

The Alison personality, voice, tone, and writing guide

Alison is an online learning and empowerment platform. Because we connect with people online, our words **are** our voice. They reflect our brand and help build lasting relationships with our Learners.

This guide brings together our narrative, brand personality, voice, writing style, rules, and a few sample messages. It's crafted to keep the way Alison speaks clear, consistent, and true to who we are.

Happy reading. And even happier writing!

1. Brand narrative

What we write reflects what Alison stands for. Making empowerment accessible is important. How we communicate that is equally important too.

Our mission

Empower everyone, everywhere, with free, high-quality education and career development tools that improve lives.

Our belief

Knowledge is power and it should belong to everyone. Inspired by the Universal Declaration of Human Rights and the UN's Sustainable Development Goal 4 (SDG 4), we're making education free, accessible, and life-changing. Because we believe cost should never stand in the way of someone's right to learn, grow, and succeed.

Our promise

To provide learning and empowerment that is flexible, inclusive, and empowering. To make it accessible to all regardless of geography, background, or income.

Our values

- **Empowerment:** We want every Learner to feel in control of their future.
 - **Knowledge:** We believe education is the foundation of progress.
 - **Inclusivity:** Learning is for everyone. No exceptions.
 - **Innovation:** We embrace change, and we build for tomorrow.
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2. Brand personality

Our personality is based on our values. It's what guides our behaviour, our tone, and how we connect with our Learners around the world. It's how we want the world to see us.

We are:

- **Empowering:** We believe in the Learner's potential, and everything we say and do encourages them to move forward.
- **Inclusive:** We don't discriminate based on caste, colour, religion, geography, gender, sexual orientation, or income.
- **Resourceful:** To keep our offerings free, we make the most of what we have, just like many of our Learners do.
- **Optimistic:** We believe the future can be better, and we help make it so.
- **Human:** Empathy is at the heart of everything we do. Humans are building Alison and Alison is serving humans. That's why, we communicate like real people, not like faceless institutions.

If Alison were a vehicle...

We'd be an electric bike. Powered by innovation, better for the future, and designed for access. We're built to help people move forward, no matter where they start.

If Alison were an animal...

We'd be a dolphin. Intelligent, curious, approachable, and always working together. We're driven by curiosity and known to guide those who feel lost at sea.

If Alison were a celebrity...

We'd be Emma Watson. Thoughtful, articulate, and committed to change. We're grounded in purpose, fuelled by knowledge, and use our voice to open doors for others.

3. Brand voice

Our voice is how we consistently sound, no matter the channel. It's how we bring our brand personality to life.

Characteristics of Alison's voice:

- **Clear:** We simplify, not complicate. We avoid jargon and speak in everyday language.
- **Supportive:** We cheer our Learners on, offer help, and never judge.
- **Confident:** We know our impact. We speak with purpose.
- **Conversational:** We sound like a real person — friendly, approachable, warm, and natural. And just like real people, we can be playful now and then too.
- **Encouraging:** We help people believe they can achieve their goals.

Examples

- **Too corporate/formal:** "Our free courses will equip you with skills that can unlock career opportunities."
 - **The Alison voice:** "Want to move ahead in your career? Upskill with a free course."
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4. Tone of voice

Our voice will never change, but our tone does. We adapt our tone by putting our Learners at the centre. We try to understand how they feel and where they are in their journey, and speak to their mindset with empathy and clarity.

Tone by default:

- **Professional**, but conversational
- **Supportive**, not preachy
- **Confident**, not arrogant
- **Simple**, not simplistic

Tone shifts:

Motivational

- **Alison**: "You're one course away from strengthening your CV. Keep going."
- **Not Alison**: "Unless you act now, you won't land that interview. Don't wait."

Warm and reassuring

- **Alison**: "Failures are stepping stones. Retake the assessment and we're sure you'll ace it."
- **Not Alison**: "Unfortunately, you have failed your assessment. Retake it and try again."

