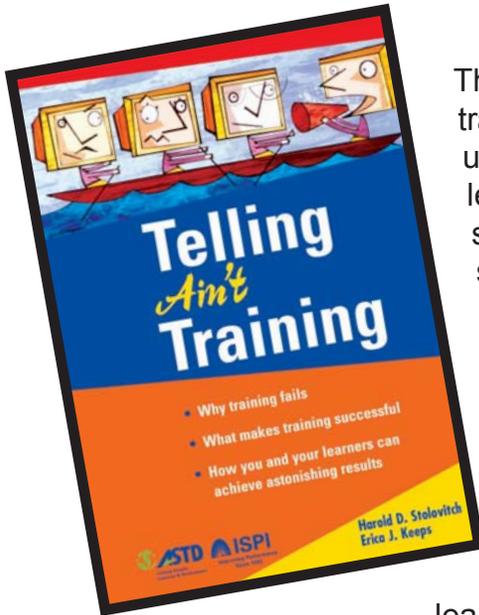


Telling Ain't Training

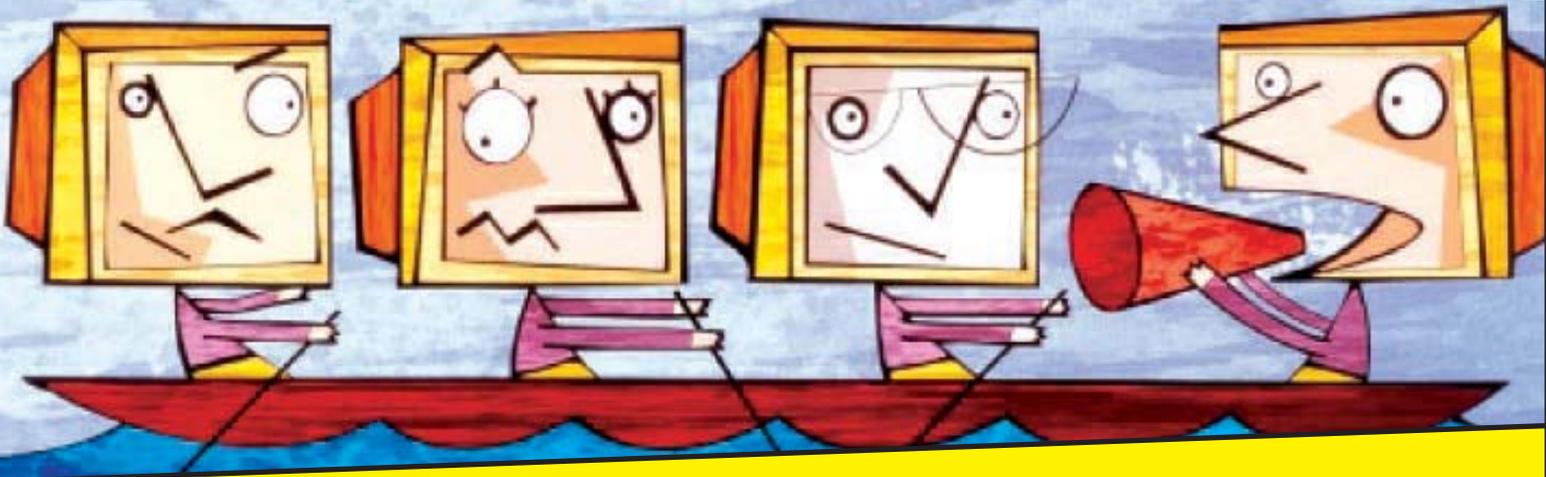
by Harold D. Stolovitch and Erica J. Keeps



This book provides an entertaining, and practical tour-de-force for every trainer and performance improvement professional. It tackles the three universal and persistent questions of the profession - how do learners learn, why do learners learn, and how do you make sure that learning sticks. The authors of this interactive and provocative volume provide solid answers to these questions backed up by more than 70 years of combined real world experience and academic study. **Telling Ain't Training** deliberately avoids the one-way communication of "telling" trainers how to be more effective. Instead, it uses an interactive approach which models the basic message of the book - humans learn best through active mental engagement. The authors expect the reader to "do" something, not just read! Despite its fun and breezy tone, every concept in the book is solidly backed up by research. The ultimate goal of this book is to allow the reader an opportunity to break through learning barriers, to separate learning myth from research-based facts and to dispel counter productive beliefs and practices that harm the instructional process.

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