



Kicking it Up a Notch

IS THERE ANYTHING quite as daunting as putting your work on the line with your customers and peers and finding out what they really think? That's why—in addition to the annual reader survey in June—we entered T+D in competitions that recognize excellence in magazine publishing. We think a reality check is healthy, and we like to see how the magazine stacks up against other publications. Readers tell us how well we are serving their needs, while contest judges tell us how well we are doing as a magazine.

Word has reached us from the judges of the Ragan Communications Recognition Awards that T+D placed in the top five among the best nonprofit magazines. Here's what the judges had to say: "You have one of the best-designed publications of all the entrants in this category, rivaling any consumer magazine with a similar audience. You cover the trends and thinkers in your arena as well as any news organization would."

Those comments are especially satisfying because they recognize something we have been working hard to do—make T+D the peer of mainstream business magazines. Why would we do that? Because we believe that our readers—workplace learning and performance professionals all over the world—are embracing the role of strategic business partner and proving their worth in an era when talent really is the only competitive advantage that can be continually improved.

T+D turned 60 this year, an age at which some publications might want to kick back and coast. But not this one; we'd rather kick it up a notch and see what people say then.

Your T+D Team

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RESPONSES sent to Mailbox are considered available for publication and may be edited for length and clarity.

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