

marcus evans Defense Series Conference to Present Q2Learning's Speed to Proficiency Model

eGovernment is in a unique position to leapfrog other industries in creating a learning model that focus on learners, not trainers; performance, not process.

Falls Church, VA, (March 2008) – The Collaborative Federal Electronic Government conference will present a session by Dr. Bill Bruck on eTraining: Encouraging E-Learning Investments for the development of federal government human capital.

In this session, Dr. Bruck will draw comparisons between the standard eLearning practices that have come to be accepted and the speed-to-proficiency learning model he believes is really required to meet the demands of successful, dynamic learning programs.

“e-Learning too often replicates the worst practices of instructor-led training, leading people to believe that e-Learning is not an effective way to increase performance,” says Dr. Bruck. “What really needs to happen is to identify the type of learning support learners need, then select tools and methods accordingly. Tailoring solutions to specific performance problems is much more likely to yield results than simply converting PowerPoint slides to Web-based trainings”

In addition to sharing a best-practices learning model for supporting proficiency, Dr. Bruck will share case studies with long-term results, both on an organization's overall job performance and bottom line.

About Bill 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

Q2Learning provides speed-to-proficiency solutions for high value learning initiatives to corporations using our collaborative learning platform, the xPERT eCampus. Our team has years of experience building some of the world's most effective proficiency-based learning programs, communities of practice, and knowledge management systems using our award winning eCampus platform, innovative Speed to Proficiency approach, and proven end-to-end engagement methodology.

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