

PROMOTE®

Don't Personalize Learning, Personalize Performance



The webinar will begin shortly

29th May 2020



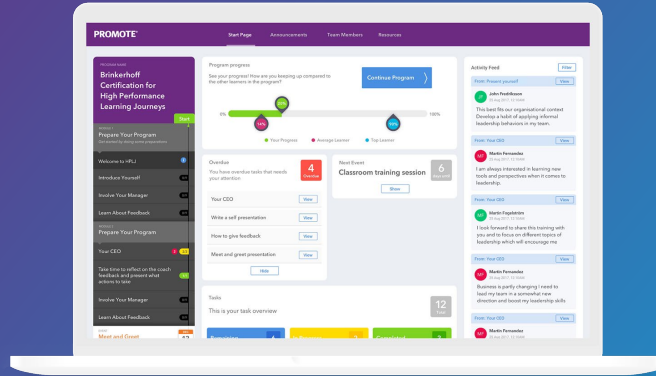
PROMOTE[®]

Don't Personalize Learning, Personalize Performance

29th May 2020



PROMOTE[®]



**40 years research
+
10 years good practice
=
High Performance
Learning Journeys**



**Professor
Robert Brinkerhoff**



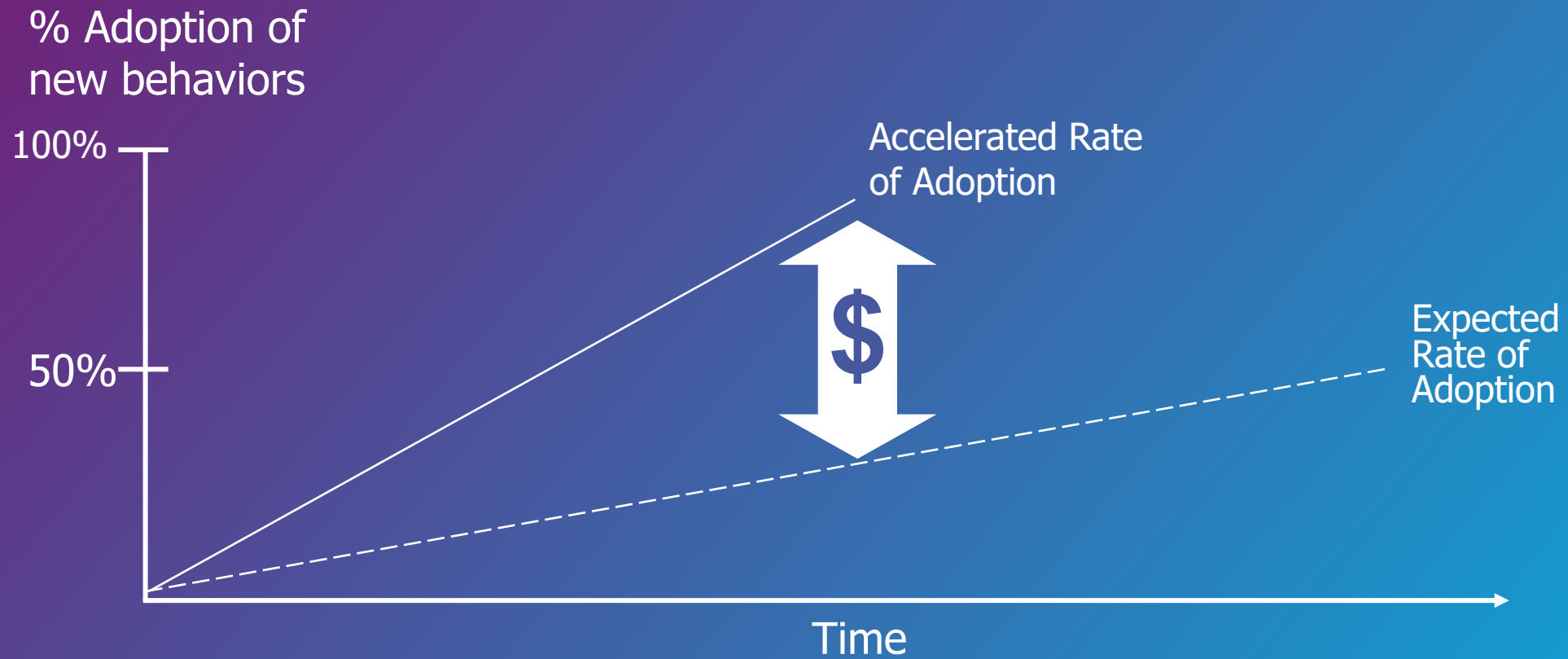
**Edward Boon
Promote International**

Agenda

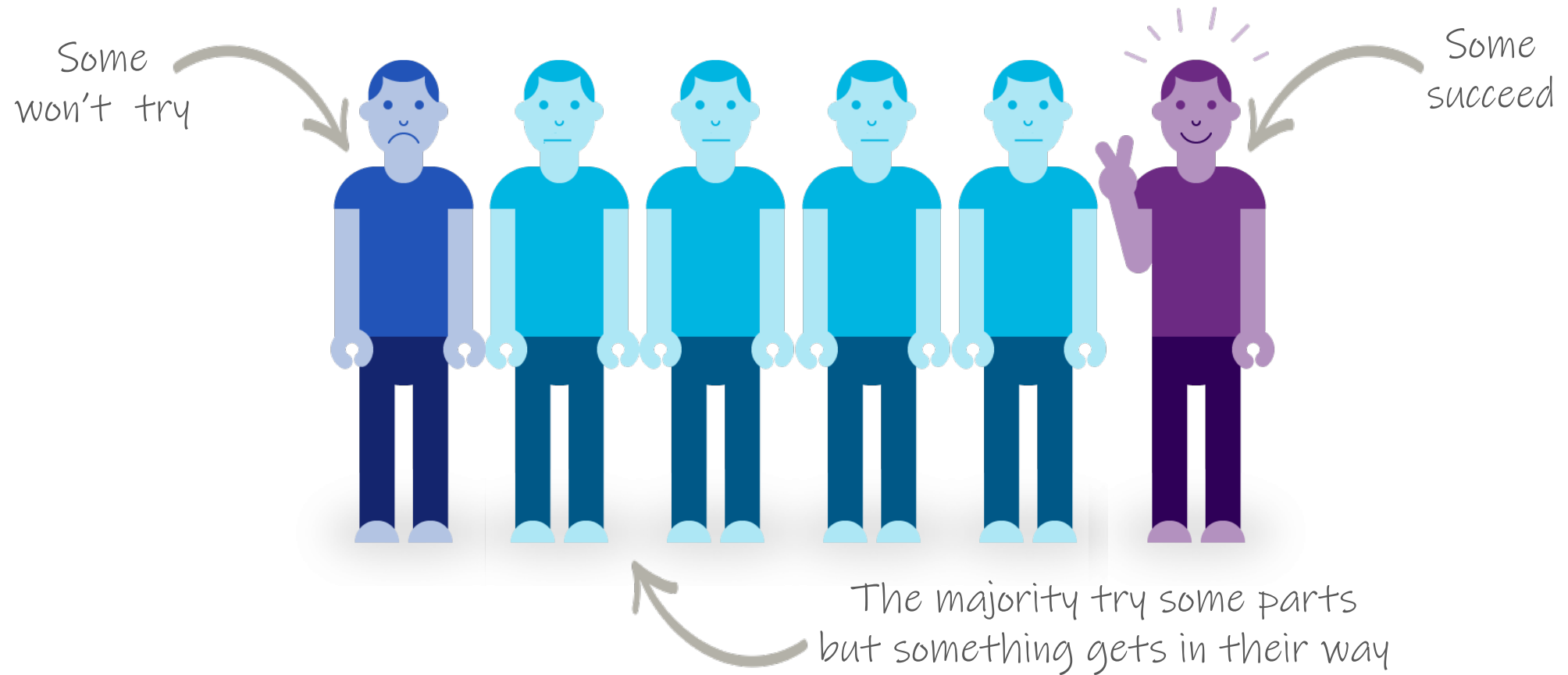
