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APRIL *T+D* Magazine: Tools to Survive the Down Economy

(Alexandria, VA) April 1, 2009 – Navigating the recession has organizations worldwide retrenching and retooling to operate more leanly and efficiently. The April issue of *Training + Development (T+D)*, a monthly publication from the American Society for Training and Development (ASTD), is filled with useful content that addresses surviving the challenging economy and proactively positioning an organization for the recovery.

In April's *T+D*:

- An article featuring a soon-to-be released research report on learning in a down economy gives readers valuable insight into making learning mission critical for organizations.
- A feature on developing human potential details the importance and value of investing in talent not only for surviving a recession but preparing for the recovery.
- Another feature on culturally sensitive learning speaks directly to the challenge many organizations have or will face as they deal with a global workforce.
- Layoffs have affected many and *T+D* focuses on one learning professional's job search as a way to highlight the challenges and opportunities that exist in unemployment.

ASTD continues to keep a finger on the pulse of real issues affecting its members. By providing timely content and research, ASTD partners with learning professionals to think creatively about challenges and opportunities, learn best practices, and execute cutting-edge solutions. When learning professionals are performing effectively their organizations see positive bottom line results.

To read the April issue of *T+D*, go to www.astd.org/td. To learn more about *T+D* or to schedule an interview, contact press@astd.org.

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 more than 130 U.S. chapters and with more than 30 international partners. 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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