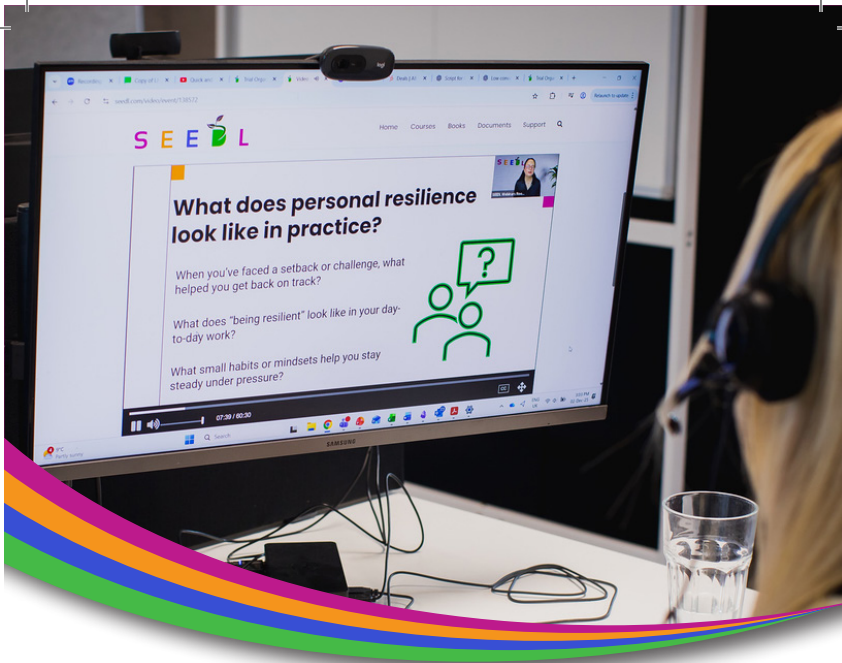




Keeping businesses compliant
and upskilled with our
Live Learning Revolution

Over 1,000 Live Webinars per year
and On Demand content for business



Welcome To SEEDL - The Future of Learning in the Workplace

In a world where agility, upskilling, and employee engagement are critical to business success, SEEDL transforms the way organisations invest in their people. We're not just another learning platform; we're a strategic partner in your growth.

Working with all types of businesses from small business to global organisations, HR companies to local authorities, business improvement districts and charities, SEEDL delivers unlimited, live AND on demand, expert-led training sessions across a vast range of business-critical subjects, from leadership and communication to data analytics and digital tools. With interactive, bite-sized learning experiences available every day, your teams can learn what they need, when they need it; without disrupting their workflow.

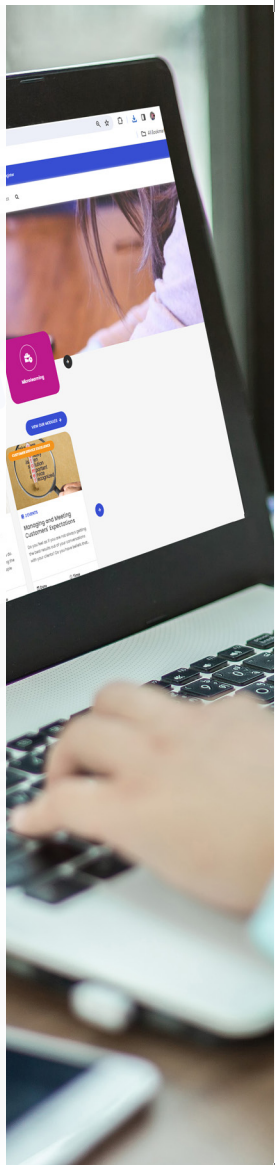
But SEEDL is not just about learning content. Our platform retains a full record of every learner's progress, giving HR and leadership teams clear oversight of engagement, development, and compliance. In an increasingly regulated and complex world, this visibility is essential.

