

PRESIDENT'S PAGE

Relevance in a Changing World



It's true that many of us—no matter where we live or work—are feeling anxious about the uncertain environment. But, tough times call for everyone to take professional inventory. You have to determine how your work is relevant to your organization or clients. The core of what all of

you do as learning and performance professionals—develop human potential—is more important today than ever before.

Why is being relevant so important, and what is different now? Because more than just developers of people, you are enablers of outcomes. Your work transcends borders and boundaries. Every day, you help colleagues, clients, and organizations connect learning and performance improvement to their goals and strategies. Achieving results—individual and organizational—through the development of people is what sets you apart from others and what makes your work so meaningful.

Recently, I have heard from several practitioners in the ASTD worldwide community about why they enjoy helping people build their capability and helping organizations achieve results. Here are some of their thoughts:

"I love designing and facilitating unique learning environments. I am a lifelong learner, and I want to help others enjoy learning about new ideas and gaining new skills." And, "Now is an excellent time to illustrate to our co-workers how learning isn't a career-enhancing choice; it's a life and attitude choice." Another, "I like to help businesses solve problems through people. I love taking something that's good and has potential and making it extraordinary."

Comments like those illustrate how passionately many of you feel and the positive impact that your work can have on people's lives. Just as important is the impact of your work on your organization's performance.

As learning and performance professionals, your calling is to develop a cadre of knowledgeable, skilled, and passionate workers that help organizations achieve their mission and fulfill their promise to citizens, customers, employees, and shareholders.

When times are tough, such as now, we are all asked to adapt to new situations and understand different perspectives. Old or outdated models must be updated with new ones built on people, process, purpose, and results. In many ways, knowledge and adaptability are the currency of the new economy and, through learning, you are poised to help employees succeed. That makes your work more complex, but also more critical. Learning has the power to move individuals, organizations, and societies forward to achieve remarkable results. Let us continue this work together.

A handwritten signature in black ink that reads "Tina Chung". The signature is fluid and cursive, with a long, sweeping underline that loops back under the name.

President and CEO
ASTD