

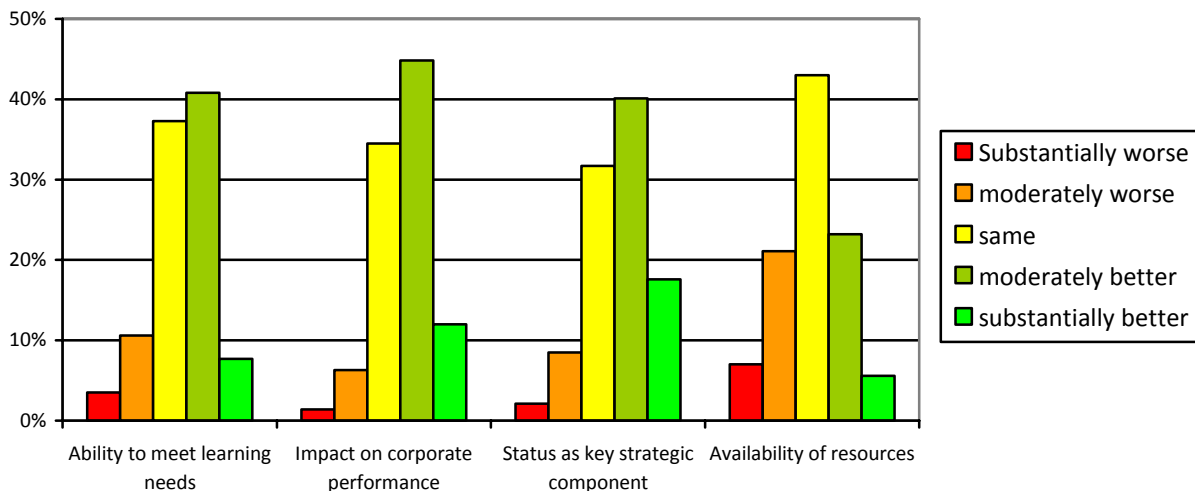
Even in today's turbulent economy, learning executives (LXs) appear cautiously optimistic about the capabilities of their learning functions six months into the future. While nearly a quarter of respondents expect overall conditions within their own industry to worsen, only 14% believe their ability to meet their organizations learning needs will worsen.

ASTD Learning Executive Confidence Index (LXCI)

ASTD has created the ASTD Learning Executive Confidence Index (LXCI) to assess the outlooks and expectations of learning executives for the next six months on a 100-point scale, modeled on the CEO Confidence Indices reported by *Chief Executive Magazine* and The Conference Board. It provides a snapshot of LX confidence in the future and factors in expectations of their learning function's ability to meet learning needs and to impact corporate productivity, the status of learning as a key strategic component within their organization, and the availability of resources for learning. Those learning executives with lower scores (0 to 49 on the scale) anticipate that in six months those aspects of their learning functions to be moderately or substantially worse than they are today. Those with higher scores (51 to 100 on the scale) expect those aspects of their learning function to be moderately or substantially better. The monthly *Learning Executive Confidence Index* is a composite score for all LXs included in the survey and reflects the expectations these senior executives have for learning over the next six months. Higher indices (above 50) reflect a more positive outlook and lower indices a more negative.

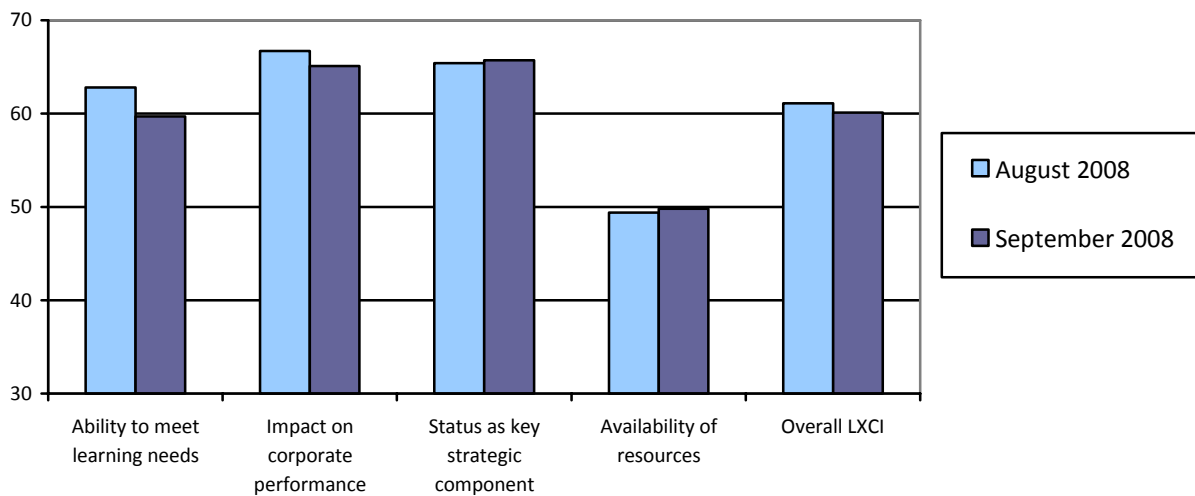
The ASTD LXCI for September 2008 was 60.1 based on responses from 160 LXs to an online invitation-only survey, indicating that LXs expect their learning functions will be somewhat better over the next six months. This outlook is more positive than the LX's expectations for their industry's performance (52.8 on the same scale), which they expect to be about the same six months from now. Learning executives are also slightly less optimistic about their organization's profit expectations over the next twelve months (56.9). Not surprisingly, the LXCI is correlated with expectations for the LX's industry, and slightly more strongly with their expectations for their own organization's profits. Those who expect their own organization to have substantially worse profits in 12 months compared to today had a LXCI of 27.5 while those who expect their organization's profits to be substantially better had an LXCI of 74.1.

