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ACCEL

Take your learning to the next level!

Explore the new Accel experience

EBSCOlearning Accel at a glance

Accel is a microlearning solution designed to help individuals develop essential power skills and stay updated with the latest business practices. Aiming to boost productivity and employee engagement, it features concise, actionable content from over 47 members of the Thinkers50. These book summaries, videos, and articles can be consumed in minutes during the workday. With new content added daily, Accel supports continuous learning and professional growth.
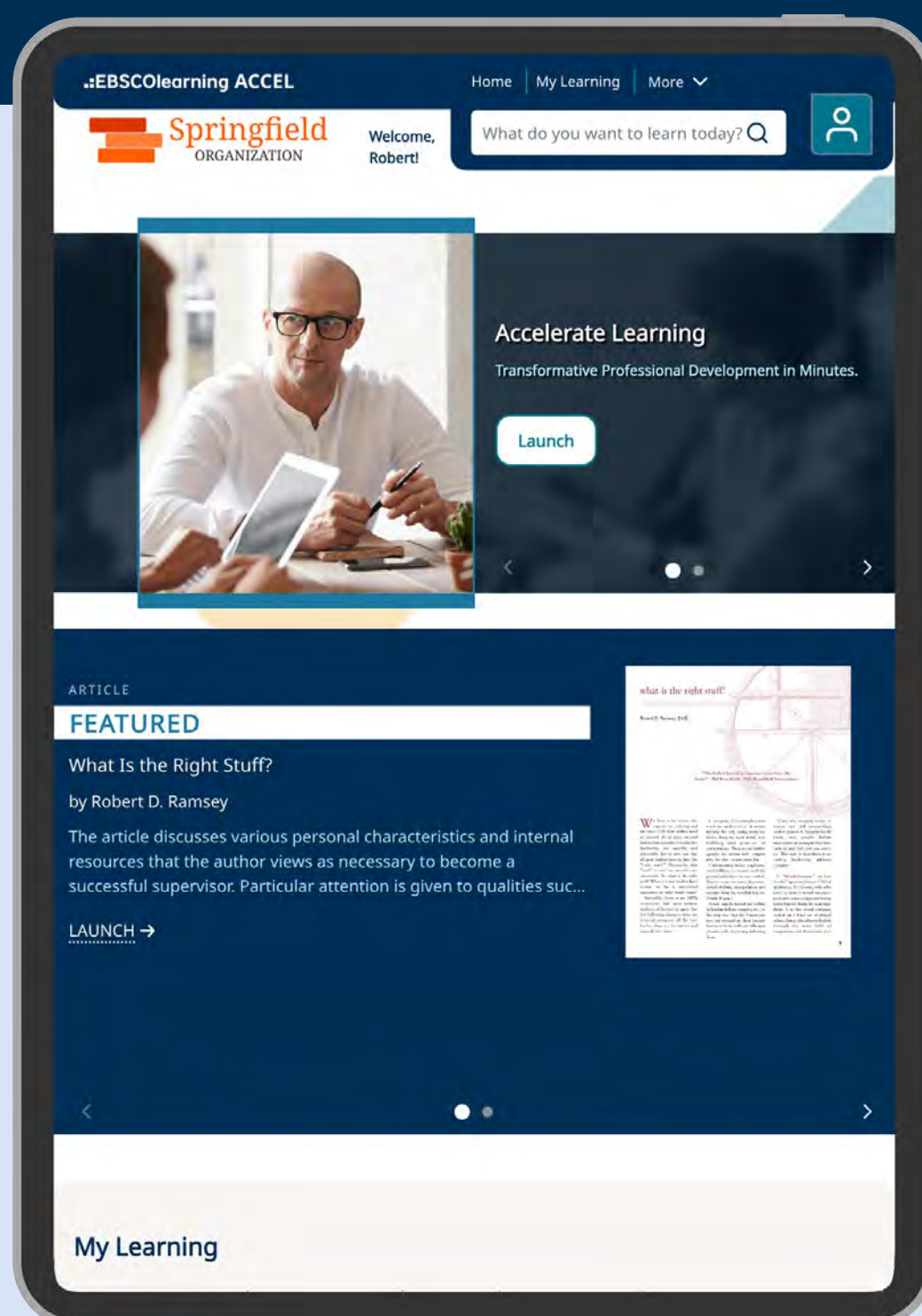
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New look. Advanced features.

