

# The *DAI* Advisor

Learn. Transform. Achieve.

June 2010 Newsletter, Issue 2



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## DAI on the Road

*DAI* is looking forward to attending the upcoming 6<sup>th</sup> Annual National Veteran Small Business Conference and Expo on July 19 – 22, 2010 in Las Vegas, Nevada. Please say hello if you see us there!

We were humbled and energized by the feedback we received as a sponsor, exhibitor, new registrant mentor, Chairman of Events, and Master of Ceremonies at the Training Officers Consortium 2010 Annual Institute, "Transitioning our Communities, Restoring Spirit in Federal Service" on April 25 – 28, 2010.

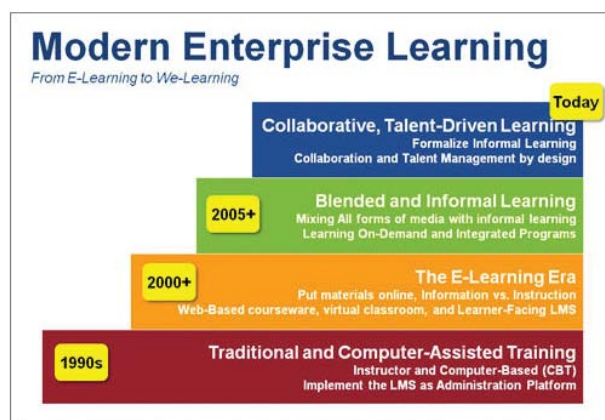
## President's Corner

This month, I would like to introduce a new release of our newsletter, *The DAI Advisor*, which contains briefs about what is happening at *DAI*, as well as information on news, events, and trends related to our core practice areas of communications, human capital, and learning solutions. It is an exciting time at *DAI* with large-scale contract wins, a growing, talented staff, increased visibility, and the incorporation of cutting-edge trends, all of which you can read more about in the articles below. I hope that you will find this to be a useful resource to stay apprised of what is happening at *DAI* as well as in our practice areas.



## Transformations in Learning

This year has been an exciting time in the learning field. *DAI* has become adept at "we-learning," a new trend that emphasizes collaboration and capitalizes on employees' competencies to facilitate organic business growth. Synthesizing traditional training and newer, more informal approaches, allows management to engage more staff in ways that are both stimulating and effective. *DAI* advocates using existing technology, such as social media sites, wiki pages, and video portals, to encourage employee information sharing and learning in interactive ways. For further information on these trends, we found the following sources helpful: Society for Human Resource Management and the Training Industry Quarterly.



Graphic Source: [www.joshbersin.com/2009/09/25/from-e-learning-to-we-learning](http://www.joshbersin.com/2009/09/25/from-e-learning-to-we-learning)

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## *DAI* on the Road (continued)

*DAI* also sponsored the SmartCEO Circle of Excellence Awards ceremony on May 27, 2010, and *DAI's* President & CEO Dr. Sherilyne E. Dougherty presented the Brava! Women Business Achievement Choice Award.

We also attended the American Council for Technology (ACT) — Industry Advisory Council (IAC)'s 2010 Management of Change Conference in Philadelphia on May 23 – 25, 2010.

Events such as these provide invaluable opportunities for us to connect with our constituents — like you — and explore new developments in communications, human capital, and learning solutions.

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## *DAI* Deepens VA Partnership



Recently, *DAI* was awarded three contracts with the Department of Veterans Affairs (VA) to support a variety of strategic communications, human capital, and learning initiatives. The largest of these efforts is a contract to develop, communicate, and deliver program-based training on a variety of topics affecting over **260,000** employees. As part of this effort, *DAI* will develop a comprehensive marketing and communications campaign to keep employees informed about learning opportunities. Over the next three months, *DAI* will provide web-based and instructor-led training to over 35,000 employees throughout the United States on a wide range of topics.

The second contract focuses on developing and launching a virtual Human Resources (HR) Academy within VA — the **first** of its kind in the federal government. The effort aims to transform VA's HR workforce into a streamlined and first-rate provider of services to veterans and their families.

Finally, *DAI* is supporting VA's Corporate Senior Executive Management Office (CSEMO), which manages senior executives, Title 38 equivalents, and senior professionals. The project focuses on educating executives about VA's executive performance management system through a series of communications, consulting services, and workshops, and supporting VA with Office of Personnel Management (OPM) and Office of Management and Budget (OMB) certification of its executive performance management systems.

To learn more about these and other efforts, please visit our news & events page.

We encourage you to contact Nicole Alley, Business Development Manager, by email or phone (703-838-0093, ext. 206) or Aaron Jones, Business Development/Account Executive, by email or phone (703-838-0093, ext. 220) to discuss your business needs, as well as potential partnership opportunities.

## *DAI* Continues to Grow

*DAI* has experienced a large growth spurt. Over the last three months, *DAI's* workforce has increased by approximately 50 percent. *DAI* is continually seeking qualified and energetic candidates for a variety of positions. If you or someone you know is looking to join a dynamic company, please explore our Careers page for more details on our open positions and benefits.



## *DAI* Gives Back

*DAI* has a proud history of giving back to our community. In March 2010, *DAI* employees organized a food drive to support the Capital Area Food Bank. In January 2010, we also supported the Haitian earthquake relief effort through a contribution to Doctors Without Borders. Every year, we organize a toy drive to support the U.S. Marine Corps Toys for Tots program. Please let us know if there is a way we can partner with your organization to support other local and national non-profits and community events.