

Re-Positioning for Growth – Three Ways to Make Learning “Stick”

A [recent survey](#) of executives by the American Management Association found that many specific worker skills and competencies need considerable improvement in order for companies to succeed in a fast-paced global economy.

It's clear that part of re-positioning demands that we re-think the way in which training is developed and delivered to ensure that it “sticks”. In other words, we need to re-think training to ensure that the learning is sustainable long after the program is over.

So how do you ensure that training is indeed “sticky”? Here are three recommendations offered by BPI group's Learning Solutions team:



- 1. Tailor the training to your culture.** While this tip is rather obvious, we still hear about companies buying off-the-shelf training programs and then wondering why these out-of-the-box products don't help them achieve their training goals! Customization is key. Whether you hire outside companies or conduct training in-house, it needs to be connected – at the hip – with your business and your goals.
- 2. Deliver using methods that work for your organization.** Align the delivery method with employees' learning and scheduling preferences. With the advent of lots of new technology, it's easy to forget that not all of these cool “bells and whistles” are the right vehicles to deliver training to all audiences. While millennial generation employees may benefit from creating on-line learning avatars, that's not as likely to work to help train the baby boomers managing them! How will you know what's working? Measure, measure and measure again.
- 3. Pack your programs with smart content.** Time is precious. If your organization is like most these days, employees don't want to waste a single minute of time away from their job, especially if they feel it isn't helping them do their job better. Focus on delivering pragmatic, “no-fluff” programs that address employee's specific business objectives.

Follow these basic, but important rules, and your training and development programs will have a much higher probability of “sticking” and making a true and lasting impact.

For more information on BPI group's Learning Solutions Practice, visit us at www.bpigroupus.com, or contact Kathy Allen at kallen@bpigroupus.com.