- 1 The Value Premise of Mission-Critical Training**
 - New / Improved workplace behavior
- 2 Introducing Mass Customization**
 - A visit to a Dairy Farm
- 3 The Anatomy of Training Impact**
 - Personalized Learning vs Personalized Performance
- 4 Identifying the 'Moments that Matter'**
 - the key to achieving Performance Outcomes
- 5 How to Personalize Performance**
 - Practical tips and advice

The Value Premise of Mission-Critical Training

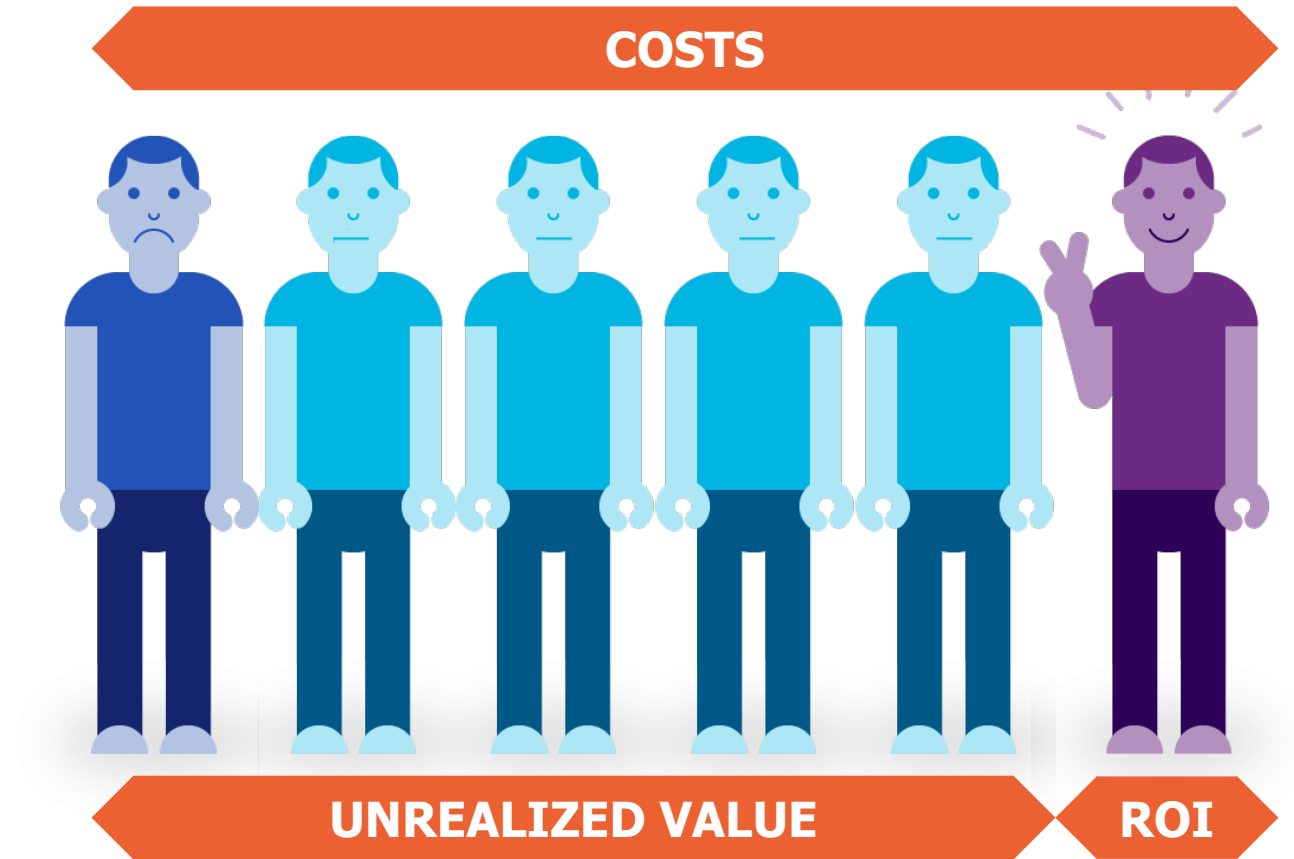
The Value Premise of Mission-Critical Training