Celebratory

- **Alison**: "You did it! Now, you can download your well-deserved Certificate."
- **Not Alison**: "Your Certificate is now available. Please download it at your convenience."

Direct and clear

- **Alison**: "Click 'Next' to take your Workplace Personality Assessment."
- **Not Alison**: "Click on the button below to proceed to the next step."

5. Writing style

Our style keeps our writing consistent. We write the way people speak. It's simple, conversational, and clear. We use it to bring our voice to life.

British English spellings

Alison was born and is headquartered in Ireland. Being Irish, we stick to British English to spell words, not American. Also, more people globally use British spellings, including some of our top countries where our Learners are from.

Example:

- **Alison:** "Alison is a colourful organisation." We use a 'u' in colour and 's' in organisation.
- **Not Alison:** "Alison is a colorful organization."

Writing style

- Write like you speak.
 - **Alison:** "Let's get started."
 - **Not Alison:** "Initiate your onboarding."
- Write in first person.
 - **Alison:** "You'll love this new course."
 - **Not Alison:** "Our Learners will love this new course."
- Use active voice.
 - **Alison:** "Complete your course to download your Certificate."
 - **Not Alison:** "Your Certificate can be claimed after course completion."
- Avoid jargon.
 - **Alison:** "We'll help you get hired."
 - **Not Alison:** "We'll facilitate your employability."
- Break long sentences into shorter ones.
 - **Alison:** "Start a course today. Learn at your own pace. Get your Certificate when you're ready."

- **Not Alison:** "Begin your learning journey by enrolling in a course and study it flexibly until you can claim your Certificate."
 - Keep paragraphs short.
 - **Alison:** Stick to 2–3 sentences max per paragraph.
 - **Not Alison:** Use dense blocks of text with no breaks. They create a mental block, indicating to the reader that there is too much to read.
 - When referring to Alison, always use collective pronouns ("we", "us", "our").
 - **Alison:** We make learning accessible. It matters to us. Our courses are free.
 - **Not Alison:** I make learning accessible. It matters to me. My courses are free.
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6. Rules and grammar

Rules are how we bring structure to our writing. Think of it as guidelines that make our copy recognisably Alison. If that means bending conventional rules at times, we do it. We use grammar to guide the reader, not confuse them. We always choose clarity over formality.

Capitalisation

We treat our products, website elements, courses, and community as proper nouns. So, always capitalise them.

- **Certificates:** Capitalise when specifically referring to Alison Certificates, even if the word 'Alison' doesn't precede it.
E.g., "Download your Certificate."
- **Diplomas:** Capitalise when specifically referring to Alison Diplomas, even if the word 'Alison' doesn't precede it.
E.g., "Download your Diploma."
- **Learners:** Capitalise when specifically referring to Alison Learners, even if the word 'Alison' doesn't precede it.
E.g., "We're proud of our Learners."
- **Graduates:** Capitalise when specifically referring to Alison Graduates, even if the word 'Alison' doesn't precede it.
E.g., "You're now a Graduate."

