

# How to Get a Good Night's Sleep

It's mid-2010: What training challenges are keeping *you* up at night?

Maybe you're tossing and turning because you've got some people whose project management skills aren't quite up to speed managing key initiatives. But you can't send them off for training because they're too busy managing those projects to leave the office.

Or maybe instead of counting sheep, you're counting the number of employees who've had to step up and assume some management responsibilities after recent layoffs. These dedicated folks desperately need management

it difficult for some of their employees to travel and spend time away from the office. Or they may be responsible for training team members who are based in multiple, far-flung locations. And most certainly, more than ever, they must justify every training dollar.

More and more, CLOs and other HR executives are looking to online learning to provide efficient, effective solutions to insomnia-inducing issues like these.

## **BRINGING THE CLASSROOM TO THE DESKTOP**

We at AMA have responded. We've adapted

***CLOs face new restrictions and budgetary challenges and — more than ever — must justify every training dollar.***

training, but there's just no way you can spare them for three or four days of off-site learning. And to further complicate matters, they're based in 10 different regional offices.

## **CHANGING TIMES REQUIRE INNOVATIVE SOLUTIONS**

Many of our customers tell us that the way they do business is changing radically. Although they continue to benefit from the traditional, face-to-face learning model AMA has offered for more than 85 years, they now face new restrictions and budgetary challenges that make

state-of-the-art technology to give our customers a live online version of the top-quality content we offer in our classrooms, by the same facilitators who are expert practitioners in the subjects they teach. This is experiential learning — dynamic and interactive — not canned training. Our user-friendly platform provides each participant with a complimentary VoIP headset, allowing class members to speak to the facilitator and to each other. They ask questions, share files and tackle projects in breakout group activities, just as they would in a traditional classroom.



By Barbara Zung

Barbara Zung is director of global organization development for American Management Association.

Simply speaking, we're bringing the power of the in-classroom learning experience directly to the customer's desktop. Each live online program is delivered in manageable blocks of time over the course of a few weeks, so participants can easily make time for learning without neglecting everyday work demands.

We're also using the live online approach to reach out to a new generation of learners, that tech-savvy cohort that has grown up with one hand on a mouse or touch screen. For them, learning, communicating and connecting online is as natural as making a phone call or sitting in a classroom was for previous generations. AMA is here for them, meeting their

### COMBINING HIGH TECH WITH HIGH TOUCH

AMA leverages the latest technology to create an atmosphere of engagement and community. Miles Hutchinson, CPA, who has taught both in-classroom and online versions of AMA's popular seminar "Fundamentals of Finance and Accounting for Nonfinancial Managers," explains: "I use technological tools — like real-time polling and text chat — to create a two-way dialogue with our participants. I also make a conscious effort to let my personality come through the screen. I know it's important to be animated and stay on task so that people remain focused."

## *Live online training brings the power of the in-classroom learning experience directly to employees' desktops.*

evolving professional development needs, just as we have for past generations.

AMA is expanding its selection of live online titles to 24 by year's end. And all of AMA's 140-plus seminars can be customized and delivered in a virtual format for corporate or government clients. AMA's live online seminars, like our blended products, provide additional resources, including pre- and post-seminar materials, online assessments and post-seminar tune-up courses to help companies measure training ROI.

Successful companies know that to gain competitive advantage in today's global marketplace, they have to address the evolving needs of their customers, providing them with effective solutions faster and more conveniently than the competition — while maintaining the highest quality.

That boils down to helping you sleep more soundly at night. Pleasant dreams.

For information on how AMA can provide live online seminars, in-classroom learning — or a blend of the two — call 800-262-9699 or visit [www.amanet.org](http://www.amanet.org). ❖