

## The Advantage Way

### How to achieve measurable business results from training

Dr Robert O. Brinkerhoff, partner to BTS, explains The Advantage Way<sup>SM</sup>, a remarkable and proven approach to ensuring that your company's training investments produce measurable business results.

Studies show that less than 15% of all training has any impact at all on job performance, not to mention business results. Is this our fault? Not entirely. But in terms of lost credibility and access to resources, we sure pay the price.

It has taken 15 years of research, including pilot tests at American Express, Motorola, QUALCOMM, Holcim, Anheuser-Busch and other blue chip early adopters. Dr Brinkerhoff and his associates have evolved a set of methods and tools that show great promise in helping organizations achieve a guaranteed payback on training investments.

During this highly engaging event, which includes team exercises, you will learn why many training initiatives fall short in producing business impact. In contrast, you will be introduced to a strategic model for implementing and evaluating training that will allow you to demonstrably leverage training into business results.

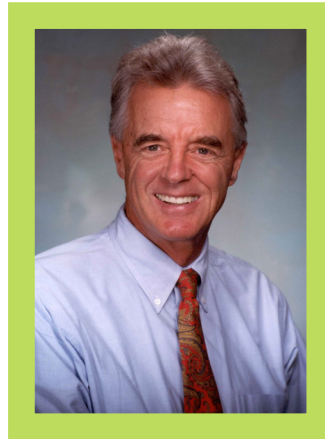
This executive briefing will reveal a breakthrough strategy and a practical system that is guaranteed to:

- Dramatically improve the business impact of your training
- Easily demonstrate the ROI of your training investments
- Get managers to take accountability for helping their employees use the new skills on the job
- Transform the enterprise into a "learning organization"

#### CONFERENCE DETAILS

Date:	13 March 2009 (Friday)
Venue:	Cabanga Conference Centre, 252 Montrose Road, Northgate, JHB. (Off - Olievenhout Street, east of the Coca-Cola Dome)
Time:	8.30am - 12.00pm (Includes Breakfast at 8.30am)
Fee:	ASTD/BTS members: R650 p/p (Non members: R750 p/p)

Please register with Robin Probart by email at:  
[probartr@worldonline.co.za](mailto:probartr@worldonline.co.za)  
(Deadline for registration: Friday 6th March 09)



**Robert O. Brinkerhoff Ed.D.**

is a world-recognized expert in training effectiveness and evaluation and the author of The Success Case Method, High Impact Learning and Courageous Training. Rob consults with dozens of industry leaders and is a professor at Western Michigan University, responsible for graduate programs in human resource management. Rob is a frequent speaker at ASTD and ISPI events.

"The business of training has been redefined by Brinkerhoff. With direct, elegantly simple models and powerful examples he shows the way to evolve learning and illustrates how it works. The approach outlined in his book Courageous Training brings the learning function back to the business table and into the XXI Century."

- Alejandro Reyes | Dell Inc.  
Director, Global Learning & Development.