

# THE ROAD TO REAL BEHAVIOURAL CHANGE

## HOW IT WORKS

The road to Learning Transfer guides you along the right track to effectively transfer learning back to your business.

## YOUR DESTINATION?

Superior results from your training programs and return on investment.



# TURNING LEARNING into ACTION™

Our simple 3 step TURNING LEARNING into ACTION™ methodology, comprising Preparation, ACTION and Evaluation, is the key to effectively transferring learning back to the workplace and creating real business results. Aim for the REAL finish line.

## THE ROAD TO

# Effective Learning Transfer

Good instructional DESIGN

analysis

design

development

implementation

TRANSFER creating behavioural change

EVALUATION

LEARNING PROGRAM

PREPARATION

ACTION

EVALUATION

LEVEL 1

think

LEVEL 2

know

LEVEL 3

do

LEVEL 4

impact

LEVEL 5

\$\$\$

CURRENT FINISH LINE

REAL FINISH LINE

Study after study shows that, in most cases, learning approaches are only around 10 to 20% effective. This means that the return on financial and time investments in training is rarely, if ever, fully maximised. More often than not, employers are unsure how to hold people accountable to change after training and thus they are unable to ensure effective learning transfer; in essence people follow a strategy of hope!

OUR STATISTICS FROM OVER 3000 PARTICIPANTS WHO HAVE COMPLETED TURNING LEARNING into ACTION™

- Participants on average report a 80% improvement in transferred skills post Turning Learning into Action™ (TLA).
- Participants showed a 58% improvement in their ability to achieve learning transfer objectives as a result of the TLA process.
- On a scale of 1-5 participants scored the TLA process 4.2 for effectiveness in supporting them in following through on their action plan.
- On a scale of 1-10 participants scored an average of 8.9 out of 10 for the likelihood that they would recommend the TLA process to a colleague.



# Aiming for the REAL finish line: behavioural change in the workplace

## PREPARATION

- ✓ Create an individual ACTION action plan.
- ✓ Gain commitment and confirm understanding of the follow up process (learning agreement).
- ✓ Align plan with program objectives, individual objectives and evaluation process.
- ✓ Communicate process to key stakeholders.

## ACTION

- ✓ Use the ACTION methodology to manage reflective conversations: ACCOUNTABLE CALIBRATION TARGET INFORMATION OPTIONS NEXT STEPS
- ✓ Suggest 3 x 30 minute conversations.

## EVALUATION

- ✓ Create an evaluation plan for Level 3, 4 and 5.
- ✓ Collect data and feedback using surveys and/or interviews.
- ✓ Distribute the program outcomes.
- ✓ Include an Impact Dashboard.

### LEVEL 1

#### think

Define what you will THINK/FEEL at the end of the program.



Identify your reaction to the program? What do you intend to do?

### LEVEL 2

#### know

Define what you will KNOW or will be able to SHOW.



Specify what you know or can show.

### LEVEL 3

#### do

Define what you will DO differently back in the workplace.



Application on the job. Identify what you have actually done as a result of the training.

### LEVEL 4

#### impact

Define what IMPACT your behaviour, action or process will have on the business.



So what does your behaviour or process mean to the business?

### LEVEL 5

#### \$\$\$

Define what DOLLAR benefit your impact will have on the business. (Can use to calculate ROI.)



So what does your business impact mean in terms of dollars? Use to calculate ROI.

objectives

linked to...

evaluation

CURRENT FINISH LINE

REAL FINISH LINE

Based on the Five Level ROI Framework by J. J. Phillips (1997)

Contact Emma Weber, CEO and Founder of Lever – Transfer of Learning and the TLA methodology at [emma@leverlearning.com](mailto:emma@leverlearning.com) for an initial discussion.



[www.transferoflearning.com](http://www.transferoflearning.com)

Australia and Asia +61 (0) 2 8221 8833

UK and Europe +44 207 786 3517

USA +1 214 530 0643

Level 14, 309 Kent Street, Sydney, NSW 2000, Australia