- **Million:** Capitalise when specifically referring to the number of Alison Graduates and Learners, even if the word 'Alison' doesn't precede it.
E.g., "45 Million+ Learners"
- **Course name:** Use Title Case when addressing a course on Alison, even if the word 'Alison' doesn't precede it.
E.g., "Take our free Diploma course, Workplace Safety and Health."
- **Resumé Builder:** Capitalise when specifically referring to our Resumé Builder, even if the word 'Alison' doesn't precede it. Also, always use the accent (é) on the final e in Resumé. It guides readers to place the stress on the correct 'e', helping them pronounce the word properly.
E.g., "Improve your CV with our free Resumé Builder."
- **Career Guide:** Capitalise when specifically referring to our Career Guide, even if the word 'Alison' doesn't precede it.
E.g., "Explore careers on our Career Guide."
- **Career Ready Plan:** Capitalise when specifically referring to our Career Ready Plan, even if the word 'Alison' doesn't precede it.
E.g., "Discover your dream career with our Career Ready Plan."
- **Offline Learning:** Capitalise only when referring to Offline Learning as mentioned here. It will not be capitalised when writing "Learn offline."
E.g., "Have you tried Offline Learning?"
- **Gift Cards:** Capitalise only when referring to Alison Gift Cards, even if the word 'Alison' doesn't precede it.
E.g., "Get a Gift Card for your loved ones."
- **Aptitude Tests:** Capitalise when specifically referring to Alison Aptitude Tests, even if the word 'Alison' doesn't precede it.
E.g., "Increase your confidence with our Aptitude Tests."
- **Verbal, Numerical, and Abstract Reasoning Tests:** Capitalise when specifically referring to our Reasoning Tests, even if the word 'Alison' doesn't precede it.
E.g., "Assess your aptitude with our Verbal, Numerical, and Abstract Reasoning Tests."
- **Workplace Personality Assessment:** Capitalise when specifically referring to our Workplace Personality Assessment, even if the word 'Alison' doesn't precede it.
E.g., "Discover your strengths with our Workplace Personality Assessment."
- **Mental Wellbeing Assessment:** Capitalise when specifically referring to our Mental Wellbeing Assessment, even if the word 'Alison' doesn't precede it.
E.g., "Identify your workplace stressors with our Mental Wellbeing Assessment."

- **Recruitment:** Capitalise when specifically referring to Alison Recruitment, even if the word 'Alison' doesn't precede it.
E.g., "Find jobs on our Recruitment platform."
- **Profile:** Capitalise when specifically referring to Alison Profiles, even if the word 'Alison' doesn't precede it.
E.g., "Make your Profile stand out to employers."
- **XP's, Leaderboard, Streak:** Capitalise when specifically referring to Alison's Gamification features, even if the word 'Alison' doesn't precede it.
E.g., "Collect XP's, climb the Leaderboard, and freeze your Streak."
- **App:** Capitalise when specifically referring to the Alison App, even if the word 'Alison' doesn't precede it.
E.g., "Download courses on our App."
- **Free LMS:** Capitalise when specifically referring to our Free LMS, even if the word 'Alison' doesn't precede it.
E.g., "Train your workforce with our Free LMS."
- **LMS Plus:** Capitalise when specifically referring to LMS Plus, even if the word 'Alison' doesn't precede it.
E.g., "Explore the benefits of LMS Plus."
- **Dashboard:** Capitalise when specifically referring to the Alison Dashboard, even if the word 'Alison' doesn't precede it.
E.g., "Claim your Certificate from your Dashboard."
- **Publisher, Course Creator, Assisted Course Creator, and Content Assistant:** Capitalise when specifically referring to Alison Publishers, Course Creators, Assisted Course Creators, and Content Assistants, even if the word 'Alison' doesn't precede it.
E.g., "Become a Publisher on Alison today."
- **Affiliate:** Capitalise when specifically referring to Alison Affiliates, even if the word 'Alison' doesn't precede it.
E.g., "Become an Alison Affiliate today."
- **Alison Premium:** Capitalise when specifically referring to Alison Premium, even if the word 'Alison' doesn't precede it.
E.g., "Get Alison Premium and learn without distractions."

Sentence case VS Title Case

Write all copy in sentence case, unless it has a proper noun (which also includes everything that

was covered under capitalisation). This applies to **headlines and H1s too** — on the **website, on the Alison App, and across all marketing collateral**. Along with looking more approachable and being user-friendly, there's a logic to it too: All headlines (or H1s) are bigger in font size, ensuring it gets the attention it deserves. You won't need to use the Title Case on top of it.

The only exceptions are course titles, CTA buttons, paid SEO ad headlines, and tab names on the website and App. Always use Title Case here. That's because it won't necessarily use a bigger font size to draw attention.