Need to track mandatory training? You can. Want to add your own internal courses? You're in control. SEEDL becomes a central hub for all your organisational learning - designed to flex around your needs.

Our mission is simple: to help businesses build confident, capable, future-ready workforces. Whether you're looking to increase staff retention, improve performance and compliance, or support career development at scale, SEEDL gives you the tools and insights to make it happen.

This brochure gives you a glimpse into how SEEDL works, the categories we cover, the technology behind our experience, and the real results we're helping organisations like yours achieve.

Let's rethink what workplace learning can be - flexible, inclusive, measurable, and powerfully effective.



Unlock Your Team's Potential with SEEDL

At SEEDL, we don't just deliver learning, we elevate it. Our course catalogue spans every critical skill set modern businesses need, designed to engage, upskill and empower teams at every level. From frontline staff to senior leaders, our Live AND On Demand, expert-led sessions deliver immediate impact in a changing world of work.

What's more, **all courses are 60 minutes or less**, meaning you can map it around your team's existing commitments!



A.I.

AI tools enhance everyday business productivity without replacing human expertise. Learn prompt engineering: specific questions generate better results. Use AI for emails, proposals, content creation, document summarisation, and case studies. Organisations gain efficiency while maintaining control.

Business Essentials

Master the must-know skills for every workplace. From GDPR and cyber security to finance for non-financial managers and project fundamentals, these courses keep your team sharp, compliant, and confident.



Customer Excellence

Delight your clients and keep them coming back. From handling challenging customers to leading service teams, our courses help staff build trust, resolve issues, and deliver standout experiences.

Leadership

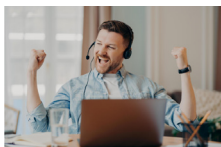
Today's leaders need more than authority, they need vision, empathy, and resilience. We cover everything from emerging leadership skills to dynamic performance management and succession planning.

We even have a 13 course Management Essentials Pathway.



Mental Wellness

Support your workforce's well-being with practical, relevant sessions on stress, burnout, imposter syndrome, work-life balance, and more. Empower your people to thrive, not just survive.



Sales

Equip your salesforce with winning strategies, whether they're just starting out or closing complex deals. Our sales programmes include solution selling, negotiation, objection handling, and advanced methodologies, perfect for more large value transactions.

Communication

Drive impact through clear, confident communication. Learn how to listen, influence, present, and collaborate; skills that improve relationships and business outcomes alike.



Retail, Hospitality, Security & Crime Prevention

Sector-specific training focused on frontline excellence, because customer-facing roles deserve development too. We also have a number of courses for shops to stay safe and legal.

Diversity, Equity & Inclusion

Shape a culture where everyone can belong and succeed. Our D&I courses cover inclusive leadership, unconscious bias, neurodiversity, and building respectful, equitable environments.



Health & Safety

Reduce risks and protect your people with training on legislation, hazard awareness, and workplace safety best practices. Note our Health & Safety courses are On Demand only.

Office 365

Build digital confidence with deep dives into Excel, PowerPoint, Teams, and Power BI. Ideal for enhancing productivity and data literacy across the business.



Microsessions & SEEDL Bites

Short on time? Our 'micros' are 20-minute live bursts of learning, that deliver instant, practical takeaways. Perfect for busy professionals who still want to learn. SEEDL Bites are even more condensed 'On Demand' videos, with hints and tips for practical instant use, each under 5 minutes.

