

**Dr. Robert O. Brinkerhoff Honored by ASTD for Exceptional Contribution to  
Workplace Learning and Performance**

***Advantage Performance Group Partner and Principal Architect of “The Advantage Way”  
to Join List of Leadership & Development Luminaries***

Larkspur, Calif. -- (April 16, 2008) — Dr. Robert O. Brinkerhoff, author of *The Success Case Method, High Impact Learning, Telling Training’s Story* and *Courageous Training* (May 2008), and Advantage Performance Group consultant, has been selected as this year’s recipient of The *Distinguished Contribution to Workplace Learning and Performance* award, by the American Society for Training & Development (ASTD). ASTD will award the honor at the ASTD International Conference & Exposition, June 1-4, at the San Diego Convention Center, San Diego, Calif.

Since 1986, ASTD has awarded *The Distinguished Contribution to Workplace Learning and Performance* prize to one individual a year in recognition of exceptional contribution of sustained impact on the field of workplace learning and performance. Past recipients include Ken Blanchard, Peter Senge and Peter Block.

"It's truly an honor to be placed in the company of such great learning achievers," said Robert O. Brinkerhoff. "We've reached a point in the history of learning and development where we are expecting and getting much greater impact from our initiatives; I'll continue to work with my colleagues at Advantage Performance Group and BTS ( APG's parent company) using the Advantage Way to deliver these high impact programs and the frameworks to evaluate them."

A popular speaker at the annual ASTD International Conference & Exposition, Brinkerhoff will this year present the session “Training Impact Evaluation that Senior Leaders Believe and Use” Tuesday, June 3, 4:00 PM – 5:30 PM and Wednesday, June 4 from 1:15 PM – 2:45 PM. The session will overview how to use the Success Case Method to "tell training's story" with impact data that is credible and compelling for a CFO-proof business case for manager involvement in training. With examples from Cisco Systems, Holcim Cement and Children’s Healthcare of Atlanta, the goal is to help your organization build capability to leverage learning systems into sustained performance improvement.

**About Robert O. Brinkerhoff**

Robert O. Brinkerhoff Ed. D. 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*. His latest book *Courageous Training*, co-authored with Tim Mooney, will be released in May 2008. Brinkerhoff joined APG in September 2005 to deliver and enhance The Advantage Way(SM) system to help organizations measure their training effectiveness.

## **About ASTD**

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 136 U.S. chapters and 25 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers. ASTD started in 1944 when the organization held its first annual conference. ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit [www.astd.org](http://www.astd.org).

## **About Advantage Performance Group**

Advantage Performance Group is a unique consulting and training firm that specializes in helping our clients accelerate business results, increase sales and improve the way that people work together. Our network of senior partners works with our clients to get verifiable business results. Unlike other consulting and training companies that provide only one approach to development, Advantage provides a continuous stream of learning solutions to meet clients' evolving business needs, with specialties in Sales and Service Excellence, Leadership and Management Development, Team and Individual Performance and Business Acumen. In addition, Advantage guarantees measurable business impact – not only improved job performance, but results on the bottom line through our Advantage Way process. Advantage guarantees—in writing, complete with financial assurances—that when a company implements The Advantage Way system, their organization will achieve documented business results as well as improved job performance. They will be able to measure the business impact of training—solid proof of its value to their organization. Advantage has a rich 18-year history and representatives in major U.S. cities, as well as working relationships in Canada, Mexico, Europe and Asia. Advantage is fully resourced to provide customers with just-in-time delivery and implementation support across all geographies. APG can be reached at [www.advantageperformance.com](http://www.advantageperformance.com) and 800-494-6646.

## **About BTS**

BTS is the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. We partner with our clients to develop the mindset and capabilities that their people need to accelerate change and improve business results.

BTS has 300 highly talented professionals serving over 400 clients, including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 world's largest corporations. Select BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Leadership and offers an innovative Engage for Change process.

BTS serves its clients from offices in New York, Philadelphia, Chicago, San Francisco, Scottsdale, Stamford, Beijing, Bilbao, Brussels, Helsinki, Johannesburg, London, Madrid, Melbourne, Oslo, Singapore, Stockholm and Sydney.

For more information please visit [www.bts.com](http://www.bts.com).

**Press contacts:**

**Rommin Adl**

Executive Vice President, Global Marketing

BTS

Phone: 484.391.2902

E-mail: [rommin.adl@bts.com](mailto:rommin.adl@bts.com)

**Marina Greenwood**

Activa PR for BTS USA

Phone: 415.776.5350

E-mail: [marina@activapr.com](mailto:marina@activapr.com)