Use this:

- Increase your chances of getting hired
- Upskill in our free Diploma course, Project Management Strategies
- Start Learning (CTA)
- Our Story (tab name on Alison footer)

Not this:

- Increase Your Chances of Getting Hired
- Upskill in our free diploma course, project management strategies
- start learning (CTA)
- our story (tab name on Alison footer)

Numbers

Write all numbers numerically. But if a sentence starts with a number, spell it out. If it's a number over ten (like 22), rewrite the sentence, so that it doesn't start with the number. If the number is over 999, always include a comma.

If the number reaches a million, don't write it numerically. Use the word in caps (Million) and **add a space** after the initial number. Or, use the letter (M) after the number and **don't add a space** before it. In both these cases only, you can begin a sentence with this number.

Use this:

- Complete your course in 4 days
- Three Certificates are waiting for you
- Over 100,000 Learners got promoted in the last month
- 45 Million+ Learners

- 10M+ Graduates

Not this:

- Complete your course in four days
- 4 Certificates are waiting for you
- Over 100000 Learners got promoted in the last month
- Over one hundred thousand Learners got promoted in the last month
- 45,000,000+ Learners
- 45Million+ Learners
- 10 M+ Graduates
- 10 m+ Graduates

Punctuation

General

On the website and App, don't punctuate single sentence headlines and subheads, unless it's with an exclamation mark. If the headline or subhead uses 2 lines separated by a **full stop**, punctuate it normally. Do not use punctuation marks in CTA buttons. This follows best practice.

Use this:

- You enrolled, you learnt, you earned your Certificate
- Congratulations on your achievement!
- It's been a while since you learnt with us. Don't you want to get your Certificate?
- Get Your Certificate

Not this:

- You enrolled, you learnt, you earned your Certificate.
- Congratulations on your achievement.
- It's been a while since you learnt with us. Don't you want to get your Certificate
- Get Your Certificate!

In marketing, punctuate everywhere in most cases. This follows best practice.

Use this:

- You enrolled, you learnt, you earned your Certificate.
- Congratulations on your achievement!
- It's been a while since you learnt with us. Don't you want to get your Certificate?

Not this:

- You enrolled, you learnt, you earned your Certificate
- Congratulations on your achievement
- It's been a while since you learnt with us. Don't you want to get your Certificate

Brackets

If the bracketed copy is part of the sentence, use the punctuation mark outside the bracket.

Use this:

- She completed the course (with full marks), and moved on to the next one.
- She was thrilled with her progress (it was her third course this month).

Not this:

- She completed the course (with full marks,) and moved on to the next one.
- She was thrilled with her progress (it was her third course this month.)

If the bracketed copy is its own sentence, use the full stop inside the bracket.

Use this:

She loves our Aptitude Tests. (She has taken them thrice.)

Not this:

She loves our Aptitude Tests. (She has taken them thrice).

Don't use commas before opening brackets.

Use this:

She downloaded the PDF (which was free) and shared it.

Not this:

She downloaded the PDF, (which was free) and shared it.

Full stops

Use full stops inside quotation marks. Always follow a full stop with a single space, not double.

Use this:

Our Learner said, "I love the Resumé Builder." So do we.

Not this:

Our Learner said, "I love the Resumé Builder". So do we.

Dashes

There are 3 dashes. An em dash (—), an en dash (–), and a hyphen (-).

Use hyphens to join compound words, but never use a space. Don't use a hyphen when the first word of a compound adjective ends in -ly. Also, with the exception of **cooperate** and **coordinate**, only use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel: **re-elect**, **pre-eminent**, **re-establish**. So, words like **rereview** and **resubmit** don't need a hyphen.

Use this:

- He improved his self-confidence.
- He proved he was brilliantly smart.
- We coordinated and cooperated with our Learners.
- He resubmitted his assessment.
- She re-established her career.

Not this:

- He improved his self confidence.
- He improved his self - confidence.
- He proved he was brilliantly-smart.
- We co-ordinated and co-operated with our Learners.

- He re-submitted his assessment.
- She reestablished her career.

