



Three Reasons Why Most Training DOES NOT Change Behavior or Improve Performance

It *is* possible to create permanent, measurable improvements in individual performance that have positive impacts on business results. But *this rarely happens*, because most organizations...

1. ***Neglect to follow up assessment and training programs with adequate reinforcement.*** They don't understand that it takes months of on-the-job application and reinforcement to ingrain a new skill.
2. ***Don't measure skill levels before and after training.*** They can't tell whether performance has improved, and individuals aren't held accountable for improving.
3. ***Fail to hold direct managers responsible for the coaching role.*** Because the better part of performance improvement must happen in the workplace, the learner's direct manager needs to get involved: communicating expectations, supporting, observing, encouraging, giving feedback, coaching and holding direct reports accountable.

So what's the solution?

The solution is an integrated reinforcement-based development process that creates permanent, measurable improvements in individual performance. The *Train-to-Ingrain* approach...

- ▲ Organizes a structured program of reinforcement that is integrated with assessment and training and that provides skill practice, application, ongoing feedback and coaching after formal instruction.
- ▲ Involves *direct managers* to give effective support, encouragement and coaching before, during and after training.
- ▲ Administers pre-course and post-course behavioral assessment through *20/20 Insight GOLD* to focus learner attention and motivation, establish accountability, measure performance improvement, and support ROI calculations.