

Training as a One-time Event Doesn't Work

"Today's information workers need to be proficient at a wide range of skills. One-time training courses and e-learning modules just don't build mastery." Dr. Bill Bruck went on to tell instructional designers from the federal government, "We must transform training events into on-going learning programs to get the results our customers need."

Falls Church, VA, (September 2005) – Bill Bruck, Q2Learning lead solutions architect recently addressed the Department of Defense Instructional Systems Development community of practice meeting in Bethesda MD. His presentation, "Training for Results: A Blended Approach" focused on three key points:

- Organizations invest too much in training for participants to consider learning a stand-alone experience.
- Success on the job needs to be measured by performance on the job.
- A strategic approach to blended learning will allow organizations to transform training from one-off events to results-oriented programs that support critical on-the-job performance.

Two case studies, focusing on performance management and leadership development, demonstrated how designers can use a series of blended learning activities to combine content with peer-to-peer interaction, practice and mentoring to cement the concepts and skills learned via traditional training media.

"We like interactive, on-going learning," said Dr. Bruck. "It lets us adapt information to our situation, actively sort and apply content, and have access to experts that help separate the wheat from the chaff. And research bears this out – interactive learning provides a retention rate of 50-90 percent, versus a 5-30 percent retention rate for non-interactive methods."

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
(877) 751-2200 x401
<http://www.q2learning.com>
###