Use an en dash (–) to show ranges, but never use a space.

Use this:

Your Graduation Ceremony is from 9–10 a.m.

Not this:

Your Graduation Ceremony is from 9 – 10 a.m.

Use an em dash (—) to break sentences, but always use a space before and after it. If you don't use a space, it will reek of AI generated copy.

Use this:

There are 4 Ps in marketing — product, price, place, and promotion.

Not this:

There are 4 Ps in marketing—product, price, place, and promotion.

Colons

If the copy following a colon is a fragmented sentence, don't capitalise the first word. If it's a complete sentence, capitalise it.

Use this:

- Our Career Ready Plan is well-rounded: simple, holistic, and personalised.
- Our Career Ready Plan is well-rounded: It's simple, holistic, and personalised.

Commas

Always use the Oxford comma when the sentence includes a list. It helps with comprehension and clarity. It also brings structure and breathing room to long sentences, especially if the sentence uses “and” more than once. But if the sentence doesn’t include a list, don’t use an Oxford comma.

Use this:

- Learn, strengthen your CV, and get hired.
- We’re proud of our Learners, John and Jane.

Not this:

- Learn, strengthen your CV and get hired.
- We’re proud of our Learners, John, and Jane.

Ellipses

We avoid using ellipses. But if you do, add a space after it and don’t capitalise the word that follows it. Also, never use ellipses to break two complete sentences. For that, resort to full stops and em dashes.

Use this:

- Well... that works!
- Guess what... you got it.
- It’s easy to complete courses on Alison. They are short.

Not this:

- Well...That works!
- Guess what... You got it.
- It’s easy to complete courses on Alison... They are short.

Semicolons

We almost never use semicolons. Always use a full stop or an em dash to break two sentences instead. But in rare scenarios where you have to use a semicolon, don't capitalise the word that follows it, unless it's a proper noun.

Use this:

- Lifelong learning is great. It can transform your life.
- Lifelong learning is great — it can transform your life.
- Lifelong learning is great; it can transform your life. (This is right, but avoid it.)

Not this:

- Lifelong learning is great; It can transform your life.

Apostrophes

If a word that ends in s has a possessive, use an apostrophe after the s, but don't add another s after the apostrophe. But if the word ends in x or z, use an s after the apostrophe.

Use this:

- Julius' career took off.
- Max's CV stood out.
- Liz's job offer is on its way.

Not this:

- Julius's career took off.
- Max' CV stood out.
- Liz' job offer is on its way.

Double quotation marks

Use full stops and commas inside quotation marks. For all other punctuation (like !, ?, ;), use them outside quotation marks, unless it's part of the quoted material.

Use this:

- You could either say “bye,” or “see you later.”
- Is there a professional way to say “I love my job”?
- John asked us, “When will Alison launch a new course?”

Not this:

- You could either say “bye”, or “see you later”.
- Is there a professional way to say “I love my job”?
- John asked us, “When will Alison launch a new course”?

If you're quoting someone, always use a comma before the quote begins. Also, always add a space after the comma.

Use this:

- He said, “I’m going to take an Alison course.”

Single quotation marks

Use single quotation marks when you’re directing someone to a UI element, or referring to names of books, songs, magazines, articles, and films. Don’t use a comma before the single quotation. If you need to use a comma or full stop after the single quotation, place it outside, unless it’s part of the quoted phrase.

Use this:

- Click ‘Start Learning’ to enrol in a course.
- After you click ‘Download Certificate’, it will be waiting for you in your Dashboard.
- The film ‘The Pursuit of Happyness’ is very inspiring for anyone looking for a job.

Not this:

- Click, ‘Start Learning’ to enrol in a course.
- After you click ‘Download Certificate,’ you can find it in your Dashboard.
- The film “The Pursuit of Happyness” is very inspiring for anyone looking for a job.

Ampersands

Always try to use "and" instead of "&" while writing. It's more user-friendly and easier to read. But you can use "&" if there are character count and space restrictions in ads.

