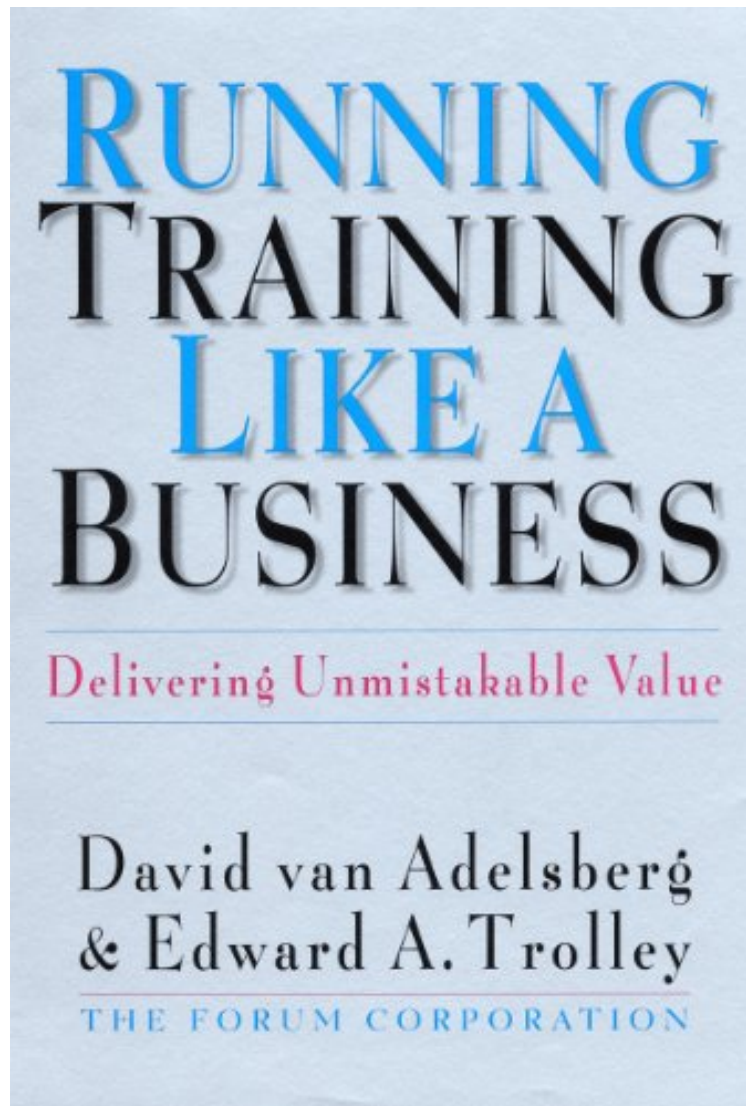


## Running Training Like a Business: Delivering Unmistakable Value

*David Van Adelsberg, Edward A Trolley*  
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**David Van Adelsberg, Edward A Trolley : Running Training Like a Business: Delivering Unmistakable Value** before purchasing it in order to gage whether or not it would be worth my time, and all praised Running Training Like a Business: Delivering Unmistakable Value:

0 of 0 people found the following review helpful. BravoBy Nicole LewisThis book is just tremendous. Just reading the first chapter made me begin to rethink all of my old assumptions about how to create competitive advantage through people. Van Adelsberg and Trolley have written a book that is easy to read, provocative in its point of view, results-oriented, and supported by great case studies. I think that it will make a huge difference for companies that truly want to get leverage from their learning and development efforts.0 of 0 people found the following review helpful. My eyes

can't read it  
By William B. Caskey  
I could not get through it. The type design is just awful. All bold italics? Really? You can do better than that. Hard to read.  
1 of 3 people found the following review helpful. Good for the right person.  
By Monty Rainey  
I'm someone who usually takes a great deal from what I read. I didn't take much from this book, but do see the value of it for certain types of very analytical program directors. **RUNNING TRAINING LIKE A BUSINESS** may be great for some people, but this book really put me to sleep (and it is rare for me to get sleepy when I read). I hope the authors have a much more captivating training program. This book came very highly recommended to me by several different people. As I was reading it on the plane, the man across the aisle even commented to me on what a great book it was, so I must conclude that my lack of connection here must just be me. Sorry.

Many of today's business leaders champion learning as essential to business success, backing their belief with massive investments in Training and Development (TD). In fact, TD investments reach \$56 billion per year in the U.S. alone. In this era of unprecedented opportunity, the time is right for TD to become a full-fledged "player" in the world of business. At issue, the authors contend, is TD's inability to seize this opportunity and deliver unmistakable value to its most influential customers—the executives who pay for training services but are unable to see clear business value being returned on their companies' training investments. The authors also contend that TD must alter the traditional precepts that keep it "separate from the business" and "out of the loop" strategically. Van Adelsberg and Trolley suggest that the key to delivering unmistakable business value lies in transforming TD—in spirit and in practice—from a function to a business. The authors draw on their experiences working inside Moore Corporation, DuPont, Mellon Bank, Kaiser Permanente, Texas Instruments, and other top businesses to illustrate how "Running Training Like a Business":  
1. Eliminates the many hidden costs of training;  
2. Re-focuses TD from delivering training content to addressing business issues;  
3. Makes TD a full strategic partner in business decision making;  
4. Ensures that training measurement is "baked in, not bolted on";  
5. Improves the effectiveness and efficiency of internal and/or external TD organizations.  
Trolley and van Adelsberg lead the reader through a proven four-step process for transforming traditional training organizations into training enterprises capable of delivering unmistakable value, quarter after quarter and year after year.

About the Author  
Van Adelsberg, Chief Executive of Forum Europe Limited and Executive Vice President of The Forum Corporation, oversees all of Forum's operations in Europe. Trolley is Senior Vice President of The Forum Corporation. He is a graduate of Case Institute of Technology with a BS in Management Sciences.