



HAROLD STOLOVITCH

Harold D. Stolovitch, PhD, CPT, is Emeritus Professor of Workplace Learning & Performance, Université de Montréal. He has also been a Distinguished Visiting Scholar and Visiting

Professor at the University of Southern California (USC). He is a principal of HSA LEARNING & PERFORMANCE SOLUTIONS LLC (www.hsa-lps.com), an international consulting firm. His research and consulting activities have included projects with major corporations and organizations such as Alcan, Bank of Montreal, BBDO, CDW, Cisco Systems, DaimlerChrysler Academy, General Motors, Hewlett-Packard, International Association of Fire Fighters, Merck, Pfizer, Prudential, Sun Microsystems, The Coffee Bean & Tea Leaf, U.S. Department of Agriculture and many others. Harold is a prolific writer with 14 books and over 200 articles and book chapters. Harold is co-editor of the first two editions of the Handbook of Human Performance Technology and co-author of the best-selling, award-winning series of books Telling Ain't Training, Training Ain't Performance, Beyond Telling Ain't Training Fieldbook and Beyond Training Ain't Performance Fieldbook published by ASTD.

He has won numerous awards for his contributions to the fields of Instructional and Performance Technology including the 2001 ISPI Distinguished Professional Achievement award and ISPI's highest award, Member for Life. He is a past president of ISPI. Harold received the 2003 President's Award for Lifetime Achievements from the Canadian Society for Training and Development, their highest honor. In 2004, he and his team won the ASTD Outstanding Research Award for their work on Incentives, Motivation and Workplace Performance. He and his co-author, Erica Keeps are currently working on their latest book, It Ain't Necessarily So...Science Versus Lore in Learning & Performance, due May 2013.

SAN DIEGO ISPI PRESENTS:

Harold Stolovitch

Principal, HSA Learning and Performance

It Ain't Necessarily So! Science vs. Lore in Learning and Performance

THURSDAY, FEBRUARY 16, 2012

So much of what we do as workplace learning and performance professionals is based on what we consider to be the "right way to do it." We create for ourselves firmly entrenched "informed opinions." But informed by whom and what? Is what we take to be true necessarily so? Did we acquire the principles that govern our practice from research-based, scientifically validated studies? From documented cases? From best-practice evidence? From systematic and organized observation? Or was it from trial and error, folk wisdom passed along by experienced colleagues or articles penned by enthusiastic evangelists enthralled by a particular approach? Is there science to support our professional judgments? Are we operating with firm evidence that justifies the design and intervention decisions we make as instructional designers or performance consultants?

In this session, Dr. Harold Stolovitch, long-time ISPIer, emeritus professor of Workplace Learning and Performance, researcher, and prolific author, will take us on a journey into our wonderful world of science and lore. He will challenge us by presenting principles commonly accepted by our clients (and often ourselves), ask us where they came from and then provide documented references, resources and findings to substantiate or discredit these.

The tone of the session will be collegial, upbeat and highly interactive. Bring along for discussion some of your own dearly-held beliefs about what facilitates learning and performance. This meeting should be provocative, engaging and fun.

EVENT DETAILS

DATE: Thursday, February 16, 2011

TIME 6:00 – 8:00 P.M.

LOCATION: National University
3678 Aero Court
San Diego CA 92123

FEES: \$10 (MEMBERS) \$15 (NON-MEMBERS)

PLEASE REGISTER (AND PAY) ON THE WEBSITE: ispisandiego.org.

WALK-INS WELCOME

UPCOMING EVENTS



March 15 **Shirley Gresham**, Principal, Events
Online: Listen to What They Want: Give them What They Need – Consulting with Clients for a Win/Win

April 19 **Janet DiVencenzo**, Instructor and online course developer for the Distance Learning Center, UC Irvine: E-learning Guide Presenter. Using Rich Media in elearning: 5 ways to engage your Learners with Video.