

The War Of Learning

Post-Sputnik awareness has made it increasingly clear that training and education are not merely desirable activities of a progressive society—they are essential to our way of life and yes, even to our survival.

While most of the recent publicity has been directed to academic training in science and technology, the role of the entire training profession is only too evident.

Trainers are on the firing line.

It is the trainer's job to make the scientists and technologists, and their work, as effective as possible and in the broad sense, the battle cannot be confined to science and technology. These fields happen to be the focal point of our entire complex work force which must function at a high level of productivity. Results, in the form of effective labor force productivity, will be the absolute measure of victory. Who is better placed than the training director to effect these results?

The training profession must face this challenge directly. As an organization, and individually, we must accept our responsibilities in this War of Learning. Here is the opportunity for ASTD and trainers to prove their worth. Certainly we will succeed, but the utmost of our energies and ingenuities will be demanded.

ASTD must continue and accelerate its professional growth. It must be an even more significant member of the industrial and business community of our great nation and, perhaps more important, of the Free World.

The Editor