

The ASTD Benchmarking Forum is focused on **building organizational capability** to address current and future challenges. The Forum is a Learning Community of private- and public-sector organizations networking, through a variety of mediums, to focus on **current and future business issues**. Members actively engage in **targeted benchmarking** in the areas of **talent development, learning, and performance** to **explore innovations, define standards, and most-importantly—improve results**.

Membership in the Forum is at the organizational level and is by application.

Dues are **\$8,500 annually for the first two years** and **\$6,000 annually thereafter**. Discount for two year payment.

## FORUM BENEFITS

### Community

**Community Events:** registration for two representatives to attend member-hosted, community events.

#### 2009/2010 COMMUNITY EVENTS:

**Fall Leadership Summit**—sponsored by Intel & Agilent  
October 6-8, 2009 (Virtual using Web 2.0 tools)

**Spring Learning Lab**—sponsored by VA  
Learning Xchange  
March 9-11, 2010 (Orlando, FL with virtual)

**ASTD International Conference & Exposition**  
(includes regular conference admission)  
May 16-19, 2010 (Chicago, IL)

**Multiple Monthly Web Conferences:** open to all forum members and hosted by member companies, thought leaders, and ASTD

**Member Communiqué:** a monthly newsletter just for forum members

**Private Membership Roster:** who's who information and contacts for member organizations

**ASTD Education Program:** one registration to the certificate program of your choice including online offerings ([www.ASTD.org/Education](http://www.ASTD.org/Education))

**Enterprise Partner Status:** 10% discount at the ASTD Online Store ([www.ASTD.org/Store](http://www.ASTD.org/Store))

**ASTD Job Bank:** company discount on all job posting/resume search packages ([www.ASTD.org/Jobs](http://www.ASTD.org/Jobs))

### Measurements

**ASTD Workplace Learning and Performance (WLP) Scorecard:** highest subscription level and user's group meetings ([WLPscorecard.ASTD.org](http://WLPscorecard.ASTD.org))

**Comparative Benchmarks:** detailed benchmarks in numerous areas

**Member-Specific Data:** for all surveys and studies

### Best Practices

**Web 2.0 Exclusive Virtual Workspace:** be a part of an online community of collaboration and sharing

**Members-Only Website:** exclusive website with community event, conference, survey, and WLP Scorecard archives

**On-Demand Surveys:** member-to-member (M2M) surveys with ultra-fast turnaround

**Member/Member Partnerships:** numerous chances to partner with other high-profile Forum members

**ASTD Research:** access and participate in ASTD's groundbreaking research studies

**Connect:** connect with others to collaborate on forward-thinking ideas to solve real business problems.

**Connect:** socially with current and former representatives on the LinkedIn group

### Forum Members

AAA Mid-Atlantic  
Accenture  
Agilent  
American Express  
Bank of Montreal  
BD  
Boeing  
Booz Allen Hamilton  
Caterpillar  
CSC  
Defense Acquisition University  
Defence Finance & Accounting Service  
Defense Intelligence Agency  
Deloitte & Touche USA LLP  
Eli Lilly and Company  
European Patent Office  
Florida Power and Light  
W.W. Grainger  
Hewlett-Packard/EDS  
Honda of America Manufacturing  
IBM  
Ingersoll Rand  
Intel  
Johnsonville Sausage, LLC  
Lockheed Martin  
Marriott International  
Microsoft  
Qualcomm  
Small Business Administration  
Social Security Administration  
Steelcase, Inc.  
Tennessee Valley Authority  
US Dept of Veterans Affairs  
Wachovia, a Wells Fargo Company  
Wyeth

### 2009 Advisory Group

**Chair:** Bruce Batten, CSC  
Nadine Rothermel, Agilent  
Harvey Hailer, Boeing  
Taimi Henderson, Honda of America Manufacturing  
Brian Bradshaw, Intel  
Sue Hall, TVA

## FORUM RESPONSIBILITIES

- Share your organization's learning practices and results at the various events, conferences, and online communities
- Send at least two representatives to the annual community events
- Maintain confidentiality (members must sign a confidentiality statement upon joining the forum)
- Refrain from marketing to other members

## FORUM LEADERSHIP OPPORTUNITIES

- Co-Sponsor a community event
- Serve on the Advisory Group
- Write practice summaries for the *Monthly Communiqué*
- Present a practice case study on a web conference
- Contribute *Community of Practice* topics

## CONTACT

MJ Hall, PhD, PMP | ASTD Benchmarking Forum | 919-361-4979 | [mjhall@astd.org](mailto:mjhall@astd.org)