Use this:

- You can take Certificate and Diploma courses.
- Sign up and start learning.

Not this:

- You can take Certificate & Diploma courses.
- Sign up & start learning.

Lists

Use a colon to end sentences that introduce a list. Don't use a full stop at the end of the listed item if it's a single word or a phrase. Also, always capitalise the first word.

Use this:

Empower yourself on Alison with:

- Certificate and Diploma courses
- Career Guidance
- Psychometric Tests
- A Resumé Builder
- Recruitment

If the phrase in the list is a complete sentence, use a full stop at the end.

Use this:

By taking our Aptitude Tests, you can:

- Showcase your aptitude and abilities to current and future employers.
- Practice before interviews, because many job interviews ask you to take these tests.
- Improve your aptitude by taking free courses that we recommend.

Superscripts

Use superscript for dates and rankings. Always add a space after it.

Use this:

- Your Graduation Ceremony is on the 19th of January.
- You're in 2nd place on the Leaderboard this week.

Not this:

- Your Graduation Ceremony is on the 19th of January.
- You're in 2nd place on the Leaderboard this week.

Bold

In a single sentence, use bold sparingly to emphasise certain words and phrases.

Use this:

- All our courses are **100% free** and **CPD accredited**.
- An exclusive **25% discount** is waiting for you.

Italics

We almost never italicise. If you need to emphasise a word or a phrase, use quotation marks or bolded text instead.

Use this:

- The cost of empowering yourself with education? **Nothing**.
- To know more about a course, click 'More Info.'

Not this:

- The cost of empowering yourself with education? *Nothing*.
- To know more about a course, click *More Info*.

URLs and Emails

When writing URLs, don't use the 'http://' and 'www'. They are self-explanatory. Only use the rest of the URL in lowercase. But if you're writing only Alison.com with nothing following it, use a capital A for Alison. For email addresses, always use lowercase.

Use this:

- Visit Alison.com
- alison.com/certificate-courses
- support@alison.com

Not this:

- Visit alison.com
- Alison.com/certificate-courses
- https://alison.com/certificate-courses
- Support@alison.com

Contractions

There's no hard and fast rule here. But you should use contractions, especially when they make something read more naturally. Here's a tip: If saying a contraction out loud sounds awkward, or if you are trying to say something important, avoid it.

Use this:

- You're about to complete your course.
- Here's what you can do with your Certificate.
- We have just launched a new course.

Not this:

- You are about to complete your course.
- Here is what you can do with your Certificate.
- We've just launched a new course.

Conjunctions

We write like we speak and don't use long sentences. So, it's alright to start sentences with conjunctions (because, and, since, or, but). More often than not, it makes sentences easier to structure and comprehend.

Use this:

You just strengthened your CV. Because now, it includes an Alison Certificate.

Prepositions

The same rule as using conjunctions applies here. It's alright to end sentences with prepositions if it reads more naturally (with, for, in, on, to).

Use this:

Which course have you enrolled in?

Not this:

In which course have you enrolled?

Money

Place the currency symbol before the amount, unless a country uses a different convention. For whole numbers, leave out decimal points (.00) and use the number as is. For amounts less than one Euro, write out cents.

Use this:

- €99
- 10 cents

Not this:

- €99.00
- €0.10

Percentages

Always use the % symbol instead of writing out percent.

Use this:

90%

Not this:

90 percent

Time

Use lowercase and full stops to write a.m. or p.m. Place it after the number and add a space. If the time is on the hour, write it as a whole number. Write midnight and noon on their own, as they are neither a.m. nor p.m.

