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Interworks Launches New Global Brand

DENVER, CO, September 15, 2019 – Interworks®, a fast-growing provider of enterprise learning and development programs, is pleased to announce the release of their new Interworks global brand including the official new name, logo, style, and website. This announcement and change follow several years of growth and program development designed to increase performance and engagement for people in business and service organizations.

“The new Interworks brand beautifully showcases our expanded vision, purpose, and mission while retaining the legacy of our core Effective Edge® and Best Year Yet® brands,” said CEO, Laurie Oswald. “Those programs have transformed the way work gets done and how people achieve what matters most for decades. Together with our expanded portfolio, dynamic global team, and yearlong learning path, Interworks is unleashing capacity and capability for leading companies around the world every week at the source of their results - their people,” shared Laurie.

“The new name was intentional and is a derivative of the word “integrate”, shared Interworks Communication Lead, Stacy Cross. “Our differentiator is that we integrate many elements to deliver profound and sustainable results for our clients including experiential learning techniques along with mindset, habits, process and technology. And we know our unique approach works and keeps working, so the name evolved naturally from what we are best known for,” said Stacy.

“It is time for an updated approach to how professionals and leaders best learn, excel and thrive in business - and in life and we are leading that movement. The new brand enables us to more powerfully share our collective voice and beliefs in this space and establish Interworks as a pioneer in the changing landscape of productivity and performance,” said Laurie.

The new brand will be showcased across all the company’s program content, marketing, technology platforms, and thought leadership.

About Interworks: Interworks is a unique global learning company that specializes in professional development and performance enablement. With an integrated learning framework and online tools, Interworks is known for top-rated learning programs that generate immediate and sustainable breakthroughs in performance. Through decades of working at all levels in enterprise companies across many industries, they have built a reputation for helping people and organizations harness their focus, mindset, talent and energy thereby producing results that matter. With offices in the US and an extensive international team, Interworks can deploy at scale, making them a learning partner of choice. Their team shares a passion for lifelong learning, elevating the human experience and giving back. They believe anything is possible if people are empowered to access their full potential. At Interworks, every person and partner are committed to simplifying complexity beyond the innovation age and to doing business in a different way through relationship, trust and service. Interworks can be found on the web at www.interworks.com and on major social media platforms including LinkedIn, Facebook, and Twitter.