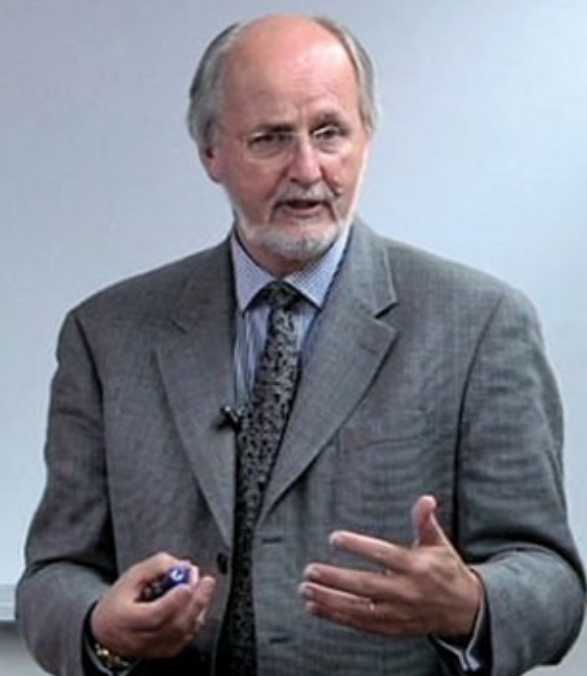


A Practical Masterclass for
The Effective Implementation of

70:20:10

with Charles Jennings



Blended is proud to bring you an Australian first - an exclusive Masterclass series presented by Charles Jennings - thought leader, practitioner and advocate of the 70:20:10 model.

Organisations are embracing the 70:20:10 model to increase learning effectiveness, improve learning efficiency and make better use of development opportunities for their organisation's employees.

PROGRAM OUTCOMES

- Build and execute organisational learning strategies that leverage a strategic balance of formal and informal learning elements
- Embed informal and social learning, leader-led development and a culture of continuous learning into your organisation using practical tools and approaches.
- Effectively **deploy the 70:20:10 framework** across your organisation
- **Create** and/or **refine** your organisation's **plan of action** around the 70:20:10 approach
- Remove the blocks to **successful implementation** of your 70:20:10 strategy
- **Engage** directly with Charles Jennings
- Bring value, strategy and structure to your organisations' use of **informal** and social **learning**

WHO SHOULD ATTEND?

Learning leaders, HR professionals, line managers responsible for workforce strategy and capability development (and related budget).

FORMAT

A sustained action learning journey with Charles Jennings featuring one full day face to face workshop (strictly limited places) and two 1 hour webinars (1 preparatory and one follow up to support your implementation efforts) over a 3 month period.

DATES & LOCATIONS - 2012

1 DAY EVENT:

Brisbane:	24 TH April	Treasury Brisbane
Sydney:	26 TH April	Quay Grand Suites
Canberra:	1 ST May	Canberra Business Event Centre
Melbourne:	3 RD May	Crowne Plaza

WEBINARS:

Webinar 1:	21 ST March
Webinar 2:	31 ST May

REGISTER NOW! PLACES ARE STRICTLY LIMITED

This event is proudly bought to you by



Phone: 1300 133 699
Fax: 1300 133 269
Email: register@blended.com.au

RSVP BY 20TH MARCH



An outcome focussed Masterclass that will set you up to deploy an effective 70:20:10 framework across your organisation

AGENDA OVERVIEW

This highly interactive and practical Masterclass includes

Webinar 1:

During this 1 hour webinar, Charles Jennings will prepare participants for the workshop.

Workshop:

- Activities to build a 70:20:10 strategy
- Advice and practical steps to develop an implementation plan
- Support to map out an action plan
- Identification of quick wins
- Tips and recommendations for engaging leaders
- Breaking down ingrained approaches
- Discussion of models and research to enable effective workplace learning
- Clarification of L&D capabilities required for effective implementation of 70:20:10

Webinar 2:

During this 1 hour webinar, Charles Jennings will follow up the workshop with post work and provide additional support to enable participants to execute their 70:20:10 implementation action plan.

“Major Organisations that have successfully implemented the 70:20:10 have improved their learning and capability building, usually saving money at the same time.”

Charles Jennings

THE CASE FOR 70:20:10

– a word from Charles Jennings

“There are huge opportunities for organisations to improve the way they help their workforce to develop capabilities. This applies to senior executives, managers, their direct reports and individual contributors Those that take these opportunities will succeed. Those that don’t will fail.

Research shows that regardless of the industry we work in, we learn almost everything we need to do our jobs well - in the workplace and not in the classroom. The figures vary under different conditions but the ratios are remarkably consistent. We learn around 70% through experience and practice, around 20% through our networks and informal coaching and support, and around 10% from formal training.

With this in mind, if the HR, Training and Learning & Development departments in organisations are to be effective and provide real value, they need to plan and build new strategies and approaches to exploit this fact.