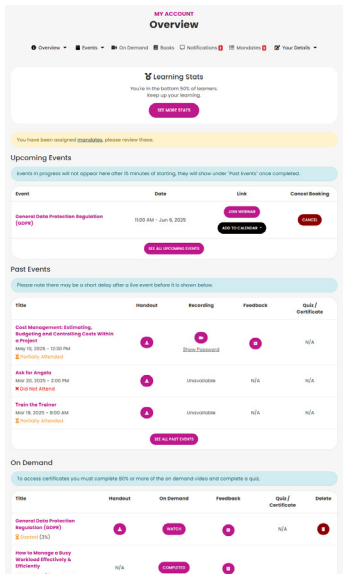
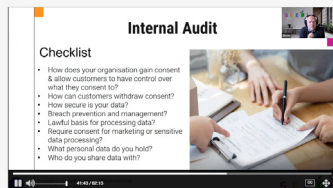
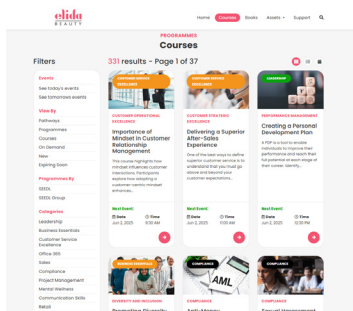
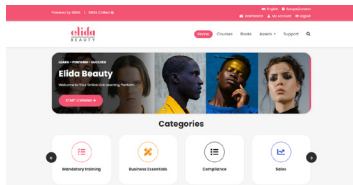
User Experience

For Employees, booking on to courses couldn't be simpler.

- Browse courses, by category or by searching keywords.
- Each course details duration, outcomes, feedback and facilitator.
- Click to book on a live event, or watch on demand.
- Bookings receive course reminders on the run up, so you don't forget.
- An employee Dashboard shows upcoming bookings and learning history.
- Once you've successfully completed a course, you can access handouts and company branded completion certificates.
- Been mandated something? That'll show as a notification.
- Browse additional learning content from Book Summaries to Roleplays



DEMO SITE



How SEEDL helps a Business Owner

Doing what's right for your business and the people in it.

Drive Business Performance

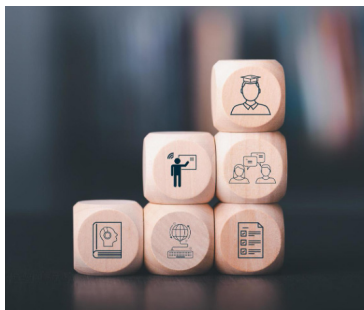
Build capability in key areas like sales, leadership, customer service, and digital skills; delivered live and led by experts.

Support Scalable Growth

Equip your team with the knowledge and confidence to take on new challenges, support expansion, and adapt quickly.

Improve Staff Retention

Demonstrate investment in your people through access to continual learning and personal development.



Save Time, Increase Productivity

Access short, high-impact sessions designed to fit around the working day, keeping productivity high while learning happens.

Protect Against Risk

Stay compliant with training on health & safety, employment law, data protection, and anti-bribery.

Gain Full Visibility

Track what your team is learning, where there are gaps, and how well learning aligns to business goals.

Create a Centralised Learning Hub

Upload internal training content and policies to create a one-stop learning solution for your entire business.

Empowering your People, Leaders and ensuring Organisational Compliance is becoming more important in a more complex business world. How much time, cost, and risk is your business absorbing due to gaps in training? From employment law slip-ups and GDPR breaches to mishandled harassment claims, the absence of effective learning can be far more expensive than the training itself.



How does SEEDL help internal HR?

Ensure Legal Compliance

Provide course access to staff on employment law, GDPR, anti-harassment, bullying, and unconscious bias, keeping your organisation compliant and your people informed. How much money or days are lost due to a lack of training?

Standardise Performance Management

Support your managers with expert-led sessions on appraisals, objective setting, feedback delivery, and managing underperformance.

Strengthen Engagement & Retention

Offer learning that motivates, supports well-being, and fosters a positive culture through training on mental health, inclusion, and communication.

Support Recruitment & Onboarding

Train hiring managers to recruit fairly and effectively with sessions on inclusive hiring, interviewing, and unconscious bias.

Track Learning, Prove Compliance

Maintain clear, audit-ready records of who has completed what training. Use SEEDL's platform to monitor uptake and compliance across departments.

