

CERTPOINT Appoints Kenneth Fung as Senior Vice President of Global Services

Long Island, N.Y., December 12, 2007- CERTPOINT is pleased to appoint Kenneth Fung as their Senior Vice President of Global Services. In this capacity, Mr. Fung will oversee all pre/post sales support activities as well as execution of client services for the company on a world-wide basis.

With over fifteen years of learning industry experience, Mr. Fung has worked with world-class organizations such as Deloitte & Touche, Toyota, Black & Decker, and Honda where he lead service projects and global deployments reaching 40+ countries. Mr. Fung will incorporate his prior learning industry experience to assure the successful implementation of all new and existing clients on CERTPOINT's global platform. As head of Global Services, Mr. Fung will also direct all client satisfaction initiatives.

During his experience with Deloitte & Touche, Mr. Fung led an international training program which was rated one of the top three in the United States by the Agency for International Development. He has also served as a member on the Board of Directors for the New York Chapter of the American Society of Training and Development. Mr. Fung earned his Bachelors Degree in Business Economics from the University of California at Santa Barbara.

CERTPOINT Welcomes Savers to Client Community

CERTPOINT enthusiastically welcomes Savers to our Client Community. Savers is a leader and pioneer in the retail thrift industry where people shop for great selection, deals, and treasures.

December Virtual Forum Review: Assessment with Sasha Giacoppo, PhD

In the December Virtual Forum, Sasha Giacoppo, PhD, Director of the Content Solutions Group (CSG), discussed the topic of assessment and how it can add value to an organization.



Sasha described the traditional methods of assessment commonly demonstrated by organizations, such as tests, multiple choice questions, and standardized exams. He explained that most organizations chose these methods instead of performing more valuable assessment methods such as simulations and interactive exercises because they are more cost effective, time efficient, and simply are easier to implement.

However, according to Dr. Bloom's Taxonomy: The Various Stages of Cognitive Learning, these types of assessments represent the lower levels of learning, while the higher levels are ignored within organizations. A primary reason for this failure is that organizations ignore the benefits of higher level assessment and bow to their metric-based requirements and quantitative designs.

Assessment should be designed to maximize employee learning and organizational improvement, a prime element missing from the lower levels of assessment. So how can organizations make a switch from the traditional methods to non-traditional, effective methods of assessment? By converting assessments into applied learning exercises, testing the application of knowledge to various scenarios and using stimulating multimedia, companies will increase employee motivation to learn and build the framework for assessing the impact of training.

To learn more about assessment, simply call CERTPOINT's Content Solutions Team to request an Assessment Needs Analysis. This evaluation and consulting service is just one of our many services enabling your company to move ahead of the e-learning curve in today's business world.



Lean Advice Column: May the "Force" be With You: Help Improve Your Chances of Success with the Use of Force Field Analysis

Want to make a change in your everyday life or at work? With the use of Force Field Analysis you can do just that. This technique, developed by Social Science Pioneer Kurt Lewin, is designed to address the factors hindering the progress towards making a change.

Force Field Analysis is a technique used in identifying the "driving" and "restraining" forces of a situation so they can be easily compared. This tool "forces" one to evaluate all aspects of making a desired change. Properly identifying the forces and factors that support or work against a solution increases the "sticking power" of the change.

So how is it done? It's simple! Start by drawing a large "T" on your paper. At the top of your "T" write the change you are seeking to make or program you are trying to implement.

Desired Change:

Driving Forces (+)	Restraining Forces (-)

Next, Brainstorm the driving and restraining forces pertaining to the topic and write them on the appropriate sides of your box. Once all your ideas are on paper, review your list by clarifying items to build a common understanding of each, eliminate any duplicates and group together similar ideas to narrow your focus.

With the completion of your lists, prioritize the driving forces that can be strengthened and identify the restraining forces that would allow the most movement toward the ideal solution if they were eliminated.

Finally, identify all possible actions to address key forces on both sides:

- What are possible actions to strengthen driving forces?
- What are possible actions to eliminate or weaken restraining forces?

Keep in mind when choosing a target for change that simply pushing the positive factors towards a change can have the opposite effect. It is often more helpful to remove barriers. This tends to break the "change bottleneck" rather than just pushing all of the good reasons for change.

Your Force Field Analysis is complete! Next time you are contemplating a change, consider the "force" to be with you.

Upcoming Events

1.1.08- Happy New Year! Best Wishes in the New Year from all of us at CERTPOINT

1.10.08- CERTPOINT Monthly Virtual Forum- Overview of CERTPOINT's latest product release, VLS 6.0.

1.30.08-1.31.08- Learning Technologies 2008 in London- Come visit CERTPOINT (stand 52) at this Industry Event held at London Olympia 2.

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