Training gets predictable results



Training gets predictable results

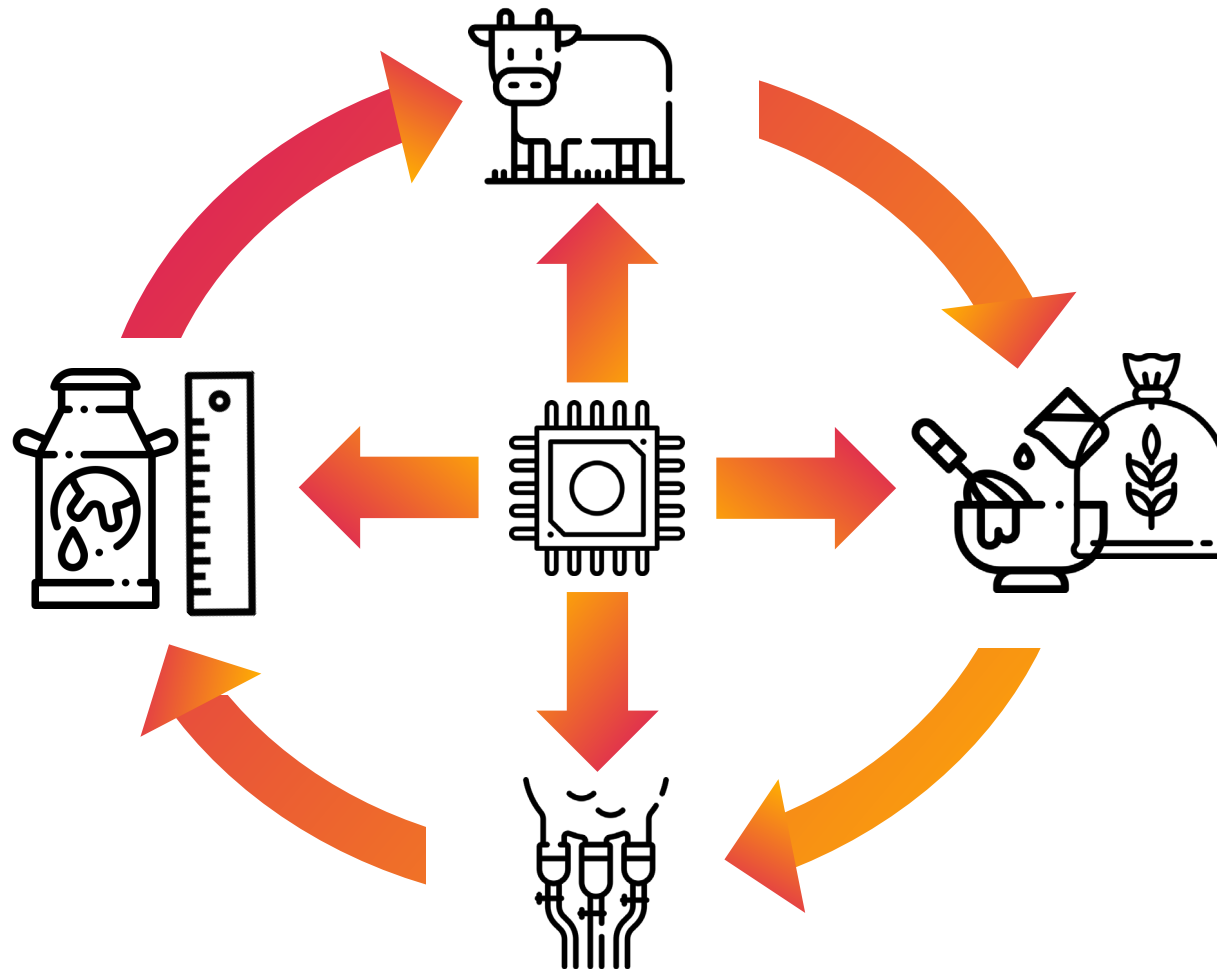


Introducing Mass Customization

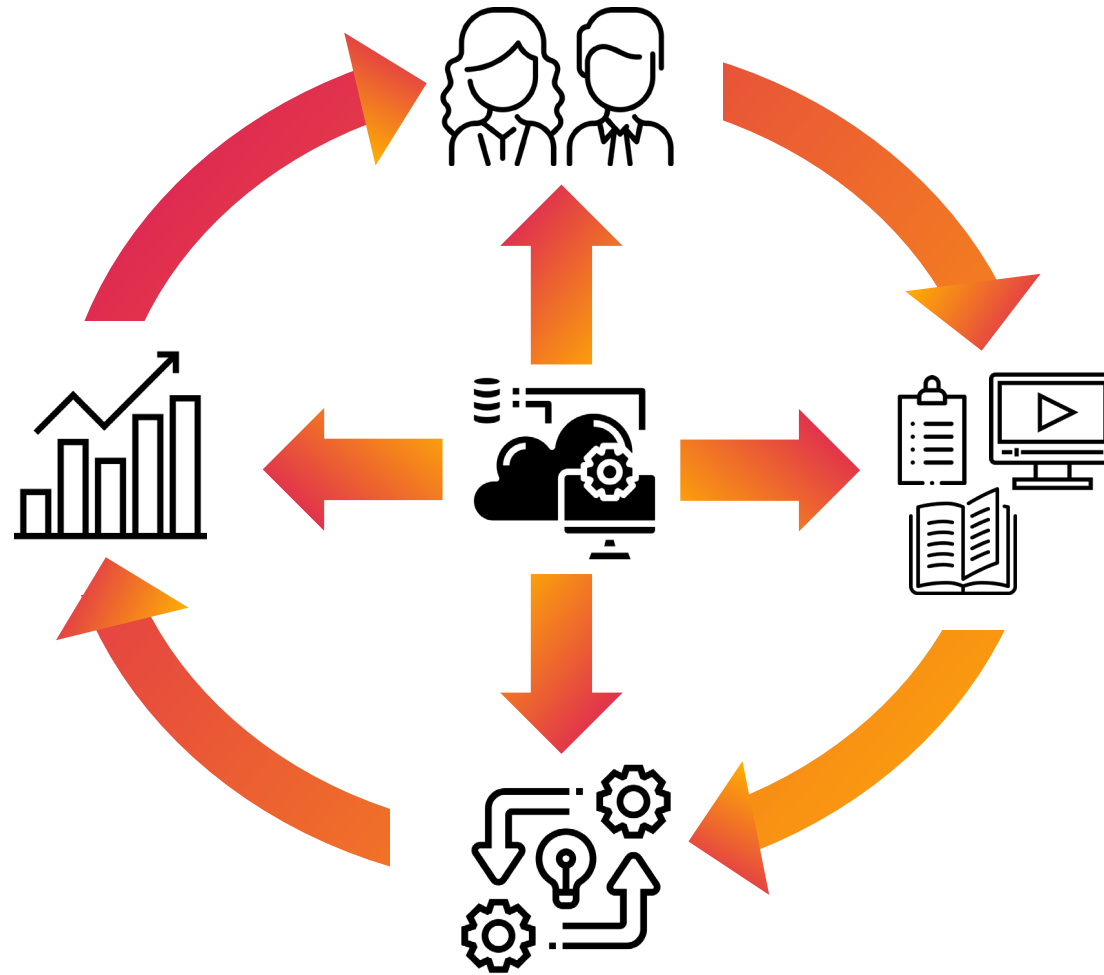
A Visit to a Dairy Farm



A Visit to a Dairy Farm



A Visit to a Dairy Farm

