

From The Training Business To The Readiness Business (How to Deliver Proficiency)

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Tuesday, May 11, 2010 – 5:30 to 8:00 p.m.

Note new meeting times. Dinner is catered.

Steptoe & Johnson

1330 Connecticut NW

Washington, DC 20036 [Directions](#)

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What do you imagine that it means to be in the readiness business, not the training business?

How would this change the vision and the mission of the training department? What types of positions would we need, and what skills would be required? Is this shift worthwhile to consider? A number of leading corporations believe so. CA Inc, for instance, now has VPs of sales readiness and technical readiness—not training.

In this presentation, you will learn: 1) How this paradigm shift changes the learning organization's strategies, key initiatives, and value proposition; 2) How this shift can position the learning organization—and learning professionals—to demonstrate their value to the agency or enterprise; and 3) How this shift impacts how we think about learning technologies.

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 more than a hundred blended learning solutions for Fortune 500 corporations, and as general manager has grown the company by 40% in each of its first three years. Bill comes from academia; 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 more than 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.