The 70:20:10 model has been shown to provide an effective framework to do this”.*

*The 70:20:10 Model is a Learning and Development model based on research by Michael M. Lombardo and Robert W. Eichinger for the Center for Creative Leadership and others.

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www.blended.com.au

Don't miss this exclusive opportunity to work directly with Charles Jennings to create and refine your organisation's plans and actions using the 70:20:10 framework.

YOUR FACILITATOR



Charles Jennings
Managing Director,
Duntroon Associates

Charles Jennings is the Managing Director of Duntroon Associates. He is a leading thinker and practitioner in the areas of performance improvement, change management and learning.

From 2002 until the end of 2008 Charles was the Chief Learning Officer for Reuters and Thomson Reuters where he had responsibility for developing the global learning and performance strategy and leading the learning organisation for the firm's 55,000 workforce.

Charles has deep experience in both the business and learning practitioner sides of performance improvement and effective learning solutions. He also knows 'what works' in the world of strategic talent.

His career includes roles as head of the UK national centre for networked learning, as a Professor at Southampton Business School, in senior business roles for global companies, and as an evaluator for the European Commission's learning, performance and eCommerce research initiatives. He also sits on steering groups and advisory boards for national and international training, learning and leadership development bodies.

Charles has an impeccable record of developing and implementing leading-edge performance solutions spanning more than 30 years. In 2008 he was honoured with the UK World of Learning 'Outstanding Contribution to the Learning Industry' award in recognition of his work on performance improvement, and 'just-in-time' and informal learning. In 2011 he received the IITT/LPI (Learning & Performance Institute) Colin Corder award for his 'significant and lasting contribution to the training industry'.

In 2006 Charles was one of six experts invited to be members of the UK Department of Trade & Industry's Global Watch delegation to the USA on the "Beyond eLearning" mission.

ABOUT US

Blended is an organisational learning solutions company. As Harvard Business Publishing's exclusive Distribution Partner in Australasia, we deliver world class solutions that build leadership capability and drive organisational performance. With a philosophy centred on the 70:20:10 framework, we support our clients to implement a simple and powerful architecture supported by best practice tools and resources to increase engagement, improve productivity, efficiency and performance.



Harvard Business Publishing has acknowledged the superior performance of Blended in awarding them No.1 Global Distributor.

As Harvard Business Publishing's exclusive Australasian Distribution Partner we've successfully supported clients for more than 10 years, proudly sustaining a contract renewal rate of over 90%. We have achieved success through leading edge implementation architecture and methodologies, with a dedicated and highly qualified team of consultants.



Australian Government
Australian Public Service Commission

Blended is a Panel Member.

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70:20:10

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HOW TO REGISTER

Call us 1300 133 699 (+613 9895 0700) or complete your details below and **fax this form** to 1300 133 269 (+613 9895 0799) or scan and **email to** register@blended.com.au

REGISTRATION FORM / TAX INVOICE

First Name: _____ Email: _____

Last Name: _____ Phone: _____

Title: _____ Special Requirements (dietary or disability): _____

Organisation: _____

Please photocopy this form for additional participants

SELECT LOCATION

Please Note - Each Masterclass is limited to 30 participants

- Brisbane** **24th April, 2012** **Treasury Brisbane** – The Surveyors Room, 130 William St, Brisbane.
- Sydney** **26th April, 2012** **Quay Grand Suites** – Bridge Room, 61 Macquarie St, East Circular Quay
- Canberra** **1st May, 2012** **Canberra Business Events Centre** – The Eye, Regatta Point, Commonwealth Park, Acton
- Melbourne** **3rd May, 2012** **Crowne Plaza** – Bridge Room, 1-5 Spencer St, Melbourne

FEE

Rate: \$2,700
GST: \$ 270
Total: \$ 2,970

PAYMENT DETAILS

I wish to pay my registration fee via: **VISA** **Mastercard** **EFT*** **Cheque**** **Invoice**

My total fee including GST is: \$ _____

Card Number: _____ Card Expiry: _____ / _____ CVN : _____

Card Holder's Name: _____

Card Holder's Signature: _____

*EFT payment is to be paid to Blended Pty Ltd. Bank: ANZ Bank, BSB: 013-225, Account: 1847 35932

Please lodge payment with payee organisation name and email remittance advice to register@blended.com.au

**Please make cheque payable to Blended Pty Ltd and post to: Suite 105, 171 Union Road Surrey Hills VIC 3127 Australia

TERMS & CONDITIONS We will confirm receipt of your registration and payment via email. As there is a strict limit of 30 participants per masterclass, registration and payment does not guarantee your registration will be accepted. Should the event be booked out in any city, Blended reserves the right to schedule a 2nd Masterclass and offer you a place. If you are unable or unwilling to attend this, then we will gladly refund your payment in full.

CANCELLATION POLICY: Should your ability to attend change, you may transfer your registration to another person. We do not refund non-attendees, but will provide all documentation after the event. If this Masterclass is cancelled, we will provide all participants with a full refund of registration fees.