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UNLOCK THE KNOWLEDGE

ASTD 2007 INTERNATIONAL CONFERENCE & EXPOSITION

ATLANTA, GEORGIA, USA
JUNE 3-6 • 2007
WWW.ASTD2007.ORG



HOT TOPICS SHAPING THE PROFESSION

DETAILS INSIDE!

WWW.ASTD2007.ORG/TOPICS



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UNLOCK THE KNOWLEDGE

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ASTD 2007 EXPO: June 4-6, 2007

In 2006, nearly \$110 billion was spent worldwide on learning, which is why now, more than ever, businesses are focusing on the value of workplace learning and performance.

See what the leading-edge companies and suppliers can do to help enhance learning in your organization.

astd2007.org/expo

Registration Fees

Registering has never been easier!

Member Advanced Rate: \$950

Don't Forget, the advanced registration deadline is quickly approaching. Register before March 1st and save **\$250 off** the regular member rate.

astd2007.org/register

Enhance Your Career

In 2007, in addition to individual appointments with career coaches and resume reviewers and educational sessions on a host of topics, participants can schedule mock interviews and get immediate feedback. This new feature offers a chance to practice interviewing in a safe environment.

Free educational session topics include: personal career management and planning, job search, resume prep, and interviewing skills.

astd2007.org/career

Endless Networking Opportunities

With 8,000 attendees representing over 70 countries, the ASTD 2007 International Conference & Exposition is the place to cultivate new and existing relationships. We'll provide you with the tools and atmosphere to expand your professional circle, and hopefully... make some new friends, too.

astd2007.org/networking

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ACHIEVE A GLOBAL PERSPECTIVE

HOT TOPICS!

Check out these sessions highlighting topics currently shaping the profession:

Managing Successful Mentoring Relationships: Both Ways
Niël Steinmann
 South Africa

As mentoring gains in popularity, organizations need to carefully consider this powerful tool for developing employees. The traditional models of mentoring, however, have failed to keep up with trends in business and mentoring initiatives and relationships fall short of meeting expectations. Building the capacity of managers and leaders in the business to fulfill such a mentoring role with confidence becomes a key priority. But what does it take to be a successful mentor or protégé? And just how do we prepare both mentors and protégés for this challenge? How do we encourage ordinary business relationships to show potential to turn into profitable mentoring relationships? The speaker will answer these and other questions and illustrate the essentials of profitable mentoring relationships.

BRIDGING THE SKILLS GAP

Motorola and Six Sigma
P.W. Wong
 China

The speaker will explain how Motorola uses the six sigma methodology to implement organizational change and achieve performance improvement goals. One real case will be explained to help you understand the alignment between corporate strategy and the six sigma campaign resulting in the company's performance improvement.

BENCHMARKING

Developing Global Aptitude: How to Effectively Coach Leaders for Multicultural Environments
Paolo Ngari
 Italy

Operating in a fast-paced, highly interconnected global economy, many of our habitual ways of thinking and behaving have become obsolete. In order to thrive in a diverse, multifaceted, intercultural marketplace, executives need to equip themselves with new skills and understanding. Global Aptitude is the key element that can provide effective leaders with the global mindset indispensable to success in today's intercultural environment. Learn to coach executives to face these challenges by addressing the four layers of culture; the four Rs of the Global-Aptitude Path (Realize, Recognize, Respect, Reconcile); and six key strategies for global leaders.

EXECUTIVE COACHING

DIVERSITY

Shaping a Skills-Based Curriculum Across Diverse Departments
Tony Brown, Coca-Cola
Jay Lambert, Integrated Learning Services

Curricula are typically designed for job titles, but that approach may not be the best fit for your organization when today's workers are asked to take on additional roles. You will learn to develop a coordinated curriculum based on job skills rather than job titles in order to target employees across multiple and diverse departments. You will be introduced to the Skills-Based Curriculum Development Model and to tools used to create a curriculum for 10 "families" identified by grouping skills from the 180-plus job titles in the Coca-Cola Company's retail organization. This model's tools are now being replicated across other organizations within Coca-Cola. Through activities, you will learn how to identify the critical skills that cut across jobs and departments, group them into "like roles," look for performance gaps in the roles, rank the most pressing gaps, and plan training initiatives to address those gaps.

