The Efficacy Growth and Impact Goals

The Office of Sir Michael Barber

Joshua Fleming
Joshua.fleming@pearson.com

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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

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<th>Goals</th>
<th>Targets</th>
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| **Access:** We will help enable access to high quality education leading to defined learner outcomes. | **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. |
| **Success:** We will help more learners gain the knowledge and skills required for success in the 21st Century. | **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. |
| **Progress:** We will help more people make measurable progress in their life and career through learning. | **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?
Our progress to date
ALWAYS LEARNING