

# Why Invest in Adult Learning at Work?

By Gail Terry Grimes and Claude Whitmyer, Co-Founders  
The University of the Future, LLC (aka FutureU™).



*Why Invest in Adult Learning at Work?* by Gail Terry Grimes and Claude Whitmyer.

Copyright © 2009 by Gail Terry Grimes and Claude Whitmyer. This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License <http://creativecommons.org/licenses/by-nc-sa/3.0/us/>.

Permissions beyond the scope of this license may be available at <http://futureu.com/trademark.html>.

Published by FutureU Press.  
601 Van Ness Avenue, Suite E433  
San Francisco, California 94102  
415-648-2667  
[manager@futureu.com](mailto:manager@futureu.com)



## Why Invest in Adult Learning at Work?

---

### **To keep up with new information.**

All the information available to humankind doubles every five years. Without continuing education, a professional trained years ago has a serious handicap today. To help your workforce stay ahead, encourage lifelong learning.

### **To prepare for change.**

Knowledge isn't all that's changing. So is the nature of your products and services, the amount and type of your competition, the very way you do business. It's no longer enough to train workers to maintain the skills they've always needed for the jobs they've always done. Today, they need to know how to interact effectively with people much different from themselves, make smart decisions, diagnose problems, work well in teams, negotiate, and navigate continuous change.



### **To keep up with competition.**

Some 30 million people will soon be receiving continuing education outside of traditional institutions. Much of this education is already being delivered to your competition's employees--right on their own desktops. If they're keeping up, so can you.

### **To meet rising expectations.**

Stakeholders today expect continuous improvement in all business measures. That takes more than new equipment and a snazzy Web site. It takes people who are continuously learning.

### **To make the most of your human capital.**

Workers who are continually learning also tend to be thinking, imagining, inventing, flexing their mental muscles, and welcoming challenges. If you hire a woman to process words all day and at night she designs her own Web page for fun, you aren't making the most of her capabilities.

### **To make the most of your reinvestment dollars.**

You have only so much capital to invest in your organization. Evidence suggests that the marginal value of investing in workforce education is three times greater than the value of investing in new machinery. Education could be the single best use of your organization's dollars today.

[Copyright](#) © 1997-2009 by Gail Terry Grimes and Claude Whitmyer. All rights reserved.  
Published by FutureU.

## Copyright and License

This work by Gail Terry Grimes and Claude Whitmyer is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License (<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>). Permissions beyond the scope of this license may be available at <http://futureu.com/trademark.html>.



What this means:



**Attribution:** We encourage you to copy, distribute, display, and perform this work, but only if you give this attribution: Copyright by Claude Whitmyer and Gail Terry Grimes at FutureU.Com.



**Noncommercial:** While we encourage you to copy, distribute, display, and perform this work, this sharing can be for noncommercial purposes only. If you have a commercial venture you would like propose, please contact us.



**Share Alike:** You may distribute this work only under a license identical to [the license that governs this work](http://creativecommons.org/licenses/by-nc-sa/3.0/us/) (<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>) and you must share a copy of your derivative works with others AND with us.

You can meet the "us" part of this equation by sending a copy of your derivative works to [claude@futureu.com](mailto:claude@futureu.com) or mailing it to FutureU™, 601 Van Ness Avenue, Suite E433, San Francisco, CA 94102.

Published by

FutureU Press

[The University of the Future, LLC \(aka FutureU™\)](#)

601 Van Ness Avenue, Suite E433

San Francisco, CA 94102

415-648-2667

[manager@futureu.com](mailto:manager@futureu.com)