

A Billion+ Served

One hundred million.

That's the number of Americans who were expected to be involved in adult or continuing education by the year 2004, predicted the *Linux Journal* in 2000.

Did that forecast come to be? I don't know who could say for sure, but it seems like a fairly pitched guess. A goodly amount of those learners would be on the receiving end of workplace learning. Training has to be up there among industries on the size of the audience it serves. Talking globally, it might even rival McDonald's claim of a billion+ served.

More important, *how* do we serve them? Just when you think you know everything, the rules change—to paraphrase Mark Twain. Forget next generation; technologies are skipping generations by leaps and bounds. Competencies and roles are being redefined as they're executed. Approaches such as performance need be fluid and evolving as they're put into practice. People want to have learning their way—to paraphrase Burger King.

How much will this industry grow? The coming labor shortage, influx of diverse workers needing skills training, competing global demands—all factors pointing to expansion. In 2002, the average number of employees per training staff ranged from 85 to 424 employees per training staff member, according to the ASTD State of the Industry report.

We need more of you.



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Publication Redesign
ASBPE 2001

Editorial Excellence
ASBPE 1998

Gold Circle Awards
ASAE (American Society of Association Executives) 1994

Best Design
OZZIE Bronze Award of Excellence 1992

Magazine Column
"Working Life" Clarion Award Women in Communications 1992