



What CEOs Expect From Corporate Training: Building Workplace Learning and Performance Initiatives That Advance

William J. ROTHWELL

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Training is about improving overall organizational performance, and no individual is more accountable for a company's performance than its CEO. It follows, then, that Workplace Learning and Performance professionals (a.k.a. trainers) must learn what chief executives hope to achieve through their company's training efforts, and that they must satisfy the expectations of those executives and other key stakeholders.

What CEOs Expect From Corporate Training is based on extensive interviews with CEOs across a myriad of industries, and reflects their ideas about how effective training can help achieve corporate objectives. To help readers apply these crucial insights to their own efforts, the authors have created a conceptual map of behaviors and relationships, plus a selection of practical worksheets, checklists, and other tools.

Unlike previous work based on what trainers believe they should be doing, What CEOs Expect From Corporate Training directly identifies the training imperatives defined by CEOs and the results they demand.

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