Customise for Internal Needs

Upload your own policies, onboarding modules, or company-specific training to centralise all development in one easy-to-manage platform.

How SEEDL helps a Channel Partner

Elevate Client Relationships

Build significant value by offering comprehensive compliance and learning solutions that strengthen your existing ties with UK-based clients.

Total Brand Control

Deliver a high-quality experience entirely on your own terms, choosing whether to offer services complimentary or as a paid add-on.

Ultimate Partnership Efficiency

Utilise a single login to manage multiple customers, providing each client with their own dedicated platform and administrative controls including mandating courses.



Access Expert Content

Provide your clients with unlimited access to hundreds of expert-led courses (offered live and on-demand) across critical subjects like leadership, sales, and mental wellness.

Streamlined Management Tools

Beyond learning, offer integrated software for tracking attendance and compliance, reducing the administrative burden for your client base.

Strategic Growth Support

Partner with SEEDL to transform your business offer from 'standard HR provisions' to a software-backed, strategic people development powerhouse.

We're With You Every Step of the Way

SEEDL isn't just a library of learning content, it's a powerful platform that combines software and support to help you manage compliance, track performance, and drive meaningful development across your business.

That's why every customer is paired with a dedicated User Engagement Manager, your own learning business partner; who ensures SEEDL delivers measurable value, not just tick-box training.

We know that productivity, compliance, and employee growth must work in harmony. Our platform makes that possible and our people help you get the most from it.

Our Engagement Manager will help you:

- Ensure your teams are trained on the SEEDL platform, with the right access, visibility, and permissions
- Work with you to map SEEDL's course catalogue to your organisational goals and compliance requirements
- Collaborate with department heads and team leaders to embed SEEDL into real workflows
- Run staff Learning Needs surveys and use the data to shape development pathways
- Support you in uploading your own content, so SEEDL becomes your single source of learning
- Monitor engagement and completion reports through the platform to ensure ROI and risk coverage
- Share platform usage insights and highlight the most popular courses and learner feedback
- Raise awareness of emerging compliance and legal risks and how SEEDL courses can help mitigate them
- Engage your internal stakeholders and employer networks to drive platform-wide adoption
- Act as a strategic partner, helping you leverage the full capabilities of the SEEDL LMS and tools, from holiday and sickness tracking to performance reviews and objective setting

With SEEDL, you're not just investing in development, you're unlocking a platform that manages learning, tracks progress, supports compliance, and helps you lead with confidence.



Heat Map

A heat map for learning gaps is a visual tool used to quickly identify where groups of learners are struggling versus where they are performing well. It translates assessment data into colour-coded patterns, making gaps in understanding easy to spot at a glance.

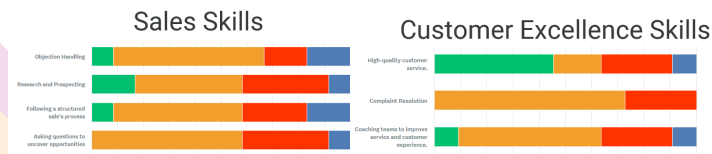


What it looks like

- Rows represent skills, topics, or learning objectives
- Cells are colour-coded based on performance levels

Colour meaning (typical scheme)

- Green → Confident – no help needed
- Orange → OK – more training helpful
- Red → Urgent – training needed here
- Blue → Not relevant to my role



What it shows

A heat map highlights

- Patterns of weak performance across a group
- Individual learner needs
- Strength areas that may not need reteaching

Why it's useful

A business can instantly see where to focus instruction

- Targeted intervention: Helps group learners by similar needs
- Progress tracking: Repeated heat maps over time show improvement or persistent gaps
- Data-driven decisions: Supports planning, differentiation, and curriculum adjustments

Case Studies

"At SEEDL, we believe the impact of learning should be measurable, meaningful, and visible. That's why we don't just talk about what our platform can do, we show you.