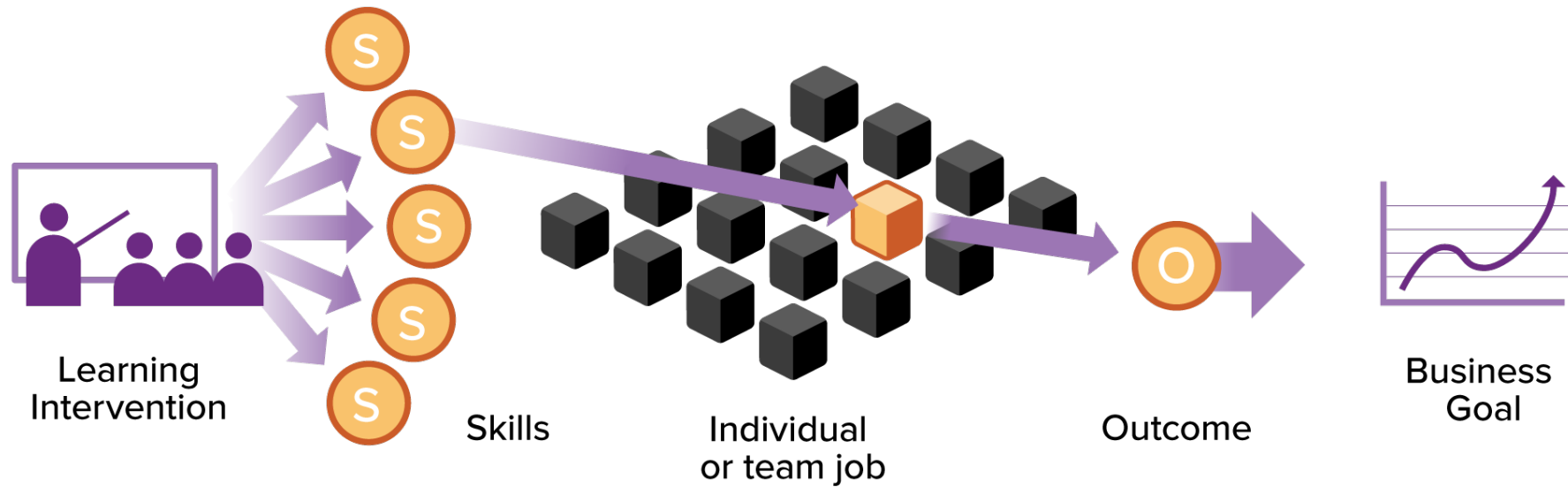


Mass Customization - Key Principles

- Flexibility and personalization of custom-made products
- Low unit costs associated with mass production
- Point of personalization close as possible to the end user

