

Training Initiatives and Strategies for the Modern Workforce

Part of the Advances in Human Resources Management and Organizational Development Book Series

Scott Frasard (Frasard Consulting, USA) and Frederick Carl Prasuhn (Tech-Wise Educational Services, LLC., USA)

Description:

Organizations in modern business settings invest significant time and resources into training employees. By implementing new techniques and methods, business training programs can be optimized and contribute to overall competitive advantage.

Training Initiatives and Strategies for the Modern Workforce is a comprehensive reference source for emerging perspectives on bringing evaluation training theory into practice, modifying practices based on the experiences of others, and applying new tools to improve trainings and evaluations. Features innovative coverage across relevant topics, such as business metrics, return on investment, and transfer of learning.

Readers:

This book is ideally designed for professionals, business educators, graduate students, practitioners and researchers actively involved in business environments.

ISBN: 9781522518082

Release Date: December, 2016

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Pages: 289

Topics Covered:

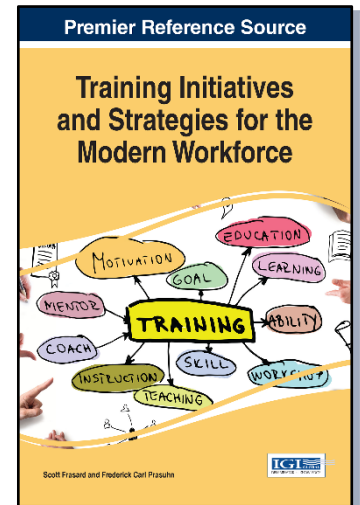
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- Learner Achievement
- Return on Investment
- Test Development
- Transfer of Learning

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Scott Frasard is the Sr. Director of Training at Harte Hanks and has worked in government, academic, and corporate organizations, nationally and international. He's an adult educator of 22 years, has a PhD in Adult Education from The University of Georgia and a M.Ed. in Measurement, Evaluation, Statistics, and Assessment from the University of Illinois – Chicago. He specializes in evaluating training to isolate its effects on learning transfer, business performance, and return on investment. As a scholar-practitioner, Scott applies research practices in business settings to understand complex phenomena and communicates his methods and results in business language. Central to Scott's work is moving the focus of measurement and evaluation away from "What do we want to ask?" towards the more important "What do we need to learn?" He has presented at national and international conferences such as *The Academy of Human Resource Development*, and *The Conference on Knowledge, Culture, and Change in Organizations* and serves on the editorial board for *The Journal of Leadership and Organizational Effectiveness*.

Fred Prasuhn is a lifelong learner and educator who believes that living life is a continual learning process. It is up to each of us, according to Fred, to learn and live growing each moment into our future. He considers himself a polymath or true renaissance person learning-living all he can using knowledge and skills gained to better himself and others. His many degrees in education and diverse experiences provide the foundation needed to educate others in a learning-living lifestyle. Fred also serves as facilitator-instructor for online courses in the subjects of adult education, educational/instructional technology, professional studies, and research. As a practical scholar Fred has published and presented many times sharing research and what he has learned with others. He has held membership and offices in national organizations including Adult Higher Education Alliance, American Association of Adult and Continuing Education, and Association of Non-Traditional Students in Higher Education. Fred is a Lead Consultant and Founder of Tech-Wise Services (www.tech-wise.services); it's mission is partnering with organizations to meet client and business needs through practical planning and technology integration.