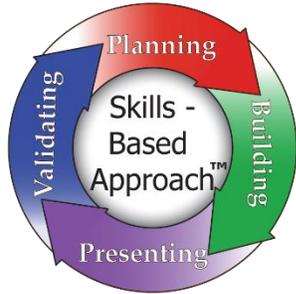


FOR IMMEDIATE RELEASE: Thursday, June 3, 2021
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Skills Based Approach SM
A Methodology for Lifelong Learning



Announcing the release of Skills Based Approach, a book representing a widely recognized methodology for lifelong learning. The book is a practical guide for high school and college students and young professionals to plan an education and career. The advantage of Skills Based Approach is simplicity. Easy for all parties to understand the stages and the mechanics and goals of the stages: tasks, objectives, platforms, and credentials.

Skills work laterally across subjects and disciplines and vertically across education and career stages. Skills are the 'verb' of knowledge.

There are numerous skills and workforce development initiatives. Many of them started gaining traction in response to the two 'Skills Gaps', some of them are in response to the COVID crisis to get workers back to work. Practitioners and workforce organizations are thinking in skills to move forward in education, higher education, and career preparedness. The Skills Based Approach methodology is effective in all these areas.

Features and value of the Skills Based Approach methodology include:

- Simplifies the complexity of education and career planning. Constantly cycle through four stages with an evolving skill set.
- Responsive to the shortening lifecycle of skills (re- and up- skilling). Learners pivot at anytime.
- Suggests working towards skills achievements as opposed to traditional time frameworks.
- Ideal for many of the latest learning trends including personalized and experiential learning.
- Relevant for workforce and skills initiative.

The Skills Based Approach book is available now. The paperback can be purchased for less than \$20 and the e-book for less than \$5. For more information on Skills Based Approach, visit www.skillsbasedapproach.com

About Ryan M. Frischmann: Mr. Frischmann invested more than 10 years in skills as a medium to represent learning and job requirements. He published numerous books, articles, and blogs related to skills. He is currently waiting to hear the results of a patent pending system to manage and track skills (www.skillslabel.com) and started an online community (www.skillsculture.com).

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Skills Label™

A System to Manage and Track Skills



Announcing the release of Skills Label, a patent pending system to manage and track skills (the patent is under review with the United States Patent and Trademark Office). Now possible to purchase a book describing the themes/concepts, current functionality, and future vision of the technology.

Map learning in skills. Map jobs in skills. Combine to create pathways.

Hear the remark: “So these Skills Labels, they are like nutritional labels but for learning (education)”. The inspiration did not start with a nutritional label. Though later it had some influence. A nutritional label is a highly effective standard display, it: reads well – understandable to children to adults, informs, creates uniformity (measurements), and aids in making a basis of comparison. And these are also target attributes of learning labels.

Learning and job labels have significant other attributes:

- Optimized for a digital experience. They are interactive, scalable vector graphics that appear well on any device.
- Data can be interpolated over time. As learners consume resources, the data collected from the learning labels becomes available.
- Link to standards. Most set of standards should work with learning labels.
- Learning gain calculated as a number. Each label has calculated Skill Points to represent learning (the return part of a ROI).
- Interface to manage labels. Separate interfaces for learners and practitioners to manage labels.

The Skills Label book is available now. The paperback can be purchased for \$22 and the e-book for less than \$5. For more information on Skills Label, visit www.skillslabel.com

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Skills Based Approach SM, Skills Label TM, and Skills Culture SM
A Platform for Lifelong Learning

Announcing the release of Skills Based Approach, Skills Label, Skills Culture, as an effective platform for lifelong learning. Each application is supported by social media, a website, and documented in a book.

Skills Based Approach (methodology) + Skills Label (system) + Skills Culture (mindset) = platform for lifelong learning

Skills Based Approach is a methodology for lifelong learning. Learners constantly cycle through four stages with an evolving skill set. A new book Skills Based Approach describes how the methodology works. Visit the website: www.skillsbasedapproach.com to learn more.

Skills Label is a patent pending system to manage and track skills. A 'wheel' for defining learning expectations and job requirements; ideal for designing pathways focused on skills. The system is an online application with supporting API. Visit the website: www.skillslabel.com to learn more.

Skills Culture is a growth mindset for learning. The goal is to create an online community to share best practices among learning and training institutions. In the past couple years, the blog received more than seventy thousand views. Visit the website: www.skillsculture.com to learn more.

About Ryan M. Frischmann: Mr. Frischmann invested more than 10 years in skills as a medium to represent learning and job requirements. He published numerous books (including Skills Based Approach), articles, and blogs related to skills. He is currently waiting to hear the results of a patent pending system to manage and track skills (www.skillslabel.com) and started an online community (www.skillsculture.com).