



“Champions of Learning”



Employee Learning Week – December 5-9, 2011

Organization Name: AGCO Corporation

Contact Person: Tim Miller, tim.miller@agcocorp.com, 770.232.8035

4570 River Green Parkway, Suite 140, Duluth, GA 30096

Learning Story

AGCO Corporation is a global agricultural equipment manufacturer committed to providing high-tech solutions for professional farmers feeding the world. In 2011, AGCO invested more than \$1MM to build the AGCO Global Learning Center, a 19,500 square foot state-of-the-art facility located in Duluth, Georgia, whose primary mission is to support and develop AGCO employees and AGCO dealers around the world. The AGCO Global Learning Center is home to AGCO Academy and AGCO University – “Champions of Learning” and Development initiatives.

The AGCO Global Learning Center grand opening in May 2011 welcomed several hundred people, including Nancy Harris, Mayor of Duluth; Gary Black, Georgia Agriculture Commissioner; and staff from the University of Georgia School of Agriculture.

AGCO Academy and AGCO University are excited to participate for the first time in ASTD’s Employee Learning Week. During December 5 - 8, 2011, the AGCO Global Learning Center will host Dealer Service Manager Training for AGCO dealers and employees from all over North America. The goal of the Dealer Service Manager Training is to provide participants with the skills to improve the profitability and productivity of their dealership and service department. This will be the largest event since the opening of the Global Learning Center and will also be celebrated by the presence of the AGCO Board of Directors.

AGCO’s 2011 learning story does not begin with the opening of the Global Learning Center. AGCO demonstrated a commitment to learning earlier in the year by hosting a five week National Training Event in Glendale, Arizona February 7 – March 10, 2011. More than 900 AGCO employees and dealers participated in one of five week-long sessions during this sales training event. Four learning tracks were offered based on varying levels of sales and management experience. Participants learned both in the classroom and hands on during field training sessions while engaging in individual and group activities.

As a result of a commitment to learning, ASTD’s Employee Learning Week and AGCO’s Dealer Service Manager Training have built momentum, put a foot on the accelerator and put learning and development initiatives on the move into 2012 and beyond.