



Press Release

4 January 2016

Neon Elephant Award – Celebrates its 10th Anniversary!

Dr. Will Thalheimer of Work-Learning Research announces the winner of the 2015 Neon Elephant Award – **Julie Dirksen** – for her book *Design for How People Learn*, recently released in a second edition.

Based on decades of working with clients in building learning interventions, Julie utilizes her practical experience to draw wisdom from the learning research. Her book is wonderfully written and illustrated, utilizes research in a practical way, and covers the most critical leverage points for learning effectiveness. Julie speaks with a voice that is authentic and experienced, providing a soothing guidebook for those who dare to learn the truth and complexities of learning design.

The **Neon Elephant Award**—celebrating its tenth anniversary—is awarded to a person, team, or organization exemplifying enlightenment, integrity, and innovation in the field of workplace learning and performance. The Neon Elephant Award honors those who have truly changed the way we think about the practice of learning and performance improvement – and specifically to those who have bridged the gap between scientific research and learning practice.

The 2015 award announcement is available at the following websites:

- <http://www.work-learning.com/neon-elephant-award.html>
- <http://www.work-learning.com/neon-elephant-award-2015.html>