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## Corporate Learning Solutions

Showcase your expertise and stimulate consumer confidence to garner sales—develop a best-in-class learning program.

ASTD Corporate Learning Solutions help organizations achieve their learning objectives through data in benchmarking, highlighting new trends, professional development, and talent management. Group members are leaders in the industry and trusted by their peers (potential buyers). They also get the inside scoop on the supplier needs of future prospects and clients.

# CI



**As a training supplier, gain an edge over your competition by being an industry resource for your clients and prospects. Group membership provides exclusive access to best-practices, *T+D* magazine subscriptions, and networking opportunities.**

## CURRENT GROUP MEMBERS

(partial list)

Accenture  
AT&T  
American Express  
Bank of Ireland  
Bank of Montreal  
Barclays Bank  
Becton, Dickinson  
and Company  
Blue Shield of California  
Booz Allen Hamilton  
Boeing Commercial  
Airplane Group  
Caterpillar Incorporated  
Cendant  
Comcast University  
Countrywide

Defense Acquisition University  
Delta  
Disney  
Dow Chemical Company  
Dupont  
EDS  
Eli Lilly  
Enterprise Rent-A-Car  
General Motors  
HSBC  
Freddie Mac  
Grainger Learning Center  
Hewlett Packard  
Honda of America Mfg.  
Ingersoll Rand  
IBM

Intel Corporation  
Jack in the Box  
Lockheed Martin  
Luxottica Retail  
Marriott International University  
Motorola University  
Nike  
Sprint/Nextel  
Pfizer Learning Center  
at Arrowwood  
Rockwell Automation  
SAB Miller  
SAP America  
7-Eleven Corporation  
State Farm  
Steelcase University

Social Security Administration  
Sun Microsystems  
T-Mobile  
Toys "R" Us  
T. Rowe Price  
Microsoft  
Toyota  
U.S. Department of Veterans  
Affairs  
Unisys  
Wachovia  
Wal-Mart  
Washington Mutual Bank  
World Bank

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# ASTD Enterprise Services Model

ASTD's mission states that through exceptional workplace learning and performance we create a world that works better, and our member organizations seek to achieve just that.

The ASTD Enterprise Services Model below outlines the proven steps required to develop and retain talent and benchmark against competitors—resulting in increased organizational success. The data and information gathered will allow you to make the best strategic decisions to positively affect your bottom line through less employee turnover and high-performing teams.

## Step 1: Content, Resources, and Education

Educate yourself and your organization with a variety of information aimed to help you achieve your strategic business goals.

- Bridge the skills gap of your employees
- View industry trends
- Compare your practices with industry best practices and access the practices of competition

## Step 2: Individual Assessments

Quickly and easily assess the skill needs of your employees. Individual assessments provide a 12-month learning plan, which positions your organization for improved performance and achievement of critical business initiatives.

## Step 3: Organization-Wide Assessments

Benchmark your learning initiatives against other organizations as well as your competition. Organizational assessments allows you to create an organization-wide strategic needs analysis.

## Step 4: Professional Development

Receive a roadmap for employee professional development designed around areas for improvement revealed in the individual assessments.

## Highly Recommended Step 5: Certification

(Goal: 100% team participation)

Prove creditability with an official endorsement that requires employees to demonstrate their workplace learning and development knowledge through the certification exam. Exam provides useful data for tracking the performance improvement of your organization.

## Step 6: BEST Awards Submission

Booz Allen, Jet Blue, and HP are past BEST Award winners, why not your organization? These organizations are like yours—they foster an enterprise-wide learning culture. Enter the BEST Awards for widespread recognition of your learning initiative success.