



Developmental Programs That Achieve Permanent Changes in Behavior and Improve Workplace Performance

Do your program participants actually use the new skills they learned in the classroom? Do managers support their efforts to change work habits—permanently? Do executives expect a measurable return on investment?

The transfer of learning in the classroom to improved behavior patterns in the workplace—this outcome is the Holy Grail of training and development. According to neuroscientists, this means reconnecting brain cells into new pathways—a process that can take months of repetition of new behaviors. With enough supervised on-the-job application, reinforcement and coaching, people can eventually replace problem work habits with more effective ones.

A New Approach...

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

- ▲ 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.
- ▲ Delivers training that concentrates on skill practice and workplace application after formal instruction.
- ▲ Incorporates a structured program of follow-up *reinforcement*: continued learning, ongoing feedback, coaching and accountability.
- ▲ Guides human development/learning professionals to set up *learning networks* and incorporate training strategies that promote learning transfer.
- ▲ Helps decision-makers *align policies and practices* to support desired workplace performance.