In the following case study videos, you'll hear directly from the businesses we support: HR leaders, L&D professionals, and business owners who have seen tangible change through SEEDL's live virtual learning.

From boosting employee engagement and reducing compliance risk, to driving performance and creating a true culture of learning - these are the stories behind the success.

Because when people grow, businesses grow."



SCAN THE QR
CODE FOR OUR
CASE STUDIES



On Breadth and Depth of Content

It wasn't just things like how to create an Excel formula - it was also wellbeing, mindfulness... a really good, rounded set of options for people.

There's something for everybody no matter what their department or function or what they want to improve on.



On Platform Usability

It's so user-friendly. Even though I don't use it every day, I never forget where to go - I know exactly how to find everything.

It's nice and bright and happy. You can search for a course and it tells you when the next one's available. If I can't make a date, I can reschedule - it's really easy.

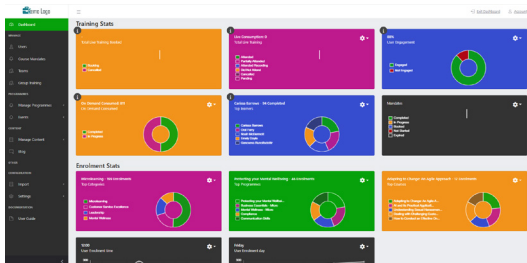


Everything You Need, All in One Place on your own company branded platform.

SEEDL's intuitive platform goes far beyond learning. It gives HR teams, managers, and business leaders the tools they need to manage people, performance, and progress - all from a single, centralised hub. It's completely customised to your company's brand. Corporate colours, logos – we have you covered.

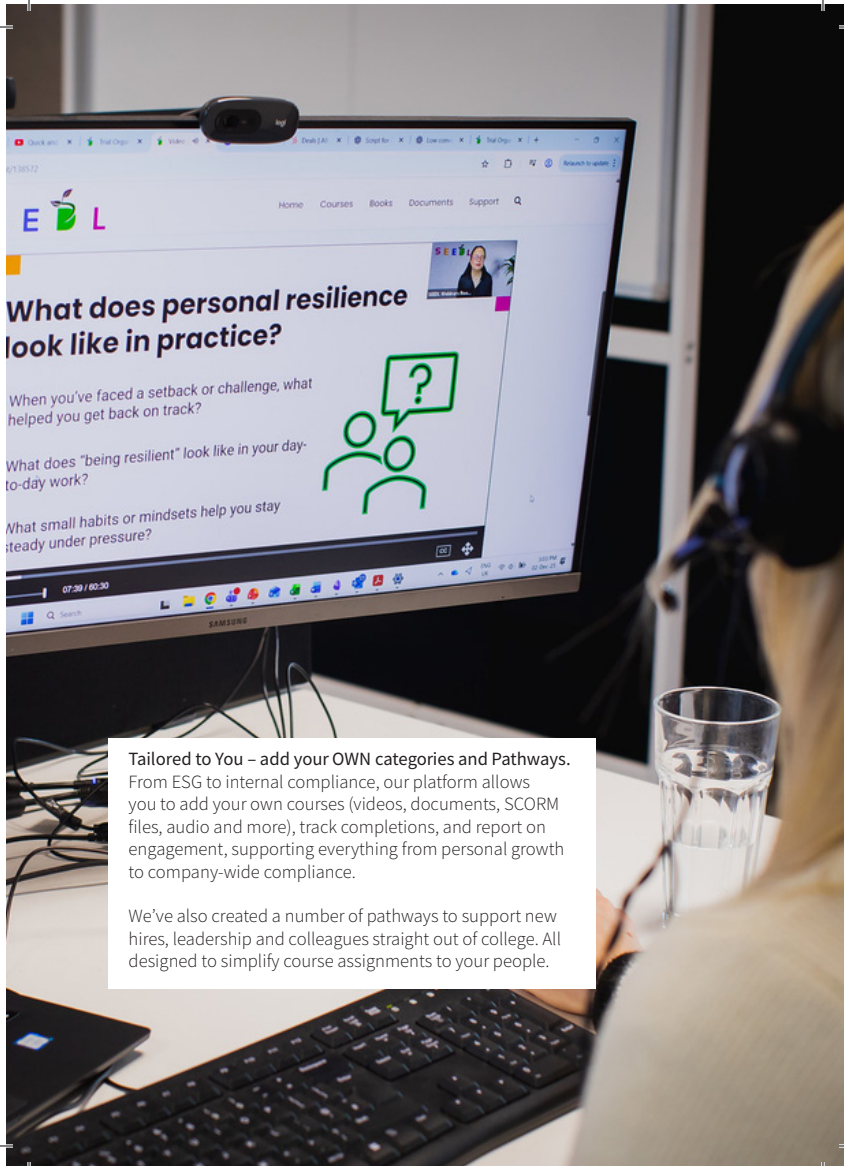
Your Learning Dashboard: Total Control, Complete Clarity

