

ISPI Participants to Hear that Collaboration Technology is Not One-Size Fits All

“When organizations are looking to enhance performance, one technology is not just as good as another. Professionals who are looking to make recommendations for collaboration technology need to understand the variations in the types of technology available, and match it to their organizational needs.”

Falls Church, VA, (March 2007) – Bill Bruck, Q2Learning’s lead solutions architect and a pioneer in online collaboration will share his thoughts on the latest social networking technology with members of the International Society for Performance Improvement.

Among the issues Dr. Bruck will address are:

- Allowing the organization’s need for collaboration to drive the selection of collaboration technology, not the other way around.
- The convergence of tools such as discussion spaces, blogs, wikis and other Web 2.0 technologies as a software differentiator

“Social networking tools such as MySpace are not only extremely popular, but extremely tempting, because they require little or no investment to institute” says Dr. Bruck. “Depending on what an organization is trying to do, freeware may be a very appropriate option, but it can also irrevocably damage an organization’s appetite for online collaboration if it doesn’t have the necessary tools to meet the organization’s needs.”

Program participants will get not only Dr. Bruck’s unique take on the state of collaboration technology, but will also come away with concrete steps to assess organizational needs and a guide for matching requirements to the right tools.

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.

Contact

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