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For Immediate Release

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ASTD Presents Robert Brinkerhoff with its Distinguished Contribution Award

(Alexandria, VA) June 13, 2008 – The American Society for Training and Development (ASTD) presented Robert Brinkerhoff with its Distinguished Contribution to Workplace Learning and Performance Award on June 2 during the ASTD 2008 International Conference & Exposition in San Diego, California. This award is presented in recognition of an exceptional contribution of sustained impact to the field of workplace learning and performance.

Over the past four decades, Brinkerhoff has devoted his career to improving workplace learning and performance, and has introduced innovations that have changed the field permanently and for the better, including high impact learning and the Success Case Method. He has combined scholarship and practical experience to educate and train thousands of practitioners to improve the impact of human performance solutions in every sector of business and government.

Brinkerhoff published his first book on training evaluation in 1983. While conducting evaluation studies, he found that the sophisticated evaluation methods he had been trained to use were too expensive and too time-consuming. He began to seek a method that was simple to conduct and to understand. Seeking effective evaluation methods as the key to successful training and development, Brinkerhoff went “back to square one, trying to find out how to solve the puzzle for just one person.”

Brinkerhoff’s Success Case Method evaluates the effectiveness of training by focusing on the most, and least, successful learners. This method guides evaluators to survey and interview participants, then create narrative stories that communicate the results of the study. According to Brinkerhoff, “The Success Case Method helps trainers figure out why they got the results they did, and show the results that training is bringing to the organization.”

Brinkerhoff has been an outstanding practitioner of evaluation as a tool for workplace learning and performance improvement. He has used his practical consulting experience with hundreds of organizations to write and teach extensively. Now professor emeritus at Western Michigan University, Brinkerhoff is engaged in transferring his intellectual property to two firms that will carry forward his work during his retirement.

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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