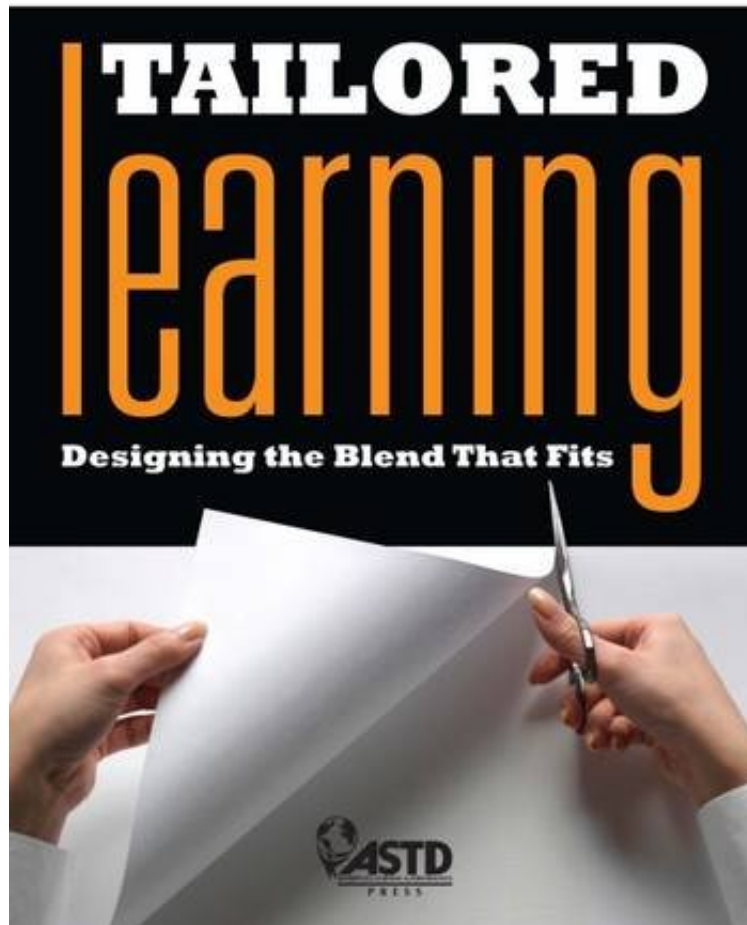


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## Tailored Learning: Designing the Blend That Fits

*Jennifer Hofmann, Nanette Miner*  
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**Jennifer Hofmann, Nanette Miner : Tailored Learning: Designing the Blend That Fits** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tailored Learning: Designing the Blend That Fits:

You have a bewildering array of choices when it comes to designing and delivering effective training programs. And these options are even more daunting when you consider the ever-increasing pace of change, the availability of many new teaching technologies, and the realities of working in a diverse global economy. With so many decisions to make,

designing an effective learning experience that meets individual and organizational needs can be difficult. In *Tailored Learning: Design the Blend That Fits*, learn about the pros and cons of various training options in the context of a detailed case study that follows a design team (you and the authors) through the development of a blended learning solution for ABC Company. From examining the organization's business goals and training needs, through considering individual objectives and managerial considerations, this real-life example walks you through the process of selecting an ideal combination of training options for a specific scenario.

Hofmann and Miner have written a masterful analysis of blended learning solutions. The information they provide on how, when, and where to use blended learning makes this book a must read for the entire training community and everyone associated with it. You can't be a top training professional without a deep understanding of blended learning and this book is the place to get the knowledge you need. --Steve Mandel, Founder, Mandel Communications, Inc. Blended learning is not just an interesting concept; it's now a business necessity. *Tailored Learning* brings clarity to the subject, and Hofmann and Miner's expertise helps guide organizations in creating their optimal learning blend. --Phil Styrlund, CEO, The Summit Group As a sales trainer, I'm constantly challenged to do more in less time. *Tailored Learning* and the four designs outlined in the book have helped me to figure out the right blend of learning to satisfy both participants and management, all within a step-by-step approach on how to do it right! --William F. Walton, President and Founder, ProDirect, LLC: Sales Talent Management Experts About the Author Jennifer Hofmann is a Synchronous Learning Expert, and the president of InSync Training, LLC, a consulting firm that specializes in the design and delivery of synchronous eLearning. Ms. Hofmann holds a Masters Of Education from Nova Southeastern University, with a concentration in Instructional Technology and Distance Education. Hofmann is a recognized thought leader in the field of synchronous learning. She and her husband live in East Lyme, CT.