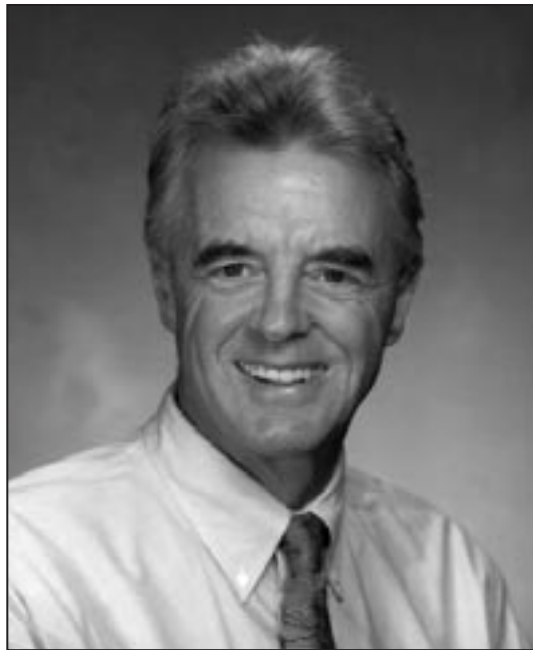


Have breakfast on me . . . Robert O. Brinkerhoff Ed.D.

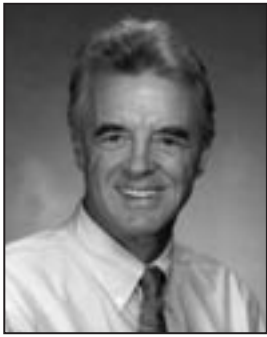


**. . . and learn about a better way
to achieve measurable
business results from training.**

- ➔ **Choose your city and RSVP today at (800) 123-4567**
- ➔ **Breakfast at 8:00 am, program from 8:30 - 10:30**
- ➔ **Free of charge to ASTD and ISPI members and other HRD professionals.**

Atlanta	Thursday, November 20
Boston	Wednesday, October 29
Charlotte	Wednesday, November 19
Chicago	Thursday, November 13
Cincinnati	Friday, October 24
Dallas	Tuesday, November 4
Denver	Thursday, November 6
Detroit	Wednesday, November 12
Irvine	Wednesday, November 5
Los Angeles	Wednesday, October 29

Minneapolis	Thursday, October 23
New York	Tuesday, October 28
Philadelphia	Tuesday, November 11
Phoenix	Thursday, December 4
Portland	Thursday, October 30
San Francisco	Tuesday, November 11
San Jose	Thursday, November 13
Seattle	Thursday, November 6
St. Louis	Monday, November 24
Washington DC	Tuesday, November 18



Dear Colleague,

Perhaps we've met at an industry event. I'm a frequent presenter at ASTD and ISPI. My expertise: how to achieve measurable business results from training.

Is this a problem? You bet it is.

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.

Now for some good news - and why I want to treat you to breakfast.

It's taken 10 years of research, including pilot tests at American Express, Motorola, QUALCOMM, Anheuser-Busch and other blue chip early adopters. But my associates and I have evolved a set of methods and tools that show great promise in helping organizations achieve a guaranteed payback on training investments.

I encourage you to complete and return the RSVP form to attend a breakfast in your city and see for yourself. My guess is you'll be pleasantly amazed.

Sincerely,


Robert O. Brinkerhoff, Ed.D.

PS: If you're fed up with tedious lectures on "ROI of Training" you'll really applaud our new methodology. There's nothing at all complicated or impractical about it. And, thanks to our partnership with human performance consulting experts, Advantage Performance Group, it's astonishingly easy to learn and apply.

PPS: When I say I want to treat you to breakfast, I mean it. There's absolutely no charge or tuition attached to attending.

See why this
free invitation
is worth waking
up early for!



BREAKFAST AGENDA

- How to reframe the perception of the training function from "event delivery" to an emphasis on performance and business results.
- Why compromise your reputation for responsiveness with tortoise-like "Needs Assessments"? Try **this** astonishingly powerful shorthand way of sizing up training needs and prototyping solutions on the fly.
- You, too, can become a "performance architect." How to simply diagram the connection between employee capabilities, performance requirements and desired results on the job – even in complex organizational settings.
- Why training that aspires to job mastery is ill-advised. Try this "strategic leverage" approach to determining learning objectives instead.
- Don't settle for trying to link training to learning outcomes. Here's a way to apply your efforts to produce actual business **results**.

