

Managing Learning is Not Enough to Deliver Business Results

“Putting our efforts into simply managing learning will not drive the business results organizations need. With today’s technology, there’s no reason we shouldn’t be doing more to create learning that’s a catalyst for strategic business initiatives.”

Falls Church, VA, (May 2006) – Bill Bruck, Q2Learning lead solutions architect, will chair the International Quality and Performance Conference for Instructional Design and Curriculum Development in Sydney, Australia at the end of the month. In addition to chairing the conference, Dr. Bruck will offer a keynote address, “Organizational Learning: Lessons Learned and Directions for the Future.”

Among the topics Dr. Bruck will address are:

- The increasing emphasis on LMS technology and the impact it has had on the administration of training, to the detriment of sound instructional and delivery strategies.
- The importance of identifying “big bang” training opportunities that can help achieve the organization’s strategic and financial goals – and how to capitalize on learning technology to cement content acquisition.
- The implications of learning 2.0 tools on organizational learning – transforming learning from a passive activity to a robust, collaborative enterprise.

When asked about the opportunity to chair this event, Dr. Bruck said, “it’s exciting to be at a point where we can evaluate the successes and shortcomings of our training strategies. Having seen where our emphasis on learning management has got us, the time is ripe for expanding our view of what learning is and how it needs to be fostered, not just administered. The tools available to learning technologists and instructional designers offer a lot of new opportunities, if organizations will take advantage of them.”

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 sharing. 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.

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