The Anatomy of Training Impact

The Anatomy of Training Impact

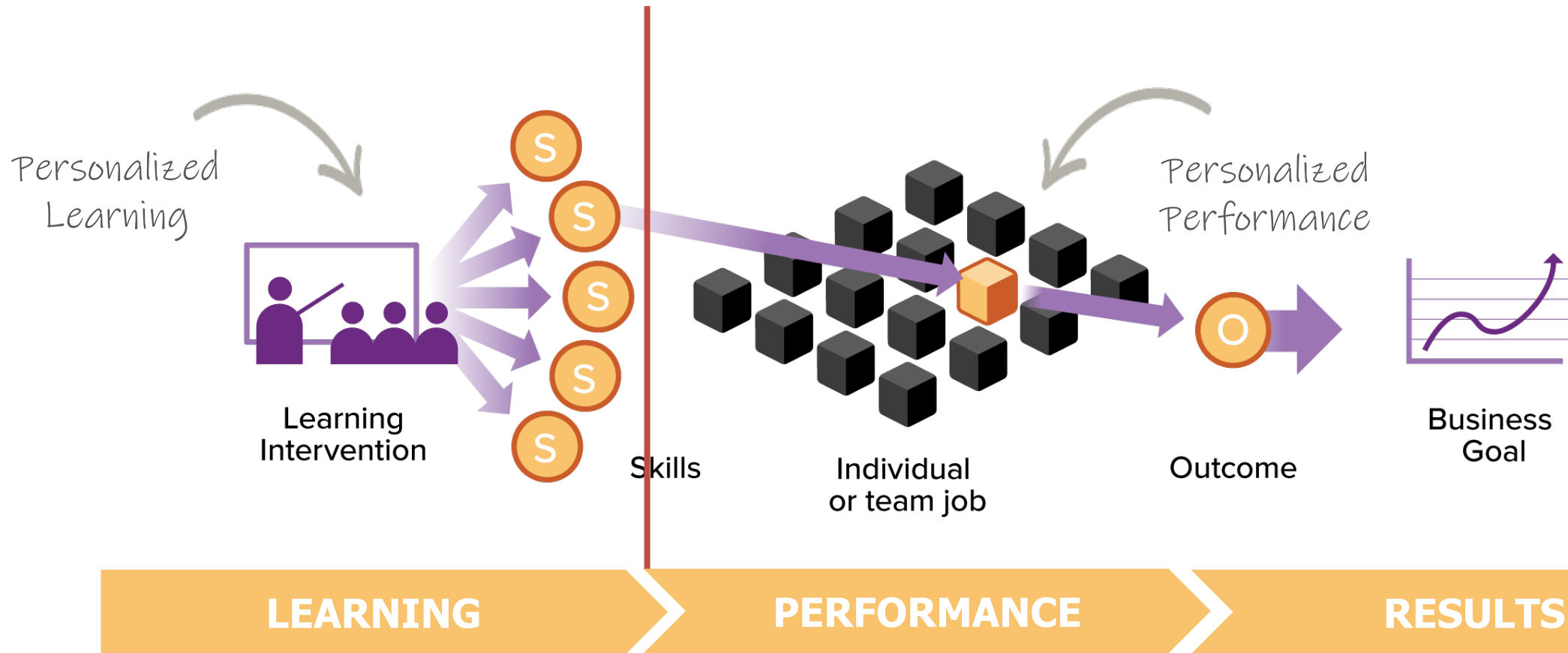


LEARNING

PERFORMANCE

RESULTS

Personalized Learning vs. Personalized Performance



Identifying the 'Moments that Matter'

Program Performance Path: Whole-body Listening Training

LEARNING OUTCOMES

- Ability to demonstrate attentiveness and presence
- Ability to ask clarifying questions
- Ability to withhold judgment
- Ability to give feedback that affirms presence
- Ability to confirm understanding
- Ability to summarize

MOMENTS THAT MATTER APPLICATIONS

- Uses verbal and non-verbal cues to show attentiveness
- Elicits all facts and information before making decisions
- Confirms correct understanding before commenting on others viewpoints.
- Seeks advice and feedback on performance
- Helps others understand how they can improve

PERFORMANCE OUTCOMES

- Increased individual and group performance
- Stronger and more resilient relationships
- Constructive resolution of conflicts
- Faster achievement of objectives
- Reduced rework and non-productive time and energy

BUSINESS RATIONALE

- Increase group morale
- Increase stakeholder satisfaction
- Achieve growth goals
- Increase efficiency
- Increase productivity

