



"It may look like a crisis, but it's only the end of an illusion."

Gerald M Weinberg, 'The secrets of consulting' 1985

As with most of Jerry Weinberg's quotes, surface flippancy contains an essential insight. The financial shockwaves of the last 18 months demonstrate it amply. Now, as we cautiously emerge from the effects, it seems obvious to everyone that never-ending growth fuelled by unsound credit was unsustainable. But most of us lived the illusion for as long as possible; perhaps we even conspired to perpetuate it.

One side of the climate change debate would argue the same applies; collective delusion is at work and guarantees that the crisis will only be worse when we finally admit it. Whatever your individual view on this issue, there is no doubt that the eyes of the director, the shareholder, the analyst and the commentator are more firmly focused on the corporate carbon footprint than ever before.

As we get ready to grow again, one of the challenges will be to ensure that we minimise potential damage to our environment. In this, the virtual environment will have a bigger part to play than ever. For so long it has promised, but failed to deliver, a viable alternative to the real classroom. It has supported meetings, conferences and seminars effectively but has always struggled to replicate the elements of a 'classroom' behavioural skills development event. Until now, that is.

Our new Huthwaite Virtual Training Campus provides the interactive experience of learning skills that is closest to 'the real thing', but minimises the financial and environmental costs. People don't need to leave their desks – wherever they are in the world.

We haven't created some new technologically advanced platform; in fact, our base application is in common use around the world. What we have done is applied all that we know about designing learning, communicating content and developing skills to make the most of it. There's a classroom for tutorial group work, breakout rooms for paired activities – such as live roleplays to practise skills – and a 'library' of different self managed learning options. Expert tuition, observation and feedback are available throughout. All that's missing from the virtual campus are the coffee shops and bars!

Here's what SAP's Senior Director responsible for Global Inside Sales Enablement said about it:

"Huthwaite International's Virtual Training Campus is miles ahead of anything we've seen so far."

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[The Virtual Training Room - use it; use it now; but for heaven's sake use it properly](#)

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For more details click on the links to download the [brochure](#) and our articles '[The Virtual Training Room - use it; use it now; but for heaven's sake use it properly](#)' and [Move over virtual classroom, here comes the virtual campus](#) which both explain our approach.

It's likely that there will always be a need to bring people together physically from different countries and continents for development activities at times. But the Virtual Training Campus is a viable alternative that can minimise the impact on our environment as well as the bottom line.

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