HAVE BREAKFAST ON ME!

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3 WAYS TO RSVP TO THIS COMPLIMENTARY EVENT ENROLLMENT IS LIMITED - PLEASE RESERVE NOW!

PHONE: **(800) 123-4567** FAX: **(480) 123-4567**
WEB: **www.advantageperformance.com/breakfast.html**

NAME _____

TITLE _____

FIRM _____

BREAKFAST CITY _____

(SITE SPECIFICS WILL BE PROVIDED WITH CONFIRMATION)

PHONE _____

EMAIL _____

(NECESSARY FOR CONFIRMATION DETAILS-PRIVACY ASSURED!)

SORRY, CAN'T MAKE A SCHEDULED EVENT. PLEASE ALERT ME NEXT TIME YOU SCHEDULE A FREE BREAKFAST IN MY CITY.

➔ **Breakfast at 8:00 am, program from 8:30 - 10:30 am**

➔ **Free of charge to the HRD community**

➔ **All presenters Brinkerhoff-method-certified**

ABOUT ROBERT O. BRINKERHOFF, ED.D

Rob Brinkerhoff is a world-recognized expert in training effectiveness and evaluation and the author of *The Success Case Method*, and *High Impact Learning*. 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.

ABOUT ADVANTAGE PERFORMANCE GROUP

Advantage is the world's leading human performance consulting network. A pioneer in developing human resource interventions that result in verifiable business results, Advantage is launching a suite of tools and methods called *The Advantage Way* to support the entire learning and performance management lifecycle. Advantage clients include Microsoft, General Electric, Bristol-Myers Squibb, Toyota, Oracle and many others.

- ➔ Why 90% of all training, including even the most brilliantly designed instruction will never be absorbed or transferred to the job. And how to make sure this doesn't happen to you.
- ➔ No more apathetic "sent" learners. How to ensure that training participants arrive personally invested in making the most of their learning opportunity.
- ➔ Want classroom participants 100% engrossed in how they will digest and apply course content, rather than sitting back as "evaluator/critics" of your efforts? Have **this** discussion with their managers beforehand.
- ➔ How to get learners with varying skill levels and job responsibilities to individualize a common learning experience to their unique reality. No need to spend a fortune on course customization.
- ➔ How to ensure that training is really transferred to the job and put into practice.
- ➔ How to get managers to understand that classroom learning needs to be reinforced with on-the-job coaching and performance support and eagerly do their part to ensure a satisfactory training outcome.
- ➔ Forget about "butts in seats" and "cost per hour of instruction." Here's how to get yourself evaluated on your contribution to the success of your organization.

Should you accept this free breakfast invitation? Envision these 11 reasons why!

1. Training is invited to the Big Meetings and included in important discussions around business issues, strategies and plans.
2. You are able to easily deflect efforts to rope you into throwing training at a problem that is better solved another way.
3. People seek you out with business challenges—rather than imposing on you with packaged programs that vendors have been sweet-talking them about.
4. You are able to rapidly size up training needs and to prototype solutions on the fly. No more tortoise-like "Needs Assessments" that outlast the needs they are supposed to address and compromise your reputation for responsiveness.
5. Training participants arrive eager to learn and pre-sold on the value of the learning to their job performance and career success.
6. Skills learned in the classroom are actually taken back and used on the job.
7. Line managers finally get it! They are committed to coaching and reinforcing back on the job and understand the link between their support and employee performance.
8. You are able to rapidly document the bottom line value of your training, even to your most skeptical critics. No more having to defend yourself based on simplistic "smiles scores" or ungainly level four validation studies.
9. You're evaluated based on your contribution to the success of your organization rather than activity-based factors like "butts in seats" and "cost per hour of instruction."
10. Not only are your efforts recognized across your organization, but at the end of the day you feel a personal sense of achievement in a job well done.
11. Your training budget is approved—the first time!



Advantage Performance Group
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Tiburon, CA 94920

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How to Achieve Measurable Business Results From Training

- ➔ Choose from 20 cities nationwide
- ➔ Free of charge to the training community (details inside)
- ➔ RSVP today at (800) 123-4567