

Nelson Croom and IOP in elearning award finals

Manager's Starter PAC, created by Nelson Croom in partnership with the Institute of Physics (IOP), has been selected for the finals of the elearning awards 2007. Nominated for the Excellence in the Production of Learning Content category, Managers' Starter PAC is a personalised learning experience that covers all the areas needed to become an effective manager. Currently, 80% of managers receive no formal training or development in management skills, techniques or knowledge.

The programme helps IOP members make the transition from talented scientists to effective managers. Managers' Starter PAC identifies training needs and empowers learners to formulate their own personal development plan. This approach is an ideal solution to the challenge presented by a learner group with an unusual learning styles bias – a short learning styles diagnostic showed 65% of learners as "Experimenters" or "Doers", compared to an average of 35% in other Nelson Croom projects.

The eLearning Awards received a record number of entries from across the world. The Awards winners will be announced at the Park Lane Hotel, central London, 8th November.

"We wanted an online resource to help physicists to become better managers – people are often promoted to this level because of their technical expertise rather than their management skills. Nelson Croom researched the topic and came up with a great solution. It encourages learners to think about their position and to analyse their own needs. We didn't want to lecture them about management techniques – we wanted them to understand their importance and help change their attitude to the subject. Nelson Croom helped us do just that." Stephanie Richardson, Continuous Professional Development Manager, IOP.

"The Manager's Starter PAC is an excellent learning and development tool. It helps learners identify gaps in their knowledge and encourages them to create a plan for their personal development. Interactive learning raises awareness, stimulates self analysis and helps change attitudes. This tool will be of great benefit to people starting in management in both the public and private sectors." Richard Scase, Professor of Organisation Change at the University of Kent.

ENDS

Notes for editors:

About IOP

The Institute of Physics is a scientific membership organisation devoted to increasing the understanding and application of physics. It has an extensive worldwide membership (currently over 34,000) and is a leading communicator of physics with all audiences from specialists through government to the general public.

About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

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