Exercise: Defining Moments that Matter

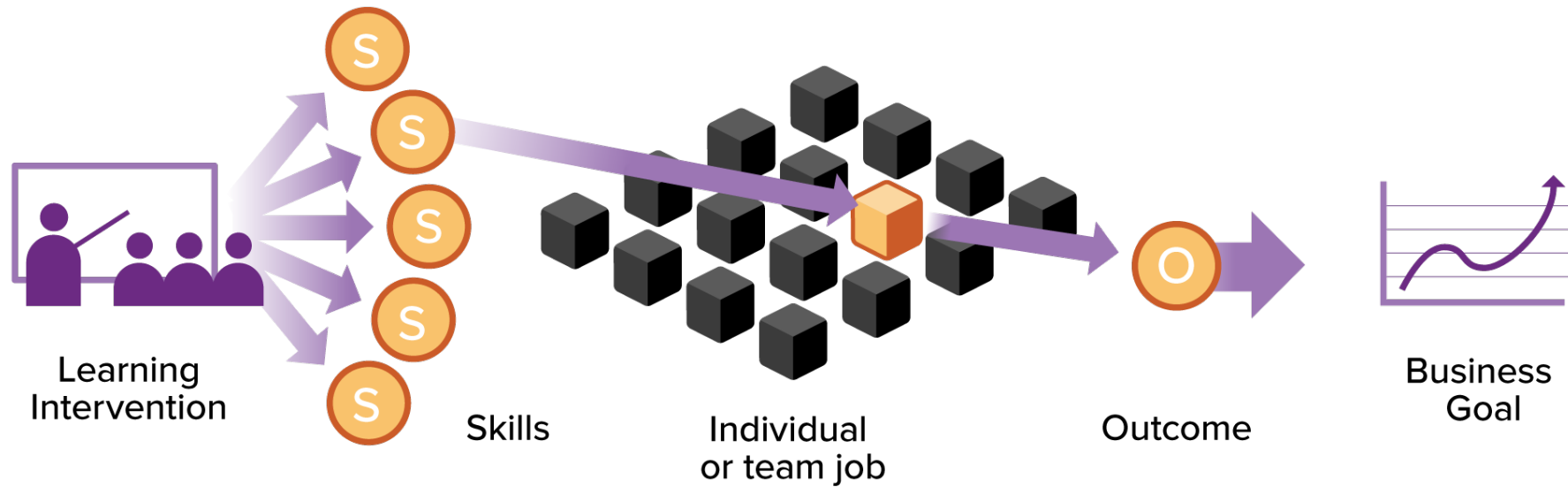
- Imagine that you have taken this training course in Whole Body Listening.
- Your principal goal for taking this course is to strengthen your relationship with your significant other (partner, spouse, etc.).
- Take a moment to consider the scenario in which you will be able to make the most productive use of your new listening skill.

I could apply this training most productively when...

1. on phone with friend to set up a date to play a favorite sport.
2. talking to a close friend about common spouse/partner conflicts.
3. watching TV to not be distracted by partner's conversation.
4. talking to spouse/partner do you need a new microwave oven.
5. partner wants to discuss an issue especially troubling him/her.



The Outcome Defines the Moment that Matters



LEARNING

PERFORMANCE

RESULTS

Exercise: Defining Moments that Matter

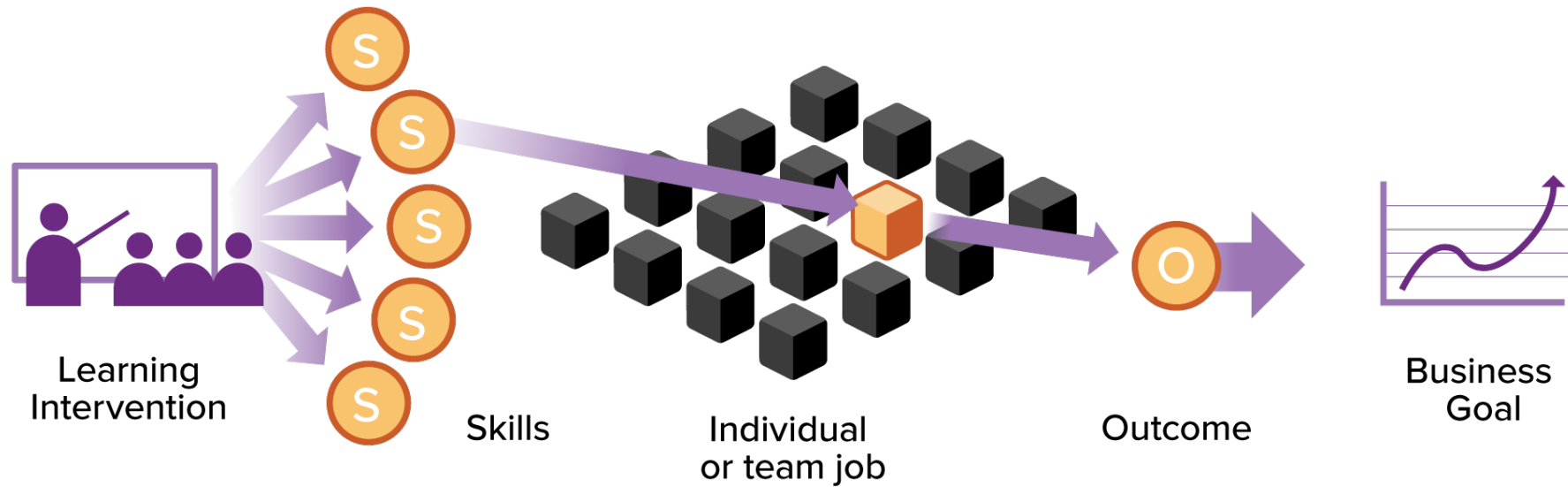
- Now your principal goal for taking this course is to improve / strengthen financial situation
- Select the scenario in which you will be able to make the most productive use of your new listening skill.

I could apply this training most productively when...

1. on phone with friend to set up a date to play a favorite sport.
2. meeting investment counselor about complex investment options
3. talking to spouse/partner do you need a new microwave oven
4. completing credit card application on phone with a service rep
5. partner wants to discuss an issue especially troubling him/her.



