex professional environments.

Watch the full recording to revisit key insights or share with your team:

[Recording Link](#)



WHY YOU NEED **CrossKnowledge** AS YOUR DIGITAL LEARNING PARTNER


FREE WEBINAR

3 FEB, 2026


06:00 - 7:00 PM

ONLINE ZOOM

REGISTER HERE



Vicky Karuga
MD, Profiles International



What We've Been Up To at Profiles

Digital Learning Tools for Modern Organizations

We recently hosted a webinar exploring how digital learning platforms are transforming capability development.

The session unpacked how organizations can design scalable learning journeys, digitize onboarding, and move beyond one off training into continuous learning ecosystems.

The full recording is available to revisit key insights or share with your team

[Recording Link](#)



Looking Ahead

As organizations continue to evolve, the ability to learn faster than the pace of change will define long term success.

Digital learning is opening new possibilities, not just in how knowledge is delivered, but in how cultures of growth are built and sustained.

We look forward to supporting more organizations in designing meaningful, scalable, and future ready learning ecosystems. Let's build the future of learning together.

BOOK A DEMO



Let's Grow Together

As we look ahead, we are excited to continue building this capability through our growing **Genos Emotional Intelligence community**. This is a space for leaders and professionals who want deeper insight, real conversations, and practical tools through exclusive webinars, podcasts, and shared learning with like minded peers.

Leadership is evolving. Emotional Intelligence is at the center of that evolution.

We invite you to be part of the conversation, the community, and the future of emotionally intelligent leadership.

[Join Genos EI Community](#)

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