SUCCESSION PLANNING

Prescriptive Development: Linking Business Outcomes to Succession Planning
Pete Hammett, Center for Creative Leadership
Mark Walker, Pearson Performance Solutions

Surround yourself with talented people and you have a chance at winning. Surround yourself with people whose talents align with your goals and you create a strategic advantage. Organizations that succeed create decision models based on where they are headed. In this session, the Center for Creative Leadership and Pearson Performance Solutions combine their decades of research on leadership to help you evaluate your succession planning and leadership development programs to advance your decision models. Executive Behavior, Prescriptive Development, and Process Integrity principles provide a framework for identifying obstacles and delivering results that improve the bottom line.

EVALUATION

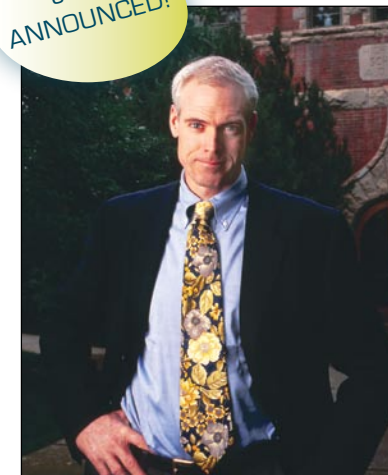
Training Impact Evaluation That Senior Managers Believe and Use
Robert Brinkerhoff, Western Michigan University

The Success Case Method is an innovative procedure that quickly digs out and documents the very best results that training is achieving, and then pinpoints the replicable factors and practices that managers can leverage to increase ROI and drive performance improvement throughout the organization. Better yet, this breakthrough method's results make a CFO-proof business case for manager involvement in training and help your organization build capability to leverage learning investments into sustained performance improvement. The speaker will review real examples from Allstate Insurance, Hewlett Packard, Grundfos (Denmark), and Coffee Bean & Tea Leaf, among others, that demonstrate this highly effective, innovative, and, above all, practical evaluation method.

SEE YOURSELF EXPANDING YOUR HORIZONS...
 OVER 200 EDUCATIONAL SESSIONS

GENERAL SESSION SPEAKERS

JUST ANNOUNCED!



Jim Collins
 Best Selling Author and Researcher

Want to know what makes that company so great? Find yourself wondering how some people always seem on?
 Jim Collins, the best selling author of *Good to Great*, returns to tell you about his emerging research which uncovers how some companies sustain their greatness through the most turbulent times, what causes some companies to fall from greatness, and how you can take his organizational findings and apply them to your personal endeavor toward individual satisfaction and success. Collins will be unveiling his latest research for the first time in Atlanta. Be among the first to know the secrets of greatness.



Keith Ferrazzi
 CEO, Ferrazzi Greenlight

What do the world's best relationship-builders do differently?
 Ferrazzi, author of the best-selling *Never Eat Alone* has been hailed by *Inc.* as one of the world's most "connected" individuals. Whether you are responsible for the learning and performance initiatives for a large company or work as a consultant for your own company, you need to be a business partner to your clients. Learn from Keith Ferrazzi how to use relationship building skills to become a better business partner to your internal clients and to improve existing relationships with your external clients.



Tom Rath
 #1 New York Times Best-Selling Author
 Global Practice Leader, The Gallup Organization

What do the world's best leaders do differently? And what do followers of these leaders want?
 Tom Rath will present new research findings on leadership from The Gallup Organization. Succession planning and leadership development are growing topics in the workplace learning and performance space. The impending skills gap is requiring all of us to know.

