



CDI Education invites you to an "Executive Breakfast"

"How TELUS achieved award-winning Enterprise-Wide Training Strategy Success" *Recipient of American Society of Training & Development (ASTD) "BEST" Award for 2003 and 2004*

Featuring, keynote speaker: Viki MacMillan

TELUS Director, Strategic Partnerships & Training Excellence

Topics will include how TELUS:

- ✓ Ensured that all training would be focused on strategic or mission critical business requirements
- ✓ Created a new learning model – from a corporate university to a performance consulting organization
- ✓ Achieved a 90% response on a company-wide survey from their team member
- ✓ Increased e-learning course completions from 16,000 in 2001 to 125,000 in 2003, and in addition, increased face to face training from 19,000 students in 2002 to 38,000 students in 2003
- ✓ Created Strategic Educational Partnerships
- ✓ Measures success (from all points of view).

Background:

TELUS was the only Canadian company to win a prestigious ASTD "BEST" Award in 2003, the inaugural year of the award. The BEST Awards recognize organizations that demonstrate enterprise-wide success as a result of **employee learning and development**. Ranked 7th of the 23 winners (which represented government, nonprofit, and private sectors) TELUS was the highest-ranked company outside of the USA to win the award. Proving that its commitment to training ran deep, TELUS again won an ASTD BEST award in 2004, one of only 7 of the 23 winners of 2003 to return in 2004. Of these return winners, only 3, including TELUS, improved their ranking from the previous year.

Date & Location:

Downtown Vancouver - Tuesday March 8th, 7:30am - 9:30 am

(Registration & Breakfast from 7:30am to 8am, Presentation and Q&A from 8am to 9:30am)

For further information and to register:

Attendance numbers are limited for this event, and early registration is strongly recommended. Please contact your CDI Account Manager or e-mail: Jennifer.Reid@cdilearn.com