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**An electronic information letter by BNH Expert Software.**

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**Maximize the Impact of Learning**

by J. (Jay) Bahlis, Ph.D., Eng.

On February 2nd, Nancy Williams (with Booz Allen Hamilton) and I presented a paper at the ASTD Techknowledge 2007 Conference on strategy used by Booz Allen to meet the training needs of its expanding workforce – expected to reach 20,000 by 2008. The abstract with a link for downloading the paper are presented below along with a long overdue announcement of our new web site

**Maximize the Impact of eLearning**

Like the rest of the training industry, Booz Allen faces the trend of "if you build it, nobody comes." Although the classroom version of the course "Developing an Award Winning Proposal" has a six-month waiting period, low registration for the online version, which was well received by participants, caused cancellation of several of the online sessions.

To meet the challenge of developing e-learning training that addresses their global expansion and also attracts and retains learners, Booz Allen conducted an in-depth analysis of target groups and training programs as well as the costs and ROI of alternative training. By understanding the costs and potential impact of blended delivery options, Booz Allen was able to make informed decisions on training choices—avoiding costly errors, making the most of resources, and maximizing the impact of e-learning programs by focusing on training initiatives that develop skills aligned to business goals. To download the white paper, please click on [Maximize the Impact of eLearning white paper](#).

**New Look with Wealth of Information**

If you have not visited our web site recently, you may want to take a few minutes to explore. We streamlined the interface to facilitate navigation, added a new "Learning Center" section with easy access to all info needed to learn and troubleshoot ADVISOR including video clips, user guides, step by step guides, data collection forms, frequently asked questions as well as a user to user forum to facilitate the exchange of info among users. To visit the Learning Center, please click on [Learning Center](#).

**Contributions**

Contributions, on what worked and didn't - including practical tips, advice, white papers, case studies, articles, reviews, online seminars, software tools and research reports - are welcomed. Please send to [✉bahlis@bnhexpertsoft.com](mailto:bahlis@bnhexpertsoft.com). Full credit will be given to author.

For information, comments and questions please contact (Jay) Bahlis at (800) 747-4010 x 21 or [✉bahlis@bnhexpertsoft.com](mailto:bahlis@bnhexpertsoft.com) or visit the ADVISOR site at <http://www.bnhexpertsoft.com>.

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Established 1987, BNH helped hundreds of organizations align learning strategies with business goals. We are result oriented. We offer products, services and workshops to assist HR, training and business professionals in managing training budgets, measuring impact on the bottom line as well as identifying ways of reducing costs and improving productivity. Our products include ADVISOR Enterprise – Strategic Planning, Budgeting and Management Tool, ADVISOR – Media Selection and Return on Investment Tool, ADVISOR – Needs Assessment Tool to Improve Performance, and Answer Me THIS...! – Create Educational Games. BNH can be reached at (800) 747-4010, (514) 745-4010 and found on the web site at • <http://www.bnhexpertsoft.com>

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