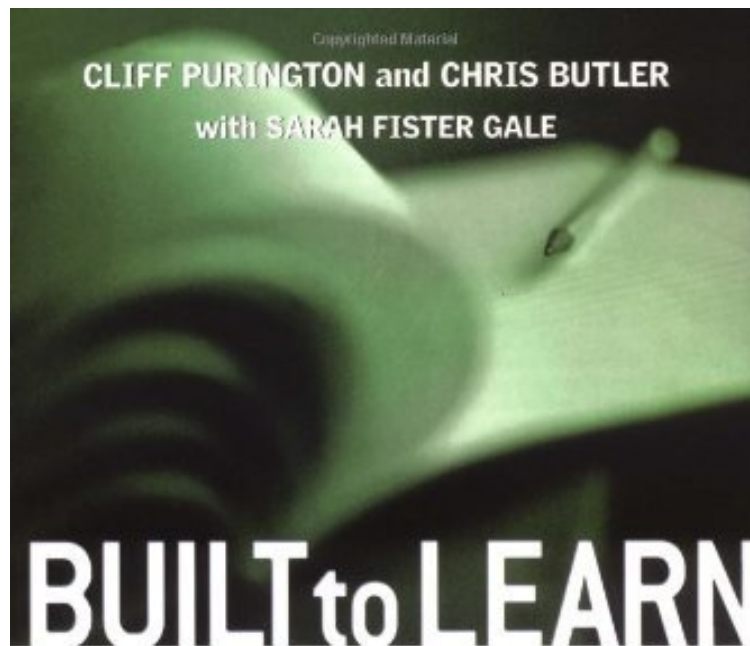


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## **Built to Learn: The Inside Story of How Rockwell Collins Became a True Learning Organization**

*Cliff Purington, Chris Butler, Sarah Fister Gale*  
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THE INSIDE STORY OF  
HOW ROCKWELL COLLINS  
BECAME A TRUE  
LEARNING ORGANIZATION



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"Aerospace giant Rockwell Collins typified the old-fashioned corporate approach to organizational learning: lackluster offerings in bland classroom settings, with little connection to the needs of employees or the goals of the company. Enter Cliff Purington and Chris Butler, who in three years transformed Rockwell into a full-fledged learning organization. With a strategy-based and technology-driven learning approach, a 400 percent increase in offerings, 24/7 access for 17,000 worldwide employees, and cost savings of \$23 million, Rockwell is lauded and emulated by organizations all over the world. For this vital book, Purington and Butler have organized their revolutionary approach into 10 clear steps that can similarly transform any company. Readers will learn new ways to build relationships, define core learning objectives, present a solid business case, and implement programs and assess their value. Each step offers detailed processes to follow, and explains what worked (and what didn't), revealing the secrets behind Rockwell's stunning transformation."

T+D: "hellip;an accessible and practical account of the experience in dealing with KM [knowledge management] issueshellip;I would recommend Built to Learn to any trainer whorsquo;s developing new learning strategies, especially involving e-learning technology. The book portrays an encouraging example of the kind of change journey thatsquo;s possible, and it gives clear and practical steps for getting there. The authors have done a good job of sharing what theyrsquo;ve learned to help the rest of us along the way." T+D: "An accessible and practical account of the experience in dealing with KM [knowledge management] issues...I would recommend Built to Learn to any trainer whorsquo;s developing new learning strategies, especially involving e-learning technology. The book portrays an encouraging example of the kind of change journey thatsquo;s possible, and it gives clear and practical steps for getting there. The authors have done a good job of sharing what theyrsquo;ve learned to help the rest of us along the way." About the Author Cliff Purington (Cedar Rapids, IA) is the director of learning at Rockwell Collins. Chris Butler (Santa Barbara, CA) is president and cofounder of the Performance Engineering Group. Sarah Fister Gale (Minneapolis, MN) is a journalist whose work has appeared in Training and Online Learning magazines.