Use this:

- 10 a.m.
- 9.30 p.m.
- Midnight

Not this:

- 10.00 am
 - 10am
 - 9.30 P.M.
 - 12 AM
-

7. Glossary of terms

- **Certificates:** An official, recognised document that Learners can claim after they successfully complete their Certificate course (typically 1.5 to 3 hours long). Certificates can be downloaded online and ordered as physical copies delivered to the Learner's address.
- **Diplomas:** An official, recognised document that Learners can claim after they successfully complete their Diploma course (typically 10 to 15 hours long, offering deeper learning). They can also be downloaded online and shipped as physical copies.
- **Resumé Builder:** A professional CV-building tool with customisable, industry-grade templates. Learners can create multiple versions of their CVs and download them as many times as they want.
- **Career Guide:** A comprehensive guide to thousands of careers. It outlines the skills required, what each role involves, and the earning potential for every career path.
- **Career Ready Plan:** An interactive tool that helps Learners discover their ideal career. By answering a few simple questions, they receive a personalised, step-by-step plan to achieve their career goals.
- **Offline Learning:** A feature that is exclusively available on the Alison App, allowing Learners to download courses and learn without internet access. Learners can download one course for \$1, or download unlimited courses with a \$5 monthly subscription.
- **Alison Premium:** A \$7.99 monthly subscription that removes ads during learning. Premium Learners also receive exclusive discounts on Certificates and Diplomas.
- **Gift Cards:** A feature that allows someone to gift Certificates, along with a personalised card and message. Once purchased, the recipient gets instant access to a Certificate, ensuring they don't have to pay for it themselves.
- **Gamified Learning:** A feature that gamifies the learning journey, making learning more engaging and fun. Learners can switch this feature off at any time.
- **XP's:** Also known as experience points, Learners can collect these based on their learning activity. It's a feature of Gamified Learning.
- **Leaderboard:** A real-time ranking table that features Learners who have collected XP's. The more XP's a Learner collects, the higher they climb on the Leaderboard. It's also a feature of Gamified Learning.
- **Streaks:** The number of consecutive days a Learner has learnt on Alison. It's also a feature of Gamified Learning.
- **Aptitude Tests:** A trio of psychometric tests that Learners can take to assess their abilities. It consists of a Verbal, Numerical, and Abstract Reasoning Test.

- **Verbal Reasoning Test:** A test to help Learners assess their critical thinking abilities, comprehension, and attention to detail.
- **Numerical Reasoning Test:** A test to help Learners assess their ability to analyse and draw logical conclusions from numerical data.
- **Abstract Reasoning Test:** A test to help Learners assess their ability to think outside the box and examine logical problems.
- **Workplace Personality Assessment:** A psychometric assessment that helps Learners discover their workplace strengths and weaknesses. It also recommends careers they would be good at based on their results.
- **Mental Wellbeing Assessment:** A psychometric assessment that helps Learners identify their workplace stressors. It also suggests actionable steps they can take to improve their wellbeing, using data-driven insights.
- **Dashboard:** A Learner's personal hub showing their recent activity, course progress, Certificates, XPs, Streaks, assessment results, and much more.
- **Recruitment:** A job-board that allows Learners to look and apply for jobs. It also lists the skills needed for each job and suggests courses to help Learners become more competitive.
- **Profile:** Like a resumé, but much more. Learners can showcase their skills, hobbies, interests, SDGs they care about, their English proficiency, and much more. Recruiters also look at Alison Profiles to find potential candidates.
- **Affiliate Programme:** A programme that helps everyone earn additional income. It allows anyone to spread the word about Alison using Affiliate links and earn a 20% commission.
- **Free LMS:** Alison's learning management system for organisations, governments, and NGOs. It allows them to train their workforce at scale, for free.
- **LMS Plus:** A premium version of the Free LMS, with added benefits like ad-free learning and enhanced features.
- **Publishers:** Experienced educators, industry experts, or institutions that have previously published courses online and want to republish them on Alison
- **Course Creators:** Subject matter experts who independently develop and publish their own courses using the Alison Publishing Tool.
- **Assisted Course Creators:** Experts who work with Content Assistants to develop high-quality courses, ensuring subject accuracy and engaging delivery.

- **Content Assistants:** They help Assisted Course Creators develop courses, from structuring content to formatting and quality checks.