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ASTD Presents Robert Kaplan and David Norton with its Champion of Workplace Learning and Performance Award

(Alexandria, VA) June 13, 2008 – The American Society for Training & Development (ASTD) presented Robert Kaplan and David Norton with its Champion of Workplace Learning and Performance Award on June 2 at the ASTD 2008 International Conference & Exposition in San Diego, California. This ASTD award recognizes individuals whose advocacy, commitment, or actions in support of workplace learning and performance has influenced groups of individuals, organizations, or society.

With the inclusion of “learning and growth” as one of the four perspectives of their balanced scorecard, Norton and Kaplan recognized the importance of learning in all organizations – that it is part of the infrastructure needed for the other three perspectives to be achieved. Their strategic approach has stood the test of time and has had substantial, sustained impact on learning.

Norton and Kaplan fleshed out the principles of the balanced scorecard in their 1996 book, *The Balanced Scorecard: Translating Strategy into Action*. Since that time, their scorecard has been adopted by more than half of the Fortune 1000 companies, been adapted for use in government and not-for-profits, and been named one of the most important management concepts of the past 75 years by *Harvard Business Review*.

Revised slightly since its inception, the balanced scorecard transforms an organization's strategic plan from a passive document into an action plan to be implemented on a daily basis. It helps planners identify what should be done and measured, and enables executives to execute their strategies.

Kaplan and Norton tackled measuring the value of intangible assets of human capital, organizational capital, and informational capital in their 2004 book *Strategy Maps: Converting Intangible Assets into Tangible Outcomes*. To determine the value of an organization's human capital, they advocated measuring employee readiness. They introduced the concept of strategic job families, the use of competency profiles to assess readiness, and the importance of aligning training and education programs to ensure that employees acquired the skills and capabilities most vital for successful strategy execution.

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Norton is cofounder of the Balanced Scorecard Collaborative and of the Palladium Group. He had previously cofounded Nolan, Norton & Company and served as its president. He has earned degrees from Worcester Polytechnic Institute, Florida Institute of Technology, Florida State University, and Harvard University.

Kaplan is Baker Foundation Professor at Harvard Business School. He joined the faculty in 1984 after 16 years on the faculty of Tepper School of Business at Carnegie-Mellon University. He has received degrees from Massachusetts Institute of Technology and Cornell University. He is chairman of the Practice Leadership Committee of the Palladium Group and speaks extensively on performance and cost-management systems at organizations around the world.

In January 2008, Harvard Business School Press published Kaplan and Norton's fifth scorecard book, *The Executive Premium: Linking Strategy to Operations for Competitive Advantage*.

About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 134 U.S. chapters and 26 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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