Guided by your feedback, the new Accel platform has been reimagined to make learning more intuitive, engaging, and impactful. Designed to support skill development and professional growth, the platform continues to offer the same trusted content while introducing features that enhance personalization and user engagement. From improved navigation to personalized content journeys, the new Accel empowers you to achieve your goals with ease.

Features of the New EBSCOlearning Accel:

- Personalized Recommendations

- Redesigned User Interface

- Enhanced My Learning Page

- Revamped Topics for Easy Exploration

- Advanced Filtering Options

- Notebook Functionality

Use this guide to explore Accel's features and make the most of your learning experience.

Accel's New Learner Dashboard

The Learner Dashboard (aka "Home") offers a comprehensive view of your learning journey, with all carousels—like My Learning and Recommended Content—conveniently organized in one space, giving you quick access to everything you need.

1 **Spotlight Area:** Explore featured resources and announcements designed to keep you informed and inspired as you dive into your learning journey.

2 **My Learning Carousel:** Quickly access Recently Viewed, Bookmarked, or Completed items to stay on track with your goals.

3 **View Filters:** Organize your learning with filters like Recently Viewed, Liked, or Certificates to easily find what you need.

4 **In Progress/Completed Status:** See your progress at a glance, with clear indicators for content you're working on or have completed.

5 **Recommended Content Carousel:** Discover tailored recommendations based on your interests and preferences.

6 **Latest Learning Paths Carousel:** Explore our latest curated paths with quick, focused content. Complete a path to earn shareable certificates and grow your skills.

7 **Latest Content Carousel:** Quickly discover the latest additions to the platform, conveniently organized in one location.

Dashboard screenshot callouts:

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Home | My Learning | All Resources | My Notes | Language ∨ | Help | What's New

What do you want to learn today?

1 Accelerate Learning — Transformative Professional Development in Minutes. Launch

ARTICLE FEATURED — What Is the Right Stuff? by Robert D. Ramsey — The article discusses various personal characteristics and internal resources that the... LAUNCH →

2 My Learning **3** Recently Viewed (94) | Bookmarked (2) | Liked (1) | Certificates (7) | View All →

- How AI Helped My Business — ARTICLE | RACHEL DAVIES — Source: Entrepreneur — Highlights how seven companies solved their common problems using AI, like recruiting and customer service. — **4** In Progress (6:00 minutes)
- Limitless, Expanded Edition — BOOK SUMMARY | JIM KWIK — Source: Penguin Random House — Imagine you could quickly and deeply learn any subject or skill that interests you. Mandarin, martial arts, and advanced... — Completed (6:00 minutes)
- The Tools — BOOK SUMMARY | PHIL STUTZ — Source: Penguin Random House — There's a set of simple yet powerful techniques that can help you turn your momentum-stopping problems into life-... — In Progress (5:00 minutes)
- Understanding Organizations...Finally! — BOOK SUMMARY | HENRY MINTZBERG — Source: Berrett-Koehler — Believing in a single best way to structure your organization is a surefire means of mismanaging it. In Understanding... — Completed (8:00 minutes)

5 Recommended Content — View All →

- Gravitas — BOOK SUMMARY | LISA SUN — Source: Penguin Random House — Imagine living life with self-assurance. To do it, you must let go of your insecurities, see the best in yourself, and find the... — Not Started (6:00 minutes)
- Proactive Selling 2024 — ARTICLE | SKIP MILLER — Source: American Salesman — Discusses how successful salespeople understand the buyer's as well as the seller's perspective. If you understand th... — Not Started (5:00 minutes)
- Do It — BOOK SUMMARY | DAVID NURSE — Source: John Wiley & Sons, Inc. — Only eight percent of people achieve their life goals. Fear gets in the way of faith—though both ultimately involve believing i... — Not Started (9:00 minutes)
- A Healthy State of Panic — BOOK SUMMARY | FARNOOSH TORABI — Source: Simon & Schuster — Fear is often marketed as a flaw, and when you buy into this idea, you might see it as something to fight and overcome. You m... — Not Started (8:00 minutes)

