

## Fulfilling the Promise of Online Communities of Practice

*Online communities of practice can move companies one step closer to becoming learning organizations but they aren't without risk. A failed CoP can reinforce the message that "things like that never work here." Fortunately, there are steps you can take to ensure that your community of practice is a success, not a self-fulfilling prophecy.*

**Falls Church, VA, (January 2006)** – Bill Bruck, Q2Learning lead solutions architect, will present at the 2006 ASTD Techknowledge conference in Denver on facilitating successful online communities. Among the topics he will address are:

- The four stages of online communities and the critical success factors for them;
- A four-step model companies can apply to their own CoPs;
- The tasks required to ensure a successful launch and maintenance of a CoP.

When asked how online communities can support organizational e-learning, Dr. Bruck said, "effective e-learning doesn't have to be formal, structured WBT. Online communities can transform best practices into training objectives, transform social capital into intellectual capital and make tacit knowledge explicit. We've only just begun to tap the power of communities in e-learning."

### About Dr. Bruck

Since 2001 Bill Bruck has been the lead solutions architect for Q2Learning, of which he is a founding partner. He designed the eCampus technology and end-to-end methodology that has been used in deploying over a hundred blended learning solutions for Fortune 500 corporations. Bill comes from Academia, where he was a tenured full professor of psychology and director of institutional research at Marymount University, where he designed a system for assessing institutional effectiveness that was cited as an exemplar during re-accreditation by the Southeastern Association of Schools and Colleges (SACS).

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. He serves as a luminary for media and industry relations, and provides keynotes internationally on collaboration technologies and their impact on organizations. His accomplishments have been recognized by his listing in Marquis Who's Who in America.

### About Q2Learning, LLC

Q2Learning is the leading provider of enterprise software for collaborative learning and knowledge management. The company's xPERT eCampus, winner of the 2004 gold Brandon Hall award for innovative technology, drives mastery learning by creating blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study.

### Contact

Dianne Miller  
[press@q2learning.com](mailto:press@q2learning.com)  
(877) 751-2200 x401  
<http://www.q2learning.com>  
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