



**Internet  
Time  
Alliance**

## **WORKING SMARTER**

London, Thursday 16th December 2010

### **A workshop event for managers and senior learning and development leaders**

Sponsored by Reed Learning

**Fee:**  
**£750 per attendee**

**Venue:**  
**Abbey Business Centres**  
**111 Buckingham Palace Road**  
**London SW1W 0SR**

In a world that is moving at lightning speed, where information is ubiquitous, and where working and learning are merging, there is a need for everyone with responsibility for helping workers perform at their peak to look at leading-edge developments to help them on their way.

This event has been designed to expose you to the latest thinking about effective learning and to engage you in a series of discussions about how to implement some of the emerging practices in your own organisation. It will be both challenging and informative. It will be practical with ideas and examples you can take back into your own organisation.

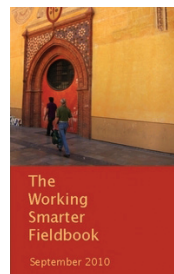
The event will be run by the **Internet Time Alliance**. Alliance principals Jay Cross, Jane Hart, Harold Jarche, Charles Jennings and Clark Quinn will all contribute to the day.

### **Why participate?**

The event will be of an informative and interactive nature and will provide you with a workable frame of reference to implement smarter working techniques in your own organisation.

#### **Key topics include:**

- Inspiring knowledge workers to make the most of their talents
- Profiting from the benefits of (virtual) networks
- Utilising new media to increase knowledge and information productivity in organisations
- Working sustainably on improving the performance of your organisation



We will also provide you with a copy of the latest edition of **The Working Smarter Fieldbook**. This is a book for business managers who want to build workforces that improve performance naturally, without prodding. It's a fresh look at how people become competent in their work and fulfilled in their professional lives. It's also packed with hints, tips and examples of organisations that are making the move to work smarter.

**Plan for the day >>**



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### Plan for the day

#### 9.00am Arrival and coffee

#### 9.30am Welcome & Overview of the day

Discussion of pre-event data/questions to participants to align focus for the day.

Distribution of The Working Smarter Fieldbook. These will provide follow-up for further explanation of each topic.

#### 10.00am Working Smarter: State of Learning in the Workplace Today

##### Panel session with the Internet Time Alliance

This session will include rapid-fire coverage of the changes and developments in learning – including workplace, social and mobile developments, the challenge of increasing complexity, phase change to net-work, the move from push to pull and other drivers.

#### 11.00am Coffee

#### 11.20am Working Smarter: Challenges and Options

Experiences and Case Studies – round table analysis of challenges and of the options to address.

Discussion of input gathered prior to the event – analysis of potential solutions.

#### 12.30pm – 1.30pm Lunch

#### 1.30pm Post-Lunch Activity

#### 1.45pm Working Smarter: Challenges and Options (cont.)

Roundtable – looking at roadblocks, doubts, individual issues.

Handling objections to 'new ways of learning'.

Next practices.

#### 3.00pm – 3.30pm Interactive round of questions with Internet Time Alliance

#### 3.30pm Tea

#### 3.45pm – 4.30pm Wrap-up by Jay Cross with feedback from the Internet Time Alliance

Discuss action plans

**Each participant will get a 30 minute free consultation with the Alliance any time in the next six months.**



**About the Internet Time Alliance >>**



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### **About the Internet Time Alliance**

The Internet Time Alliance helps people and organisations **work smarter**. Our bedrock is that learning and working are becoming one and the same as the world is changing from push to pull.

The ITA principals have between them more than 150 years' experience improving organisational, team and individual performance for clients. Our core expertise is in informal, workplace and social learning and development and in radically improving learning design. We do the work ourselves and employ no junior consultants.

We provide thought leadership develop and communicate new ways of learning and working through speaking engagements, publications and in collaboration with clients to build resilient organisations that understand working in networks.

We focus on enabling leaders and workers to shoulder responsibility for self-improvement and organizational excellence. We inspire them to step onto a path to higher performance, and help them design people frameworks that boost sales, lower costs, and open up new opportunities.



**Jay Cross** is a leading change agent of organizational learning. With a Harvard MBA, and known for his dynamic presentations, he's the author of 'Informal Learning: Rediscovering the Natural Pathways That Inspire Innovation and Performance' and 'Implementing eLearning'. He designed the first business degree program offered by the University of Phoenix and was the first person to use the term 'e-learning' on the web.

**Jane Hart** has emerged as a premier advocate of the use of new technologies for learning, and performance. After recognising the need, Jane has spent 25 years assisting organisations in coming to grips with technology and applying it to meet educational needs. Her website, The Centre for Learning & Performance & Technologies, is one of the most widely accessed sites in the learning space.

**Harold Jarcho** has established a reputation as one of the premier thinkers in the area of personal and organisational knowledge. After 25 years in the Canadian Army in performance and training roles, Harold has held senior positions at the Center for Learning Technologies and e-Com Inc. Harold has popularised the notion of networked learning through his highly regarded blog.

**Charles Jennings** is widely regarded as one of the premier leaders in business learning. His career has crossed academia, government, and business; he was a Professor at Southampton Business School, headed the UK national centre for networked learning and has held senior business and learning roles in global organisations. Charles was Chief Learning Officer at Reuters and Thomson Reuters for eight years and transformed the companies' approach to learning and development.

**Clark Quinn Ph.D.** applies a deep knowledge of human cognition and understanding of technology to the design of learning solutions. Clark has held academic and business positions in US and Australian organisations, including the University of New South Wales and Knowledge Universe. Clark is the author of two books, 'Engaging Learning: Designing e-Learning Simulation Games' and 'Designing mLearning: Tapping into the Mobile Revolution for Organizational Performance'.