6 Latest Learning Paths — View All →

- Growing as a Lifelong Learner — LEARNING PATH — Source: Accel Learning Paths — Keep growing no matter where you are in your career. This learning path will show you how to embrace lifelong learning, sta... — Not Started (37:50 minutes)
- Being a Great Mentor — LEARNING PATH — Source: Accel Learning Paths — Ready to become the mentor everyone wants to learn from? This learning path will show you how to provide impactful... — Not Started (33:00 minutes)
- Speaker Spotlight: Marshall Goldsmith — LEARNING PATH — Source: Accel Learning Paths — Want to break old habits and unlock your full potential? In this learning path, you'll gain insights from top thinker Marshall... — Not Started (47:00 minutes)
- Earning Employee Loyalty — LEARNING PATH — Source: Accel Learning Paths — Looking to earn your team's loyalty and create a workplace where people truly want to stick around? Dive in to this... — Not Started (37:00 minutes)

7 Latest Content — View All →

- Gravitas — BOOK SUMMARY | LISA SUN — Source: Penguin Random House — Imagine living life with self-assurance. To do it, you must let go of your insecurities, see the best in yourself, and find the... — Not Started (6:00 minutes)
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Accel's Enhanced Content Experience

Discover a content experience designed for depth and engagement. With interactive features, seamless navigation, and curated recommendations, the new Content Page empowers you to learn, explore, and grow—all in one dynamic space.

1 Interactive Features: Engage with the content using tools to bookmark, share, print, and take notes directly within the platform.

2 Notes Feature: Capture and organize your thoughts as you read with the integrated Notes Feature, designed to keep your learning focused and actionable.

3 Content Overview: Quickly access detailed information, including the author, overview, and estimated reading time, all in one place.

4 Content Sections: Jump to specific sections like "About the Author" for a more efficient browsing experience.

5 Reflection Questions: Deepen your understanding with thoughtful, engaging questions designed to prompt discussion and critical thinking.

6 PDF Download: Access and download PDFs for offline reference and continued learning.

7 Enhanced Audio Player: The audio is redesigned to be more visible and user-friendly, with features like speed control and easier accessibility.

8 Key Takeaways: Focus on the most important insights with a dedicated section summarizing the key points of the content.

9 Read More: The "Read More" button allows you to expand content as needed, making it easy to control your viewing experience on any device.

10 Related Content Carousel: Explore dynamically curated resources related to your current topic for deeper exploration and context.

Screenshot content

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BOOK SUMMARY

Blue Ocean Strategy
How to Create Uncontested Market Space and Make the Competition Irrelevant

by W. Chan Kim, Renée Mauborgne

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ISBN: 9781625274496
9 minutes

Overview

Since it was first published in 2005, Blue Ocean Strategy has persuaded leaders throughout the world that they can make strategic moves to exit "red oceans" of bloody competition and inhabit "blue oceans" with uncontested market space. In this expanded edition, W. Chan Kim and Renée Mauborgne build upon their time-tested lessons and offer evidence that you can maximize opportunity and minimize risk while building strategies for sustainable success.

