

THE INTERNATIONAL FOUNDATION FOR ACTION LEARNING
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**THE INTERNATIONAL FOUNDATION
FOR ACTION LEARNING
AND
THE INTERNATIONAL MANAGEMENT
CENTRE FROM BUCKINGHAM**

invite you to a Workshop entitled

INSIGHTS TO ACTION LEARNING

- DATE** 15th September 1988
- VENUE** The International Management Centre premises in
Buckingham
- TIME** 10.30-16.30 hrs.
- COST** £50.00 per head including Membership of IFAL for one year.
£40.00 for non-members.
£30.00 for members of IFAL.

THE INTERNATIONAL FOUNDATION FOR ACTION LEARNING

An Educational Charity

AIMS AND PURPOSES OF THE FOUNDATION

The Foundation promotes the use of Action Learning.

Action learning, pioneered by Professor Reg Revans over a period of 35 years, is an approach to learning based on tackling the practical problems of everyday working life. Learning occurs through a critical examination of the personal and organisational changes which take place when individuals, teams or working groups face the challenge of action.

Action learning develops a questioning attitude and helps individuals and groups to examine, recast and use creatively their existing experiences and resources. This approach to learning has been applied to an extensive range of situations throughout the world in industry, commerce, services and other fields of human endeavour. A body of literature about practical experience has been collected.

ACTIVITIES OF THE FOUNDATION

The Foundation

- Collects, publishes, develops and disseminates information about the principles and practice of action learning
- Encourages the application of action learning to real problems and opportunities
- Supports developments in action learning
- Brings together users of action learning to foster a greater understanding of the processes of managing change
- Promotes a variety of activities:

Research	Publications
Seminars, workshops and conferences	Development and maintenance of a library
Discussion groups	Regional and international networks
Case history writing	Newsletter
Advisory services	

APPLICATIONS OF ACTION LEARNING

Many hundreds of applications of action learning have been made to problems and new venture situations in small businesses, manufacturing industry, Personnel and Industrial Relations, Local Government, the Health Services, the Police, the Water Industry and the City.

In the UK many large and small companies have become involved including such market leaders as I.C.I., G.E.C., Cable & Wireless, Unilever, The Imperial Group, C.P.C., Courage, Plessey, British Telecom, Esso, Tenneco Europe Inc., Express Newspapers, Harry Fenton, Prudential Assurance and Motorola.

In addition, Regional Management Centres, the Business Schools, Professional Institutes, The Manpower Services Commission and other Government agencies incorporate Action Learning approaches in their activities.

MEMBERSHIP OF THE FOUNDATION

Membership is open to anyone interested in the aims, objectives and activities of the Foundation. There are two classes of membership; Individual and Corporate, for which an annual subscription is paid to support the activities of the Foundation. Donations which help to support its activities are welcome. Subscriptions and donations may be made under covenant.

INSIGHTS TO ACTION LEARNING

A one-day workshop for senior managers.

The workshop is jointly organised by The International Foundation for Action Learning and The International Management Centre from Buckingham. It will be held in Buckingham and will begin at 10.30 a.m. It will open with three presentations on widely differing aspects of Action Learning.

- * Keith Hodgkinson, Managing Director of GEC Avery will consider the impact of being a participant in a GEC Action Learning Programme on his personal career development.
- * Graham Da Costa, Training Manager, Barclays Bank PLC (London North Western) will describe his introduction of Action Learning to Retail branch Managers.
- * Professor Margaret Reid of IMCB will examine the basic proposition of Professor Reg Revans — that learning comes from the acquisition of programmed knowledge and (more importantly for managers coping with change) from asking questions relating to real live issues leading to ACTION. She will address the issue of how these two aspects of learning are combined in the IMCB Masters Programme.

Each speaker will welcome questions.

A buffet lunch will be served at 13.00 hrs.

Lunch will be followed by small-group work on questions of initiating and running Action Learning Programmes in organisations. There will also be an opportunity to discuss these issues in an open forum at the end of the day.

The day will be chaired by Professor John Morris, a managing partner of The Development Consortium.

From London — leave the M1 at junction 13. Take the A421 to Buckingham.

From the North — leave the M1 at exit 16. Take the A45 to Weedon. Turn south on the A5 to Towcester. Turn west on the A43, then take the A413 to Buckingham shortly afterwards.

From Oxford — take the A421 which runs through Bicester to Buckingham town centre. Turn off on ring road.

From the Thames Valley — pick up the A413 which runs through Aylesbury to Buckingham town centre.

From Northampton — take the A43 through Towcester picking up the A413 to Buckingham.

From Bedford — follow the A422 through Newport Pagnell to Buckingham town centre.

If coming by rail — take the train from Euston to either Bletchley or Milton Keynes Central. From here it is a 20/25 minute taxi journey.

Parking — Limited car parking facilities are available at the rear of IMCB if attending a meeting but, if on a programme, please park in the White Hart car park.

Reception — located in "Marriotts" with the main entrance under the clock and Coat of Arms.

HOW TO GET THERE

