

PRESIDENT'S PAGE

Competencies for Today, Tomorrow



At the ASTD 2003 International Conference & Exposition in May, I had the opportunity to talk to attendees, speakers, suppliers, members, and industry leaders about the current state of the learning and performance profession and what lies ahead. A key theme that kept coming

up in conversations was, As the business landscape changes so too must the learning and performance profession.

To be relevant within organizations and to clients and customers, learning and performance professionals should constantly reassess their competencies, update their skill sets, and have the courage to make lasting changes. Recently, a number of members told me they realize they can't be stuck in the past—they must reinvent themselves to prepare for what will be expected of them in the future. This feedback, and significant changes that have transformed our profession, are two of the many catalysts behind ASTD's launch of a major competency study of the learning and performance field.

Building on ASTD research and competency models of the past 20 years, this landmark study—"Mapping the Future: Shaping New Workplace Learning and Performance Competencies"—will identify the drivers of changes in the field, the competencies required by today's successful learning and performance practitioners, as well as emerging competencies that will be required of practitioners in

the future. ASTD is working with Development Dimensions International (DDI) and Rothwell & Associates (R & A) to conduct the study.

This study will include an international perspective and cover various roles performed by learning and performance professionals, from people entering the profession to those with years of experience working at a very senior level. A potential outcome of the competency study is the credentialing of learning and performance practitioners, a request that continues to gain momentum within our membership.

For many years, the changing role of learning and performance practitioners has been a major focus for ASTD. Recent economic, social, and technological forces have brought about a critical need for smart, skilled workers who can help organizations succeed and sustain a competitive advantage. Line managers are looking to their learning and performance professionals to play a key role in making sure employees have the knowledge and skills they need, when they need them. More important, our own capabilities should be continually honed and improved so that we can help organizations improve performance and achieve a positive return-on-investment for employee learning and development. We recognize that identifying competencies for the learning and performance profession and helping our members put them into practice is a long-term effort. We're committed to this work because it is a critical part of ASTD's role in shaping the future of the profession and important to your efforts in communicating the significance of what you do.

You will find periodic updates on the progress of the competency study by going to the education section of the ASTD Website, www.astd.org.

Stay tuned!



President and CEO
ASTD