



Media Advisory

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Root Learning CEO/Author Jim Haudan Shares Concepts from *The Art of Engagement: Bridging the Gap Between People and Possibilities* at ASTD 2011 International Conference & Exposition

What: Jim Haudan, author and CEO of Root Learning Inc., a global leader in strategic consulting, is a featured speaker at the upcoming American Society for Training and Development (ASTD) 2011 International Conference & Exposition in Orlando. Jim will share insights from his book, *The Art of Engagement: Bridging the Gap Between People and Possibilities*, with the world's leading workplace learning and performance professionals.

Session Details: During this 75-minute session, "The Art of Engagement," Jim will present best practices on how to powerfully connect people with complex strategies and messages to achieve clarity, ownership, and results.

- **Tuesday, May 24**, Room W 105 A, 10 a.m. - 11:15 a.m.

Exhibit Details: Root is exhibiting its unique blend of strategic consulting and proprietary creative engagement methods during the conference. **Experts will be available in Booth #1803 to discuss e-learning, organizational development and enterprise learning solutions.**

- **May 23-25**, Booth #1803
- **Show Hours:** Monday, 5/23, 9:30 a.m. - 2:15 p.m., Tuesday, 5/24, 9:30 a.m. - 4 p.m., Wednesday, 5/25, 9:30 a.m. - 1:15 p.m.

Why: Root believes people are a critical lever of success for businesses. As companies continue to seek growth opportunities, in a low to no growth environment, a well-engaged workforce will create a competitive advantage. Attendees will learn how some of the world's largest companies have successfully aligned their people around a common strategy using a unique visualization process driven through dialogue to provide game-changing strategies, methods, and learning approaches that help people think and act differently from the boardroom to the front line.

Location: Orange County Convention Center, 9800 International Drive, Orlando, Florida

Media Requests: To schedule an interview on May 24 with CEO Jim Haudan, please contact Karah Street at (248) 975-2800 or kstreet@stratacomm.net.

For additional information, visit www.RootLearning.com, facebook.com/rootlearning, or follow on Twitter @RootLearning.

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