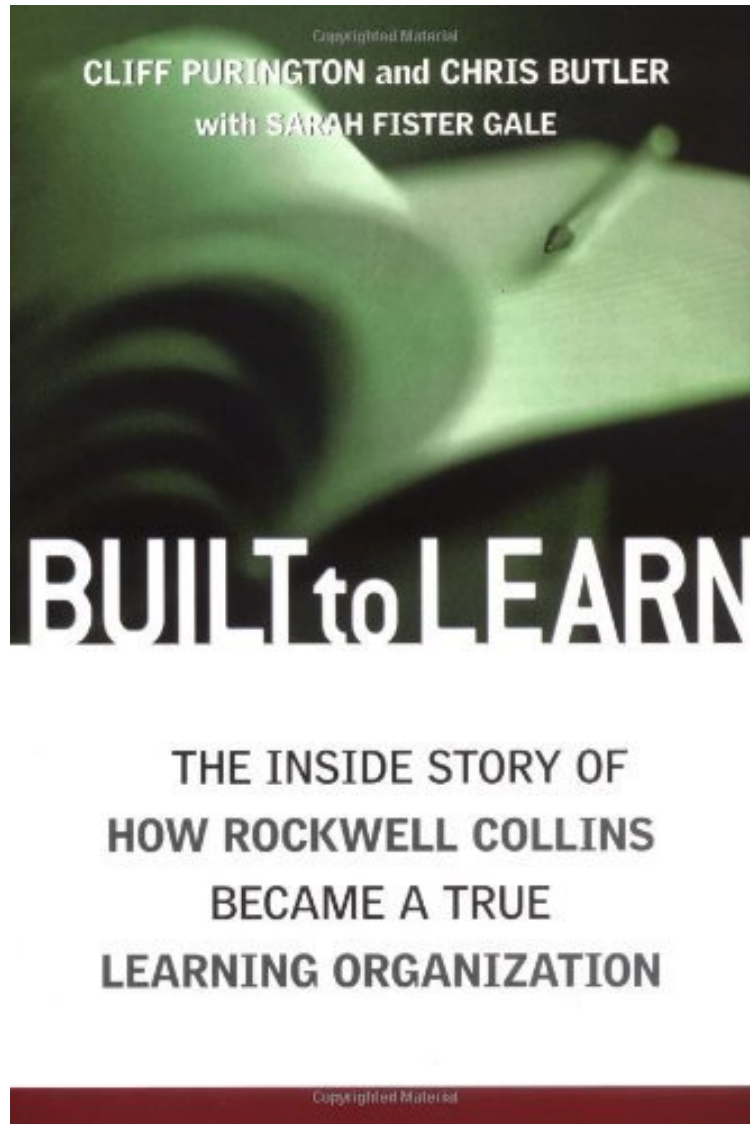


# Built to Learn: The Inside Story of How Rockwell Collins Became a True Learning Organization

*Cliff Purington, Chris Butler, Sarah Fister Gale*  
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**Cliff Purington, Chris Butler, Sarah Fister Gale : Built to Learn: The Inside Story of How Rockwell Collins Became a True Learning Organization** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Built to Learn: The Inside Story of How Rockwell Collins Became a True Learning Organization:

1 of 1 people found the following review helpful. Leader's Guide To Transform An Enterprise For LearningBy Laurence HansonPurington Butler do an outstanding job of providing a systematic approach to managing positive change in training development. The book is full of very specific useful recommendations to upgrade an organization's

culture cost effectively and gain competitive advantage in its ability to learn quickly. It shares many examples of what worked well along with a few examples of flexibility with plans that needed to be changed. The only negative to the book ... and it is only a minor negative is that it sometimes repeated some of the examples. If you are in a training department, are in a position to influence or approve a training department's strategies or are selling marketing to the training development market ... this is a must read!!3 of 3 people found the following review helpful. Training Professionals Take NoteBy Dr. Glen WilliamsThis book provides a step by step process to make any training department successful. The book is written in easy to understand language with detailed success strategy for creating the ideal learning organization. Most training books fail to inform the reader how to execute the strategy they are recommending. Purington and Butler have done a masterful job putting the detail in the puzzle. Outstanding and a must read book for all training professionals!2 of 2 people found the following review helpful. The next "bible" for Training ProfessionalsBy John P McEvoy, esqPurington and Butler have succeeded by detailing how to implement the strategy they so clearly recommend in the book. The book sets forth in an orderly and easily understood manner the steps that will greatly improve any training department. If there is any one book that will pull it all together for the training professional, this is the one. A must read book.

"Aerospace giant Rockwell Collins typified the old-fashioned corporate approach to organizational learning: lackluster offerings in bland classroom settings, with little connection to the needs of employees or the goals of the company. Enter Cliff Purington and Chris Butler, who in three years transformed Rockwell into a full-fledged learning organization. With a strategy-based and technology-driven learning approach, a 400 percent increase in offerings, 24/7 access for 17,000 worldwide employees, and cost savings of \$23 million, Rockwell is lauded and emulated by organizations all over the world. For this vital book, Purington and Butler have organized their revolutionary approach into 10 clear steps that can similarly transform any company. Readers will learn new ways to build relationships, define core learning objectives, present a solid business case, and implement programs and assess their value. Each step offers detailed processes to follow, and explains what worked (and what didn't), revealing the secrets behind Rockwell's stunning transformation."

T+D: "hellip;an accessible and practical account of the experience in dealing with KM [knowledge management] issueshellip;.I would recommend Built to Learn to any trainer whorsquo;s developing new learning strategies, especially involving e-learning technology. The book portrays an encouraging example of the kind of change journey thatsquo;s possible, and it gives clear and practical steps for getting there. The authors have done a good job of sharing what theyrsquo;ve learned to help the rest of us along the way." T+D: "An accessible and practical account of the experience in dealing with KM [knowledge management] issues...I would recommend Built to Learn to any trainer whorsquo;s developing new learning strategies, especially involving e-learning technology. The book portrays an encouraging example of the kind of change journey thatsquo;s possible, and it gives clear and practical steps for getting there. The authors have done a good job of sharing what theyrsquo;ve learned to help the rest of us along the way." About the Author Cliff Purington (Cedar Rapids, IA) is the director of learning at Rockwell Collins. Chris Butler (Santa Barbara, CA) is president and cofounder of the Performance Engineering Group. Sarah Fister Gale (Minneapolis, MN) is a journalist whose work has appeared in Training and Online Learning magazines.