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For Immediate Release

Courageous Training

Bold Actions for Business Results

By Tim Mooney and Robert O. Brinkerhoff

Dozens of books have been written about how to train people more effectively. Yet despite all that well-meaning advice, of the \$70 billion spent on training in the United States annually, only 12–15 percent actually gets applied in ways that contribute tangible value to organizations.

If trainers want to achieve a lasting impact on organizations, what they need is a new mindset, not a new technique. In the past several years, Tim Mooney and Robert Brinkerhoff worked with training leaders who, despite myriad obstacles, consistently accomplished truly remarkable results by changing the way they think about and approach their work, and the way training works in their organization. They looked at their situations and decided not to do training the same old way and get the same old suboptimal results. They had the courage to “stick their necks out” and say to senior managers in their organizations, “We can do this better—and we will.” They lived outside of the training department compound and adopted high-impact learning principles and stuck to them.

In this way, courageous trainers have helped their organizations be more successful and accomplish valuable business goals with far more certainty and speed. They have also changed the way they are perceived and valued, moving from being simply training administrators or deliverers to being impactful leaders who have earned respect and recognition. Studying why these bold training leaders were so successful led Mooney and Brinkerhoff to distill the principles and practices outlined in *Courageous Training: Bold Actions for Business Results*.

The authors lay out the Four Pillars of Courageous Training, illustrating each with real-life examples that highlight specific concepts, methods, and tools. Going deeper, they delve into the mindset needed to truly transform training, which they summarize in the Courageous Training Code. And they present four in-depth case studies, written by training leaders in major organizations, showing the audacious actions these leaders took to produce dramatic—and measurable—business results.

More...

*"Too many training leaders know that despite their good efforts, training is not really producing the tangible results their organizations need. **Courageous Training** shows how to confront reality, call out what's working and what's not, partner with senior managers to break out of the usual training rut, and achieve truly amazing results."*

—William C. Byham, PhD, Chairman and CEO, Development Dimensions International, Inc.

"The business of training has been redefined by Brinkerhoff and Mooney. With direct, elegant language, simple models and powerful examples they show the way to evolve learning and illustrate how it works. This book brings the learning function back to the business table and to the 21st century."

—Alejandro Reyes, Director, Global Learning and Development, Dell Inc.

*"**Courageous Training** makes sense out of a complex problem—training doesn't usually work well enough. It explains in elegantly simple terms what's wrong, what needs to happen, and how to go about changing it. The **Courageous Training Code** should be the mantra for every training leader."*

—Jim Danka, Dean, Villanova School of Business

*"**Courageous Training** provides unique perspective about what it takes to successfully lead a learning organization. Mooney and Brinkerhoff have broken the 'code'—defining a 'Courageous Training Code' and creating an applied approach to taking action and getting results in any organization. This book unlocks the secrets to building a successful learning function. A must-read for anyone interested in achieving greater results with their learning investments."*

—Tamar Elkeles, Ph.D., Vice President, Learning and Development at Qualcomm and author, *The Chief Learning Officer*

Tim Mooney is Managing Partner and Practice Leader at Advantage Performance Group, a unique consulting and training firm that specializes in helping organizations accelerate business results, increase sales and improve the way that people work together. His clients include Microsoft, Toyota, Johnson & Johnson, Nestlé Purina, Blue Cross Blue Shield, and many others. For more information please visit: www.advantageperformance.com.

Robert O. Brinkerhoff, EdD, and professor emeritus, Western Michigan University, is a principal consultant and partner at Advantage Performance Group. His clients include Anglo-American Corp., Bank of America, Pitney Bowes, the Federal Aviation Administration, Dell, and the World Bank. He is the author of numerous books, including *The Success Case Method*, *High Impact Learning* and *Telling Training's Story*. Brinkerhoff joined APG in September 2005 to deliver and enhance The Advantage Way(SM) system to help organizations measure their training effectiveness.

Courageous Training: Bold Actions for Business Results

By **Tim Mooney and Robert O. Brinkerhoff**

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