New outcome changes the Moment that Matters

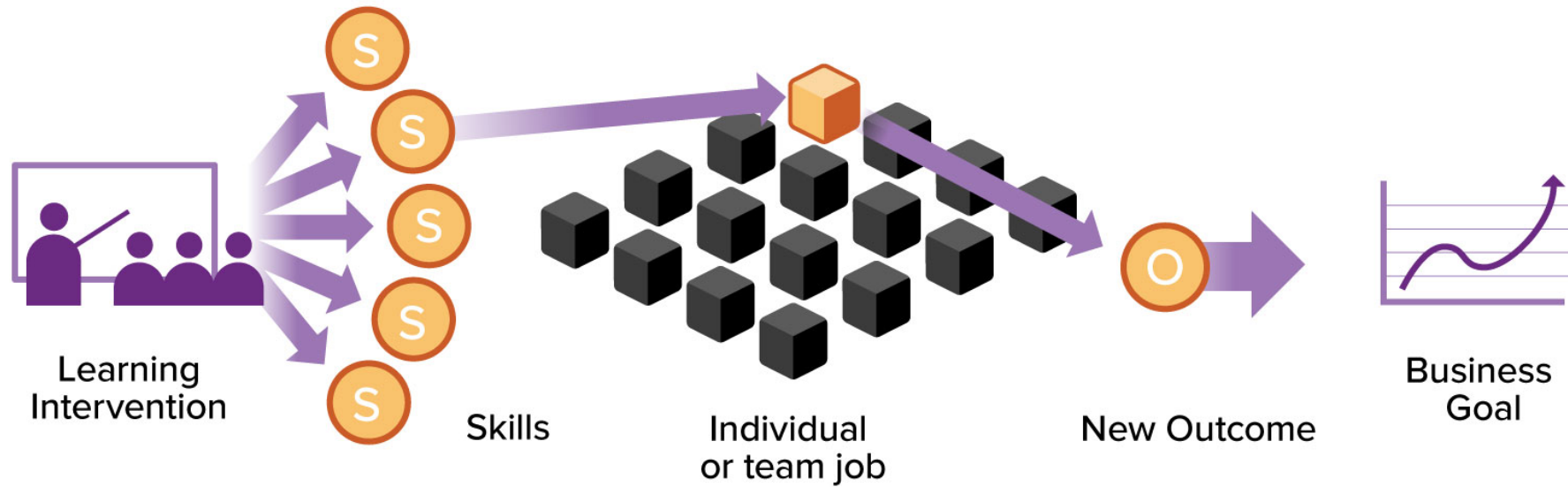


LEARNING

PERFORMANCE

RESULTS

New outcome changes the Moment that Matters



LEARNING

PERFORMANCE

RESULTS

Personal Performance Path: Whole-body Listening Training

LEARNING OUTCOMES

Ability to demonstrate attentiveness and presence

Ability to ask clarifying questions

Ability to withhold judgment

Ability to give feedback that affirms presence

Ability to confirm understanding

Ability to summarize

MOMENTS THAT MATTER APPLICATIONS

Uses verbal and non-verbal cues to show attentiveness

Elicits all facts and information before making decisions

Confirms correct understanding before commenting on others viewpoints.

Seek advice and feedback on performance

Helps others understand how they can improve

PERFORMANCE OUTCOMES

Increased individual and group performance

Stronger and more resilient relationships

Constructive resolution of conflicts

Faster achievement of objectives

Reduced rework and non-productive time and energy

BUSINESS RATIONALE

Increase group morale

Increase stakeholder satisfaction

Achieve growth goals

Increase efficiency

Increase productivity

Personal Performance Path: Whole-body Listening Training

LEARNING OUTCOMES

Ability to demonstrate attentiveness and presence

Ability to ask clarifying questions

Ability to withhold judgment

Ability to give feedback that affirms presence

Ability to confirm understanding

Ability to summarize

MOMENTS THAT MATTER APPLICATIONS

Uses verbal and non-verbal cues to show attentiveness

Elicits all facts and information before making decisions

Confirms correct understanding before commenting on others viewpoints.

Seek advice and feedback on performance

Helps others understand how they can improve

PERFORMANCE OUTCOMES

Increased individual and group performance

Stronger and more resilient relationships

Constructive resolution of conflicts

Faster achievement of objectives (Financial Stability)

