



Pearson

The little guide to Pearson

A brief introduction
to the world's
learning company



Who are we?

- Pearson was founded in 1844 by Samuel Pearson in Yorkshire, England.
- We're now the world's learning company, with 35,000 employees across 70 countries worldwide.
- Our unique insight and world-class expertise come from our long history of working closely with teachers, learners, researchers, authors, and thought leaders.
- Our products and services are used by millions of teachers and learners around the world every day.
- We're here to help everyone, everywhere, to learn throughout their lives.

What's our mission?

*To help people
make progress
in their lives
through learning*



Why do we do it?

In a fast-changing world, education is the key to success. For many people, learning is the route to a job to support their family or the skills to help them make progress in their career. For others, it's simply a lifelong passion for discovery. For every learner, at every stage of their life, education is the path to opportunity and fulfillment.

Our world-class tools, content, products, and services are designed to help people adapt to our changing world, navigate its challenges and opportunities, and ultimately make progress in their lives. We're here to keep the whole world learning. Because where learning flourishes, so do people.

*Each year we
help more
than 75 million people
embrace their passion
and ambition for
learning new skills*



How do we achieve it?

We want to improve access and outcomes in education for learners around the world. We do this by combining expert content and assessment, powered by our services and technology. We're proud to be a trusted partner to schools, colleges, and students.

- Content and platforms such as [MyLab](#), [Revel](#), [Bug Club](#), [enVisionMATH](#), and [SuccessMaker](#), plus leading author brands such as Campbell, Hubbard, Ciccarelli, and Martin-Gay
- Assessments such as [GCSEs](#), [A levels](#), [BTECs](#), [WISC-V](#), [PTE Academic](#), and school assessments using [TestNav](#)
- Services such as [Pearson VUE](#), [Pearson Institute of Higher Education](#), [Connections](#), and English Language centers, e.g., [Wizard](#) and [Wall Street English](#)

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Who benefits?

Everyone from the world's learners to teachers and parents. Expertly developed, rigorously tested, and continuously improved, our tools, content, products, and services are enhancing education in so many ways. We constantly innovate, embracing new technologies and anticipating changing lifestyles.

Our learning tools are increasingly mobile, digital, and flexible. Our global insights enable us to develop products and services that help every learner, wherever they are in the world and whatever their background. Of course, Pearson benefits too. Our unique approach leads to better business outcomes, stronger financial returns, and greater opportunities to invest in dynamic solutions for the world's educational challenges.

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What shapes our approach?

Our shared values shape the way we think, work, and behave. By living these values, we bring our brand to life for everyone.



Defining our values

Brave: We believe in doing the right thing and we're prepared to go further to achieve it. We're never afraid to take bold, decisive action to help us achieve success.

Imaginative: We're creative, inventive, and future focused, and we always try to look for innovative and constructive ways to make the world a better place.

Decent: We aim to be respectful, fair, and transparent in everything we do. We try to be good listeners, thoughtful colleagues, and inspiring collaborators to work with.

Accountable: We aspire to be honest and trustworthy and to get results by owning the solution, getting the right people involved, and delivering on our promises.



Living our values

We're committed to our customers. We work tirelessly to earn their trust and their business and to exceed their high expectations of us.

We're driven by our competitive fire. We want to be the very best we can be, and we keep aiming higher every day, both as individuals and as a company.

We're intellectually curious. By learning, discovering, and deepening our insights into the what, why, and how of our work, we continually find new ways to improve.

We embrace change. With an adaptable, resilient mindset, we look beyond our immediate world for fresh ideas that will empower human progress through learning.



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*Want to know more
about the world's
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Find out more at [pearson.com](https://www.pearson.com)

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ALWAYS LEARNING