From one simple screen, you can manage access, assign training, and measure impact.



- Mandate compliance training with a click, across teams or individuals
- Build structured learning pathways for new starters, high potentials, or specific roles
- Upload your own internal courses, so SEEDL becomes your complete learning library
- See what's working with course popularity rankings and real-time staff feedback
- Track engagement and compliance with downloadable reports for audits or board reviews
- Control access, grant or remove content visibility based on staff needs or roles.
- Empower your managers with their own team-level dashboards and insights
- Quantify your climate impact with our built-in Carbon Offset Tool, showing your sustainability gains through virtual learning
- Vast Learning Schedule: Benefit from a vast curriculum featuring over 1,000 live events every year, ensuring fresh content and real-time interaction.
- Tiered Recognition Rewards: Drive consistent employee engagement through our SEEDL Diploma scheme, awarding Bronze to Platinum certifications based on course consumption.
- High-Frequency Interaction: With a huge choice of live broadcasts annually, your teams have constant opportunities to learn directly from experts without disrupting their workflow.
- API integration to 3rd party platforms.

With SEEDL, it's not just about learning, it's about visibility, accountability, and strategy.



07/18/22



Home Courses Books Documents Support

What does personal resilience look like in practice?

When you've faced a setback or challenge, what helped you get back on track?

What does "being resilient" look like in your day-to-day work?

What small habits or mindsets help you stay steady under pressure?



Tailored to You – add your OWN categories and Pathways.

From ESG to internal compliance, our platform allows you to add your own courses (videos, documents, SCORM files, audio and more), track completions, and report on engagement, supporting everything from personal growth to company-wide compliance.

We've also created a number of pathways to support new hires, leadership and colleagues straight out of college. All designed to simplify course assignments to your people.

Content Only

Have your own Learning Management System? No problem – we can place our content on your 3rd party systems.

Seamless Integration:

Import our entire catalogue of live events and on-demand content directly into your current LMS using a simple bulk import file or API.

Unified Learning Experience:

Support a 'single source of truth' for your employees by hosting our courses within your own system, eliminating the need for additional logins or multiple platforms.

Comprehensive Event Data:

Easily upload vital course details including dates, times, durations, and registration capacities to mirror your existing LMS event creation process.

Dynamic On-Demand Library:

Access a vast inventory of courses in streamable MP4 formats, allowing your teams to learn whenever it suits their schedule.

Engaging Live Broadcasts:

Move beyond dull e-learning with over 1,000 live annual events featuring interactive polls, chat boxes, and direct "ask the expert" opportunities.

Verified Attendance Tracking:

Ensure compliance for mandated training through reports that track exactly who joined a session and how long they stayed, rather than just who registered.

Included Marketing Collateral:

Drive internal engagement with provided promotional videos, printable posters, weekly emails, and social media content included in your package.

