

TURNING LEARNING into ACTION

As budgets get tighter, and demands get higher, we, as Learning Professionals are compelled to provide tangible commercial results through our efforts. But how? How can we affect how participants perform when they are back in their work place?

THE PROGRAM It is this transfer of learning which is the missing link in effective learning. Turning Learning into Action™ (TLA) is a proven learning transfer methodology that solves the problem. TLA is a series of specific, structured and accountable one-on-one conversations that occur at various intervals *after* the training event.

CASE STUDY Emma Weber delivered the first TLA programme in a 12-person trial in April 2004. By May the results were confirmed and the client, a large premium automotive company, ordered the programme for 120 more people that year.

THE RESULTS During 2005 Lever – Transfer of Learning did an analysis of one group of 15 people who went through the TLA programme after some sales training against another group who did not. We analysed their average sales per month before the programme and analysed their average sales per month

“More than ever business leaders expect a straight line between our efforts as learning professionals and tangible commercial results.”

Matt Johnson

Managing Director, City & Guilds Kineo Learning Insights Report 2014

after the programme and compared the results to the norm within the business. The norm in this case was annual sales before May and average monthly sales after May. We made this split to take into account seasonal differences in automotive sales.

The average sales consultant in the group who completed training without TLA had a 16.2% uplift in their average sales per month between the five months prior to the training and the five months following the training. Everyone we analysed in both groups had similar levels of experience and yet the group who went through the TLA process had a sales uplift of 43.8% over the same period. These results confirmed that we really were onto something – confirmed by the automotive company making TLA a permanent part of their learning programme, which has now been running consistently for over 10 years. During this 10-year period, the company has grown its vehicle sales by 52.9%, against market growth of 16.9%*.

THE GROUP WHO DID NOT GO THROUGH THE TLA PROCESS HAD A SALES UPLIFT OF AN AVERAGE OF 16.2%

16.2%

THE GROUP WHO WENT THROUGH THE TLA PROCESS HAD A SALES UPLIFT OF AN AVERAGE OF 43.8%

43.8%



This case study is a clear indicator that the efforts of the Learning Professionals are providing tangible commercial results. Let us show you how your efforts can achieve results for your organisation. **PHONE NOW FOR A FREE CONSULTATION.**

www.transferoflearning.com • Level 14, 309 Kent Street, Sydney, NSW 2000, Australia
Australia and Asia +61 (0) 2 8221 8833 • UK and Europe +44 207 786 3517 • USA +1 214 530 0643