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Built to learn : the inside story of how rockwell collins became a true learning organization

Purington, Cliff

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Abstrak

Aerospace giant Rockwell Collins typified the old-fashioned corporate approach to organizational learning: lackluster offerings in bland classroom settings, with little connection to the needs of employees or the goals of the company. Enter Cliff Purington and Chris Butler, who in three years transformed Rockwell into a full-fledged learning organization. With a strategy-based and technology-driven learning approach, a 400 percent increase in offerings, 24/7 access for 17,000 worldwide employees, and cost savings of $23 million, Rockwell is lauded and emulated by organizations all over the world. For this vital book, Purington and Butler have organized their revolutionary approach into 10 clear steps that can similarly transform any company. Readers will learn new ways to build relationships, define core learning objectives, present a solid business case, and implement programs and assess their value. Each step offers detailed processes to follow, and explains what worked (and what didn't), revealing the secrets behind Rockwell's stunning transformation.