

ASTD★Awards 2007

Excellence in Workplace Learning and Performance

ASTD proudly announces the recipients of the ASTD Awards for 2007. Each year the society recognizes individuals and teams who advance the knowledge of the workplace learning and performance profession and contribute to workforce capability and organizational competitiveness through their exemplary practices. Their work inspires and informs us all, and their accomplishments demonstrate how learning drives the performance of businesses and organizations worldwide.



Excellence in Practice Citation



i n v e n t

Hewlett-Packard Company

Campbell, California
Grenoble, France

Mercuri/PMI

Atlanta, Georgia

Performance Improvement

Fly High: General Manager Program for Sales Directors

Hewlett-Packard's Fly High General Manager Program ensures that European sales directors develop the capabilities needed to achieve business goals, drive improvements and change, and meet aggressive revenue growth targets.

To launch the program, learning professionals first created a job profile and determined expected behaviors, which became the basis for the executive development plan. Then, they rolled it out via sales leadership summits that included business and management simulations and focused on a specific cluster of performance objectives and included best-practice sharing as well as guided facilitation. Between each summit, participants worked in teams to apply and develop skills through activities such as field assignments, peer coaching, and mentoring sessions.

Although the full impact of this program may not be known for several years, all participants are meeting the performance targets. Results show a 60 percent improvement in key areas—strategy, leadership, people development, and sales execution. These performance improvements have been linked to a \$250 million revenue growth in 2007. Further, the overwhelming success of the initial program has prompted its release to the next level of sales managers as well as plans to launch it in Asia and the Americas later this year.