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Workplace Learning Professionals Need to be Change Leaders in a Down Economy

New whitepaper from ASTD shares best practices on leveraging human capital to its full advantage.

(Alexandria, VA) May 6, 2009 - The global recession has impacted even the strongest companies. One of the keys to weathering the down economy is smart talent management – having the right people in the right jobs at the right time. Workplace learning professionals are uniquely positioned to demonstrate learning's effect on developing talent.

Keep Learning Mission Critical: How to Communicate the Value of Learning in Difficult Economic Times is a new whitepaper by the American Society for Training & Development (ASTD) that provides business leaders, managers, and learning professionals timely insights about how to make the learning function more efficient and effective and link learning to the strategic goals of their company. The whitepaper includes data from a forthcoming study by ASTD and i4CP titled "Organizational Learning in Tough Economic Times."

The paper includes insights on how to accomplish more with less, creating an innovative culture of learning, strategic planning, and how to lead change. In addition the paper also outlines a specific action plan for learning departments who may be facing the real dilemma of being effective and efficient with fewer resources.

"Few industries are immune to the effects of the global recession. But our research shows that 38% of companies surveyed are placing more emphasis on learning during this economic downturn to a high or very high degree," says Tony Bingham, President and CEO of ASTD. "This whitepaper provides a look at best practices of learning professionals in companies that are centered on talent and know how to leverage human capital to its full advantage."

See a related column by Gordon Bull in *TrainingZone*: <http://www.trainingzone.co.uk/cgi-bin/item.cgi?id=197849>

To read the whitepaper, go to www.astd.org. To schedule an interview, contact press@astd.org or call 703.683.8192.

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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