

(PRLEAP.COM) April 14, 2014 - Rapid Learning Institute (RLI) CEO Stephen Meyer is a featured speaker at the upcoming ASTD 2014 International Conference and Exposition. The conference will be held from May 4th to the 7th at the Walter E. Washington Convention Center in Washington, D.C.

Meyer's session, entitled "Brief is Beautiful: Bite-Size Content and The New E-Learning," will ask attendees, "Are you still creating or deploying long, 'legacy' soft-skills e-learning?" If so, his recommendation: "Stop."

The talk will present lessons learned from the ineffectual e-learning of the past and define what he calls " [The New E-Learning](#) " – principles for creating bite-size modules that will engage both learners and managers. He will also explain why The New E-Learning's approach will boost results and launch soft-skills e-learning into a brighter future.

Meyer will present "Brief is Beautiful" on Sunday, May 4th at 2:00 P.M. in Room 150B. RLI will also have a presence at the Expo in Booth 945. "The Expo is a wonderful opportunity for training professionals to share insights and discuss the latest industry innovations," said Creative Marketing Manager Diana Bernecker.

RLI's COO Glenn Eckard added, "We look forward to visiting with our clients and to establishing new relationships with organizations committed to successful workplace learning."

Developed by the American Society for Training and Development, ASTD 2014 will bring together more than 9,000 learning professionals from around the world to discuss best practices and explore current and future trends. Featuring 250 education sessions and 300 exhibitors, the event assembles some of the most influential thought leaders in the field of training and development.

About Rapid Learning Institute

Rapid Learning Institute (RLI) provides online training and talent development tools for businesses, government agencies, nonprofits and educational institutions in the areas of sales, leadership and management, human resources, employment law compliance, and workplace safety. RLI's approach is founded on three core principles: 1) [Rapid Learning](#) . Workplace

training should be delivered in short bursts – just six to 10 minutes at a time. Today's multi-tasking workforce has neither the time nor the attention span for traditional lengthy training formats. 2) [Singl](#)

[e-Concept Learning](#)

. People learn best when training is focused on a narrow concept where learning goals are clearly defined. When training is delivered in small packets, the brain can easily absorb, remember and apply what it learns. 3) Research-Based Learning. Training is most powerful when it's grounded in verifiable research. When learners see training as credible, they're more likely to translate the learning into on-the-job behavior. RLI's signature six to 10-minute modules, called Quick Takes, incorporate these three ideas into unique training programs that get results.

Based in Greater Philadelphia, RLI is an operating division of Business 21 Publishing.