Dedicated Strategic Partner:

Work with a personal User Engagement Manager who maps our courses to your specific job descriptions and business priorities through regular strategic reviews.

Categories

AI

Security and Crime
Prevention

Project Management

Business Essentials

Compliance

Exhibitions

Management Essentials

Leadership

Communication Skills

Customer Service
Excellence

Sales

Health & Safety

Mental Wellness

Retail

Hospitality

Office 365

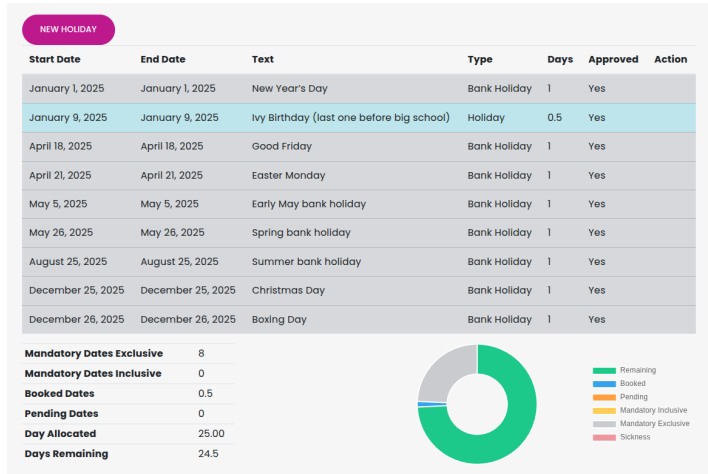
Microlearning

Workplace Readiness

Role Play

Holiday & Sickness Tracker: One Less Spreadsheet to Manage

Keep track of attendance, simplify approvals, and support wellbeing with SEEDL's built-in Holidays & Sickness tool.



- Staff can easily book holidays or record sick days through the platform
- Managers and admins get clear visibility across teams and departments
- Requests can be approved or declined quickly, helping you stay in control and avoid conflicts
- Real-time attendance insights help identify trends and support better resource planning
- **Employment Rights Act Compliance:** Align your business with the Employment Rights Act by maintaining precise, digital records of all staff attendance and leave.
- **Six-Year Statutory Reporting:** Meet your legal obligations to retain employee records for a minimum of six years, ensuring you are prepared for any future audits or legal enquiries.
- **The SEEDL 'Vault':** Securely store all legacy data within our dedicated vault, providing a permanent and tamper-proof history of your organisation's records.

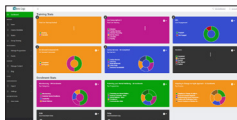
It's HR admin, streamlined

MORE THAN LEARNING. A COMPLETE PEOPLE PLATFORM.

Hundreds of expert-led courses. Unlimited access. Live and On-Demand. But SEEDL is more than content; it's a powerful, all-in-one platform that gives you the tools to train, track, and transform your workforce.

Whether you're a business investing in your teams, or a HR provider enhancing your client offer, SEEDL delivers learning that's easy to access, hard to forget, and backed by serious software.

- **Real-time reporting & compliance tracking**
- **Learning pathways tailored to your business**
- **Engagement support from your own dedicated learning partner**
- **Insights that drive performance and retention**



AND THAT'S JUST THE START.

SEEDL also offers:

- **Exclusive delivery of SEEDL events for your teams**
- **Bespoke programmes across Leadership, Sales, Customer Service, Compliance, Mental Wellness, D&I, and more**
- **Sickness & Holiday tracking tools**
- **360° feedback surveys**
- **Mergers & Acquisitions people consultancy**



This isn't off-the-shelf training. This is strategic, software-backed people development.

Open the brochure - and see what your business could become.



DEMO SITE



PRICING



User: [SEEDL.com](https://seedl.com)

Corporate: [SEEDLgroup.com](https://seedlgroup.com)



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