

# Our Approach to Learning and Development



## What Our Clients Want

Fundamentally, our clients want some kind of business result that depends on people thinking in new ways or doing something differently.

Suppose you want to grow sales; or prevent accidents; or develop your talent pool.

We help our clients define what information they need to convey in order to get that result. And then we communicate that information in a way that people can understand it, remember it and do it.

In other words, we help companies get a result they want by conveying information in ways that change how people think and act.

## Performance-Based Learning

Even when clients tell us they just need to train for “awareness”, ultimately, they want someone to be able to *do* something *with* that information. Our approach is focused on creating performance-based learning experiences, so that by the time the training is over, learners will have had practice *applying* the information learned, and they will have post-training assignments that help them carry the new skills into their everyday work.

We commonly hear our clients say something like, “*We’ve been conducting training on topic ‘X’ for several years, and we just don’t think it’s as effective as it could be.*” And typically what we’ll find is that the training they’re using is comprised of some slides, with a trainer standing in front of a room reading them to a class; or taking those same slides and recording a voice-over, and calling it e-learning.

But those kind of passive approaches to training don’t give people opportunities to practice the information, or provide a mechanism to help them apply it. That’s why we believe in performance-based learning experiences.

## Examples

We apply these principles to a wide variety of areas. Here are just a few examples:

**Growing sales.** Suppose your sales force needs to be able to consistently deliver a core message about your company’s value proposition. Performance-based learning helps them understand the rationale behind the message and learn how to deliver the message. And it provides a mechanism for practicing delivery of the message and receiving concrete feedback from peers and internal experts.

**Improving safety.** Preventing accidents is serious business. By moving to a performance-based learning model, you can satisfy your compliance requirements and, at the same time, increase individual ownership and accountability for safe behavior. Employees will demonstrate—through performance assessments—that they can perform the procedures safely, and that they truly understand the impact their actions can have on themselves and the people around them.

**Growing the talent pool.** Many companies have a requirement that employees work with their managers to create a development plan. In reality, these development plans often just sit on paper and aren’t fully executed. We help our clients ensure that employees and managers are fully aware of the planning resources available to them, and we create tools to help them stay on track in monitoring, revising and executing the development plan.

Every situation is unique, and even within the realm of performance-based learning, there are different approaches that might make sense depending on the business objective. For example, we might create facilitated workshops, online modules, awareness campaigns, toolkits, booklets or white papers, just to name a few.

## Consistent, Efficient and Effective

Through everything we develop, we integrate multiple disciplines. Our team consists of instructional designers, copy writers and editors, graphic designers, multimedia developers and application developers; in other words, all the disciplines that are needed so that we can produce a turnkey product that is properly structured from a learning perspective and presented in a visually appealing way that supports the underlying content.

## Contact Us

If you’d like to learn more about our approach to performance-based learning, and how it could add real value to your organization, call us at 314.359.9171. We would be happy to discuss it with you.