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ASTD Creates Training Resources to Meet Growing Green Trend

"Lead the Green Evolution" includes tips for environmentally smart business practices.

(Alexandria, VA) – October 5, 2009 – With the rise of “green jobs” and an increased focus on training for green industries, the American Society for Training & Development ([ASTD](#)) has created a tool for learning and development professionals who are tasked with helping their organizations develop increased sustainability and ecologically intelligent practices. ASTD is the world’s largest association dedicated to the training and development field and leads the profession by providing practical resources that can be quickly deployed in the workplace.

“Lead the Green Evolution” is the title of a new ASTD [Infoline](#) created for organizations that are “going green.” *Infolines* are concise hands-on publications that focus on one topic and come complete with job aids and tips for best practices.

“Lead the Green Evolution” lists several compelling reasons companies are going green. They are:

- Deal with climate change.
- Reduce consumption.
- Save money.
- Attract and retain better talent.
- Attract customers and influence suppliers.

There is a significant training and development component for any organization adopting greener business practices. This *Infoline* includes helpful content such as listings for “Green Terminology,” “20 Ways to a Greener Business,” and “Greening Your Training.” Tips for starting a green initiative and a 45-item job aid to assess and execute the initiative make this *Infoline* a must-have resource for any organization moving toward a more environmentally-conscious operation.

For more information on “Lead the Green Evolution” and ASTD’s other Green Training Resources, click [here](#). To schedule an interview, call 703-683-8192.

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About ASTD

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 133 U.S. chapters and with 30 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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