0:00 / 14:44 — 0.75x 1x 1.25x 1.5x

Content Sections +
Reflection Questions
PDF Download

RESOURCES:
Book Summary, Audio Summary, Reflection Questions

TOPICS:
Leadership, Strategy

AUTHORS:
W. Chan Kim, Renée Mauborgne

PUBLISHER:
Harvard Business School Publishing

Key Takeaways

- Competition may be intense in every industry, but giving your competitors your full focus will limit your odds of success. A better approach is to focus on the market space and opportunities you can create to serve potential buyers better.
- When you allow your industry structure to shape your strategy, you may become trapped in a zero-sum game. Instead, allow your strategy to shape your structure, going beyond the bounds set by others to deliver value.
- Common strategic patterns can help you construct your blue ocean strategy. Rely on frameworks, tools, and proven methodologies to introduce innovation, commit to the value you can bring, and reconstruct market boundaries.
- Unlike other strategic methodologies, the blue ocean strategy keeps strategy formulation connected to execution. You and the leaders you work alongside can therefore implement better practices quickly and completely.
- While much has been said about why companies fail and succeed, the blue ocean strategy offers prescriptive steps to address the how. Specifically, it addresses the steps you can take to avoid market-competing traps and achieve market-creating innovations as you build and execute innovative strategies.

Part One: Blue Ocean Strategy

Creating Blue Oceans

To understand the market space, imagine two types of oceans: *red oceans* and *blue oceans*. Red oceans describe what exists in the present. Competition is high, and the competitive rules of the game are clear. Namely, each player sets out to outperform their peers and increase their market share within the current level of demand. But as the space becomes crowded with cutthroat competitors, products and services commoditize and opportunities for profits and growth diminish.

In contrast to this bloody "red" battle, there are also blue oceans. Blue oceans are open, untapped...

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About the Authors

W. Chan Kim is the Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD and codirector of the INSEAD Blue Ocean Strategy Institute. Before joining INSEAD, he was a professor at the University of Michigan's Ross School of Business. He has served as a board member and adviser for multinational corporations in Europe, the United States, and the Asia Pacific region. In addition, he's an advisory member for the European Union and serves as an adviser to several countries. Kim has been consistently ranked among the top five management thinkers in the Thinkers50 global list and was named among the world's top five business school professors by MBA Rankings. He has received several academic and management awards, and has published numerous best-selling articles in Harvard Business Review, Financial Times, the New York Times, and the Wall Street Journal, among others.
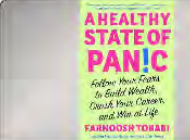
Renée Mauborgne

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Source: Harvard Business School...	Source: Simon & Schuster	Source: Kogan Page	Source: Forbes Books
Nearly three-quarters of the world's gross domestic product is generated by industry sectors that have yet to be significantly...	Fear is often marketed as a flaw, and when you buy into this idea, you might see it as something to fight and overcome. You...	In The Deal Paradox, Michel Driessen, Anna Faelten, and Scott Moeller break down the process of reaching a successf...	To sharpen its competitive advantage, every company needs a robust IT strategy that improves its bottom line. Yet for...
Not Started (7:00 minutes)	Not Started (8:00 minutes)	Not Started (7:00 minutes)	Not Started (7:00 minutes)

Accel's Guided Learning Paths

Embark on a focused learning journey with Accel's curated Learning Paths. Designed to deepen your understanding of key topics, each path offers a collection of electives that can be completed in under an hour. Track your progress, earn certificates, and explore related content to achieve your personal and professional goals.

1 Curated Collections: Learning Paths offer curated collections of 5–7 electives designed for focused learning. Each path can be completed in under an hour, making it easy to achieve your goals.

2 Bookmark and Like: Save electives for later or show appreciation for valuable content with the Bookmark and Like features—helping you personalize your learning journey.

3 Progress Tracking: Track your progress at a glance with a clear indicator of completed electives, helping you stay on course.

4 Diverse Topics: Explore topics ranging from leadership and management to personal growth, tailored to support professional and personal development.

5 Start Anytime: Begin any elective at your convenience with "Start" buttons clearly displayed for each module.

6 Related Content Carousel: Expand your learning with additional resources that are dynamically recommended based on the Learning Path you're exploring.

+ Completion Certificates: Earn shareable certificates upon completing a Learning Path, recognizing your accomplishments and allowing you to showcase them.

+ Regular Updates: Stay engaged with new Learning Paths added bi-weekly, ensuring fresh and relevant content is always available.

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Welcome, Robert! | What do you want to learn today?

LEARNING PATH
Being a First-Time Manager

Managing a team for the first time can be intimidating. Learn how to transition into this new role and start your managerial career off strong with confidence.

