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ASTD Presents John Seely Brown with its Champion of Workplace Learning and Performance Award

(Alexandria, VA) June 2, 2009 – The American Society for Training & Development (ASTD) presented John Seely Brown with its Champion of Workplace Learning and Performance Award on June 1 at the ASTD 2009 International Conference & Exposition in Washington, D.C. This ASTD award recognizes individuals whose advocacy, commitment, or actions in support of workplace learning and performance has influenced groups of individuals, organizations, or society.

Throughout his career, Brown has sought and championed innovation and a future-oriented way of looking at learning. When devising new ways to train Xerox technical reps, Brown tapped into the reps' inclination to tell stories. Capturing those stories in Xerox's Eureka system--an early notion of social computing--also led Brown to write *Storytelling is Transforming 21st Century Organizations and Management* in 2004.

Brown finds his inspiration everywhere, from extreme aerial surfers in Maui to video gamers. True peer-based learning and working collaboratively are where he is currently focused. *Harvard Business Review* lauded Brown's thoughts about "gamer disposition" as one of the "Breakthrough Ideas of 2008." Brown asserts that players of massive multiplayer online games (MMOGs) possess five key attributes that make them desirable members of the 21st century workforce: a bottom-line orientation; an appreciation of diversity; a welcoming of change; a view of learning as fun; and a willingness to experiment. "These five attributes make for employees who are flexible, resourceful, improvisational, (and) eager for a quest..." Brown states.

Currently Brown is the independent co-chair of the Deloitte Center for the Edge in San Jose, California, where he and his colleagues are investigating how the 21st century workplace differs from the 20th century. Brown continues to confirm that people are value-added contributors to organizational success, and to demonstrate that workplace learning and performance are critical to furthering organizational goals and objectives.

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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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