



Built to Learn : The Inside Story of How Rockwell Collins Became a True Learning Organization

By Cliff Purington and Chris Butler

BPI India Pvt Ltd, 2012. Hardcover. Condition: New. Dust Jacket Condition: New. 1st Edition. The authors of "Built to Learn" reveal the surprisingly simple ten-step process they used to assess needs, build a case for a new initiative, and design and implement a program that has made aerospace giant, Rockwell Collins, the model of the true learning organization. A few years ago, a new learning initiative came to aerospace giant Rockwell Collins. "Built to Learn" is the story of why it stayed. Once regarded as a change-averse organization, Rockwell could have been the poster child for old-fashioned corporate training: lackluster offerings in bland classroom setting, with little connection to the strategic goals of the organization. But in less than three years, Rockwell's training offerings had expanded by 400 percent, instruction was available 24/7 to more than 17,000 employees around the world, and training and development expenses had decreased by 23 million dollars. The process they followed was refreshingly simple. "Built to Learn" presents their ten-step approach in clear, accessible terms, explaining the reasoning behind each step, the way the step was implemented at Rockwell, and how the same step can be adapted and applied in any organization. Using the same...



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