41 minutes | Resources Completed: 0/7

Learning Path ⓘ
NOT STARTED

Electives Completed 0/5

Advice for First-Time Managers ELECTIVE
VIDEO | JASON JEFFAY
Source: Accel Videos
NOT STARTED
START →

Becoming a manager for the first time can seem daunting. Jason Jeffay gives helpful advice to first-time managers on the art of management.

Bringing Up the Boss ELECTIVE
BOOK SUMMARY | RACHEL PACHECO
Source: BenBella Books
NOT STARTED
START →

When people are promoted to management positions, they may be unprepared to take on this new type of role in the workplace. In Bringing Up the Boss, Rachel Pacheco provides helpful advice for individuals who find themselves in this situation. She offers lessons learned as well as tools for becoming a great manager—whether managing individuals, teams, or oneself.

Get a Strong Start to Your Career ELECTIVE
VIDEO | BRIAN FETHERSTONHAUGH
Source: Accel Videos
NOT STARTED
START →

Starting a new career can be intimidating. However, if you focus on these 3 principles, Brian Fetherstonhaugh guarantees that you'll be off to a strong start.

Work Happy ELECTIVE
BOOK SUMMARY | JILL GEISLER
Source: Hachette Book Group
NOT STARTED
START →

Most managers do not have the benefit of specialized training when they are promoted into their first leadership roles. High performers are often tapped to head their teams, but what makes people good at their jobs is not guaranteed to make them good at guiding others. Managers with gaps in their supervisory skills can make mistakes that hurt their employees, companies, and careers. In Work Happy, management guru Jill Geisler draws on... READ MORE

Management Transitions: The First 90 Days ELECTIVE
VIDEO | SAAR GILLAI
Source: Accel Videos
NOT STARTED
START →

Every manager faces challenges with a new project, both from the work and the team. Saar Gillai highlights important steps a manager should take in the first 90 days in a new role.

The First-Time Manager ELECTIVE
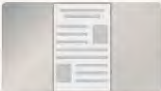BOOK SUMMARY | JIM MCCORMICK, GARY S. TOPCHIK
Source: AMACOM
NOT STARTED
START →

When an individual is first promoted to a managerial position, it is frequently because they have proven themselves to be a valuable employee. The skills required for management, however, are significantly different from those which are central to being an effective individual contributor. This transition from a narrowly focused role that requires technical expertise to a team-focused role that is less straightforward requires a new skill set, new... READ MORE

New Managers Biggest Mistakes ELECTIVE
ARTICLE | ROBERT HARRIS
Source: Supervision
NOT STARTED
START →

The article examines a number of mistakes new managers often make when new to a role, including not taking time to know each individual, the failure of maintaining appropriate boundaries, and failing to set clear, understandable goals. It suggested that people applying to a first-time management position or advancing in their organization to develop a list of things other leaders do that you feel you would not do if you were in charge,... READ MORE

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6 RELATED CONTENT

Why Career Transition Is So Hard
ARTICLE | HERMINIA IBARRA
Source: Harvard Business Review
The accelerated pace of technological change and, most recently, the advent of AI are reshaping jobs and organizations i...
Not Started (10:00 minutes)

How to Take Control of Your Own Onboarding
VIDEO | ALISA COHN
Source: Accel Videos
Often, companies fail to have structured onboarding programs in place. Alisa Cohn offers 3 tips to help you take control of...
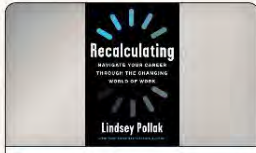Not Started (1:42 minutes)

Entering Your New Leadership Position
ARTICLE | TRUDY JEAN EVANS
Source: Supervision
Should employees with management training be the only ones promoted? One of the happiest workplace events is when...
Not Started (4:00 minutes)

Recalculating
BOOK SUMMARY | LINDSEY POLLAK
Source: Harper Business
The COVID-19 pandemic accelerated changes in the workplace. Disruption has become the new normal, and economic...
Not Started (8:00 minutes)

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