



# COMMIT TO LEARN - TRANSFORMING GOVERNMENT FROM THE INSIDE OUT

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*“Organizational learning refers to the capacity of organizations to change themselves in response to experience.”*  
- Chapter 3

In response to the accelerating pace of change, many local governments have begun to promote continuous workplace learning as a key strategy to transform and reinvent themselves. Whether city or county governments are involved in improving customer service, measuring performance, re-engineering processes or engaging citizens, all these improvement efforts require employee learning.

In this practical guidebook, you will learn how to design learning strategies based on the nature of adult learning. Specifically Commit to Learn highlights...

- ⊛ Nine Leadership Strategies to Promote a Learning Culture
- ⊛ Lessons Learned from Organizational Learning Initiatives from around the Country
- ⊛ A “Menu” of over 50 Creative Ideas to Promote Learning in Your Organization
- ⊛ Eight Classic Approaches to Avoid
- ⊛ Six Themes from the Literature on Organizational Learning
- ⊛ Nineteen Local Government Case Studies
- ⊛ Tools such as Learning Needs Assessments, Sample Learning Action Plans
- ⊛ Resource Materials, References and Web Sites on Organizational Learning
- ⊛ Much More!

*“While training is other-directed, true learning is self-directed and self-motivated.”*  
- Chapter 1

**Other Works by Dr. Frank Benest**

**Marketing Your Budget — Creative Ways to Engage Citizens in the Bottom Line**

To many citizens the local government budget process is merely bureaucratic mumbo-jumbo with little meaning to their daily lives. In this practical guidebook you will learn.....

- \* How local government can use the budget process to win public support for tough budget choices and for local government itself.
- \* Creative approaches for engaging citizens in the budget process
- \* Practical ways to make budget documents more meaningful and citizen friendly.

*Marketing Your Budget* offers many examples, mini-case studies, tips, and sample marketing tools for marketing the local government budget. The guidebook highlights the "Budget Ballot" distributed to all residents of Arlington, Texas; "Family Room Dialogues" in Battle Creek, Michigan the "Budgetmaker" a computerized budget-balancing simulation distributed on diskette to interested citizens in Forth Worth, Texas as well as a *sampling of creative graphics, charts, messages and formats* in citizen friendly budget guides developed by local governments nationwide. ISBN 1-882403-35-5 **\$38.00; \$31.00 for Members**

**Citizen Based Budgeting**

Involving citizens is a key component of a successful government, but it can often be very challenging. Especially when it comes to something that may seem a bit confusing – like the budget. Dr. Frank Benest is the facilitator of this training video.

*It is not always easy, but it can be done.* This video shows you and your government how to build citizen involvement. Dr. Benest, along with other key local government officials, presents exercises designed to explain and expand citizens' roles in the budget process. He also provides tools for initiating citizens in the approval process and making budget documents more meaningful and citizen friendly.

Panel Members, Cherise Brandell of Battle Creek, Michigan, and Richard Wiggans of Arlington, Texas, showcase what is actually happening in local government. Not only do you do receive the benefits of Dr. Benest's experience and insight, but you also hear from local governments who have been there, done it and even been successful at it! **\$167.00; \$137.00 for Members**

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