Flat Army: Creating a Connected and Engaged Organization

ASTD co-publishes book about using learning to drive engagement. Author to speak at industry conference.

Alexandria, VA (PRWEB) May 10, 2013 -- Traditional management practices aren’t working and employees are becoming more and more disengaged. Something has to change.

It starts with leadership. In his new book "Flat Army: Creating a Connected and Engaged Organization." (co-published by Wiley and ASTD Press), Dan Pontefract shows leaders how to break out of traditional roles to truly drive engagement and results.

As Head of Learning and Collaboration at ASTD BEST Award-winning TELUS, Pontefract knows what it takes to tear down silos and help build an engaged corporate culture. Employee engagement at TELUS now sits at 80%, the highest in Canada for large-sized organizations and in the top 1% globally.

Pontefract argues that we must abandon “command-and-control” management styles in favor of a more collaborative, open approach that embraces technology and learning, demonstrating a Flat Army leadership style will produce a more engaged employee.

Pontefract will speak about "Flat Army" at the upcoming 2013 ASTD International Conference & Exposition in Dallas, TX.

About the Author
Dan Pontefract is the Head of Learning & Collaboration at TELUS (www.telus.com). He is responsible for the overarching leadership development, learning, and collaboration strategy for the company. He has driven a philosophical and cultural shift in the way TELUS views and experiences learning. Called “Learning 2.0,” it’s a social, informal, and formal learning and collaboration model for all 40,000+ team members, bringing TELUS to the forefront of learning leadership. Dan also championed the introduction of the TELUS Leadership Philosophy (TLP), an open and collaborative-based leadership framework for all TELUS team members, alongside a litany of social collaboration technologies.

When he’s not cycling, he’s goofing around with Denise, Claire, Cole, and Cate. You can reach him at www.danpontefract.com.

About ASTD
ASTD (American Society for Training & Development) is the world’s largest professional association dedicated to the training and development field. In more than 100 countries, ASTD’s members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in more than 120 U.S. chapters and with 15 international partners. ASTD started in 1943 and in recent years has widened the profession’s focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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Contact Information
Kristen Fyfe
American Society for Training & Development
703.683.8192

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