Learning Executive Expectations For Next Six Months
(Sept 2008)



Learning executives generally believe that over the next six months their learning function will perform as well, and typically somewhat better, in their ability to meet their organization's learning needs (49% said it would be moderately or substantially better). Respondents also had mostly positive expectations about learning's impact on corporate performance (58% said it would be moderately or substantially better) and the status of learning as a key strategic component within their organization (also 58%). They were significantly less optimistic about the availability of resources needed to meet learning needs (29% said it would be moderately or substantially better, 28% said moderately or substantially worse). They appear to be poised and prepared to "do more with less" for the near future.

Trends in Index Scores for Learning Executive Expectations

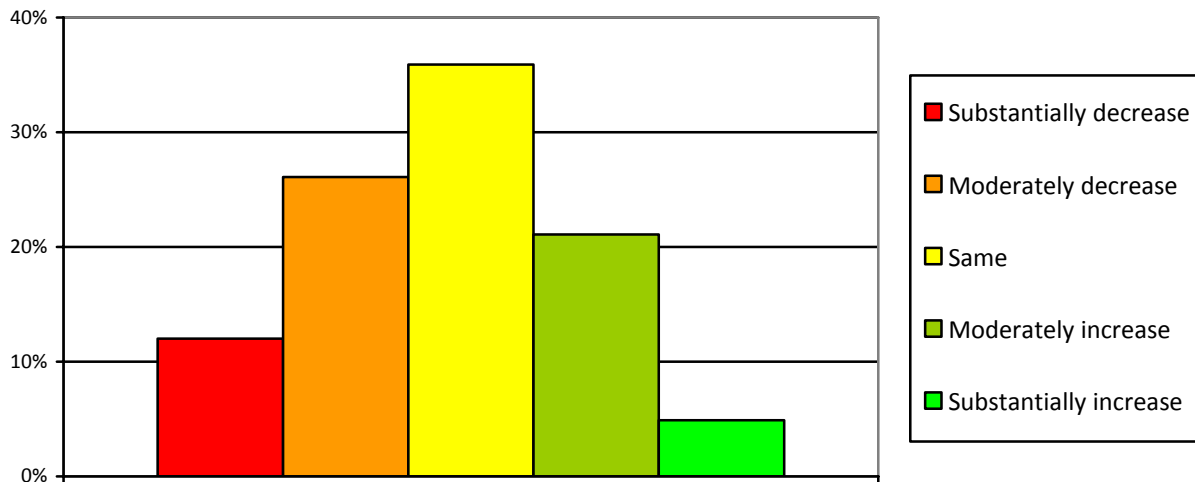


The overall LXCI was down from 61.1 in August to 60.1 in September. The index score for LX perceptions' of meeting learning needs was 59.7 in September, down from 62.8 in August. Expectations for impact on corporate performance also declined, from 66.7 to 65.1. LXs were slightly more optimistic about learning's status as a key strategic component (65.7) and the availability of resources (49.8) in September than during the previous month.

Learning Executives' Expectation of Outsourcing

More than one-third of the LXs surveyed (38%) expect their spending on external services for the learning function to decrease either moderately or substantially. Slightly fewer (36%) expect no change in their outsourcing practices, and 26% expected their spending on external services to increase moderately or substantially. Outsourced or external services include such expenses as consultants, consultant services, content development, content and software licenses, and workshops and training programs provided by external providers.

Outsourcing Expectations For Next Six Months
(Sept 2008)

**What is the LXCI?**

The ASTD Learning Executive Confidence Index was launched in August 2008 and will be assessed and tracked on a monthly basis to get a continual and evolving picture of how learning executives anticipate the near future for learning in their organizations.

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 134 U.S. chapters, 26 Global Networks, and 12 Global Partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.