

**FOR IMMEDIATE RELEASE**

**Clarkston Consulting Wins an ASTD “BEST Award”**

*Award Recognizes Organizational Commitment to Employee Learning*

DURHAM, NC – November 27, 2007. Clarkston Consulting is proud to announce that it was recently recognized by the American Society for Training & Development’s 2007 BEST Awards Program. Clarkston is among 42 organizations from Canada, India, South Africa, and the United States to receive an ASTD BEST Award. All winners are recognized in a special section of the October 2007 issue of *Training + Development (T+D)*, ASTD’s monthly magazine.

Clarkston Consulting, also a three-time CUBIC (Corporate University Best in Class) Award winner, received the ASTD BEST Award during a reception held in Washington, D.C. As part of proceedings, Clarkston’s Vice President of Human Resources, Professional Development Manager, and Knowledge Manager presented Clarkston’s best practices regarding integrating training and knowledge management for effective organizational learning.

David Maister wrote in *Practice What You Preach*, “around here you are required, not just encouraged to learn and develop new skills.” Clarkston Consulting’s commitment to professional development is predicated on the same concept. “We empower our employees, from our support staff to our consultants and partners, to continuously challenge themselves to refine and expand their capabilities,” stated Dima Khatib, Clarkston’s Professional Development Manager. “To support our employees in developing their consulting skills and industry knowledge, we broadened our already robust training program to include a new knowledge management framework. By sharing information centrally and integrating it with traditional classroom training, we take organizational learning to a new level. Through our portal, employees gain immediate access to a full range of content including repurposed training materials, embedded search functionality across all of our corporate knowledge resources, and wikis and blogs within various practice communities to further spur collaboration and knowledge-sharing in a blended learning environment.”

The ASTD BEST Awards recognize organizations that demonstrate enterprise-wide success through employee learning and development. According to Tony Bingham, ASTD’s president and CEO, “The BEST Award winners can articulate the value of learning and its impact on the organization’s bottom line. And, they ensure that the company’s leaders – from the C suite to line managers – are heavily involved in learning and model leaders as teachers.”

Through an online application, the 2007 BEST Awards received entries from 103 organizations in eight countries. These organizations submitted quantitative and qualitative information about their learning and development practices and programs. Members of the BEST Awards advisory committee, a group of experts in the learning and performance field, assessed the applications against the award criteria.

More information about the 2007 ASTD BEST Award winners may be found in the October 2007 issue of *T+D* magazine and online: [www.astd.org/BEST\\_Awards](http://www.astd.org/BEST_Awards).

### **About Clarkston Consulting**

Clarkston Consulting is a different kind of management and technology consulting firm. We deliver a unique experience for market leaders within the Consumer Products and Life Sciences industries. Considering professionalism, expertise, and value as prerequisites, we take service a step further through our unyielding commitment to the success of people as individuals, both our clients and our employees. By combining integrity, adaptability, and a whatever-it-takes attitude, we have achieved an extremely high rate of referral and repeat business and a client satisfaction rate of 97% over the past five years as measured by The Conference Board. For more information, visit [www.clarkstonconsulting.com](http://www.clarkstonconsulting.com).

### **About ASTD**

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 136 U.S. chapters and 25 Global Networks. ASTD started in 1944 when the organization held its first annual conference. For more information, visit [www.astd.org](http://www.astd.org).

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