Reduced rework and non-productive time and energy

BUSINESS RATIONALE

Increase group morale

Increase stakeholder satisfaction

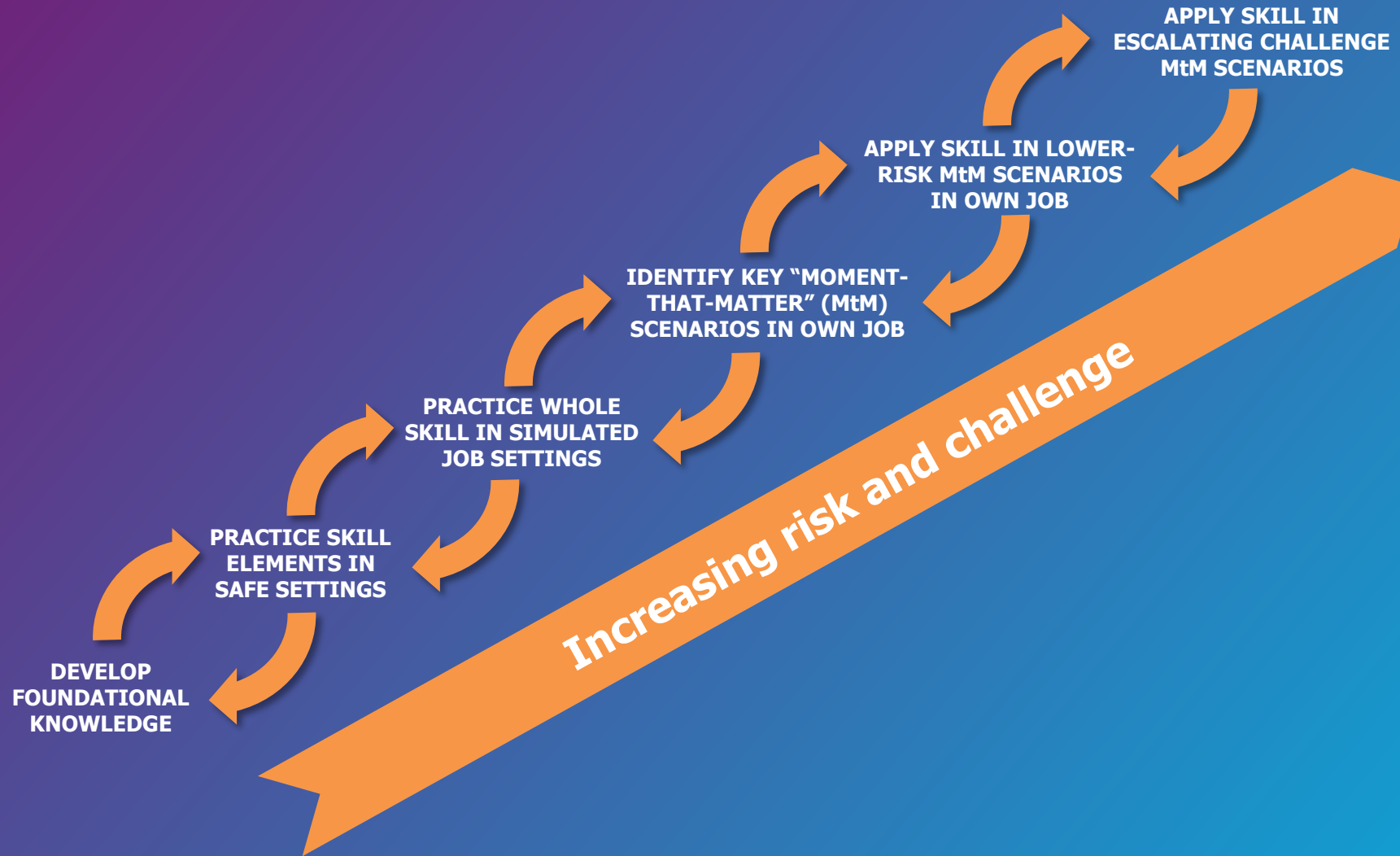
Achieve growth goals

Increase efficiency

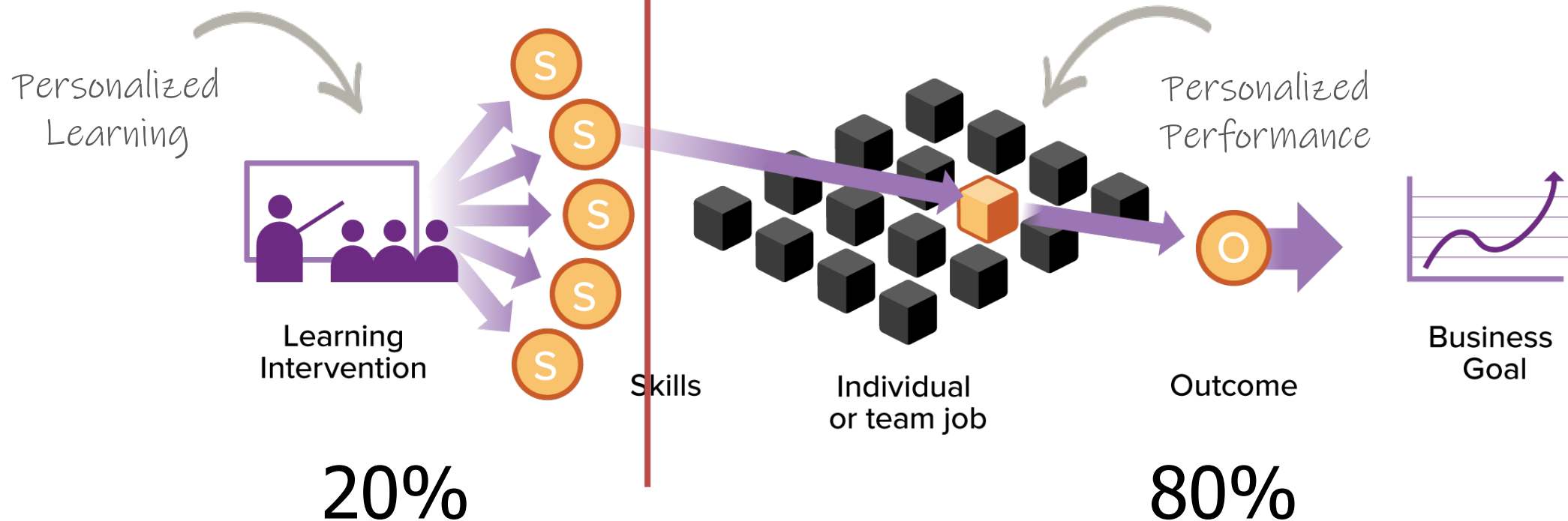
Increase productivity

How to Personalize Performance

The Learning-to-Performance Process



INCREASING NEED FOR PERSONALIZATION



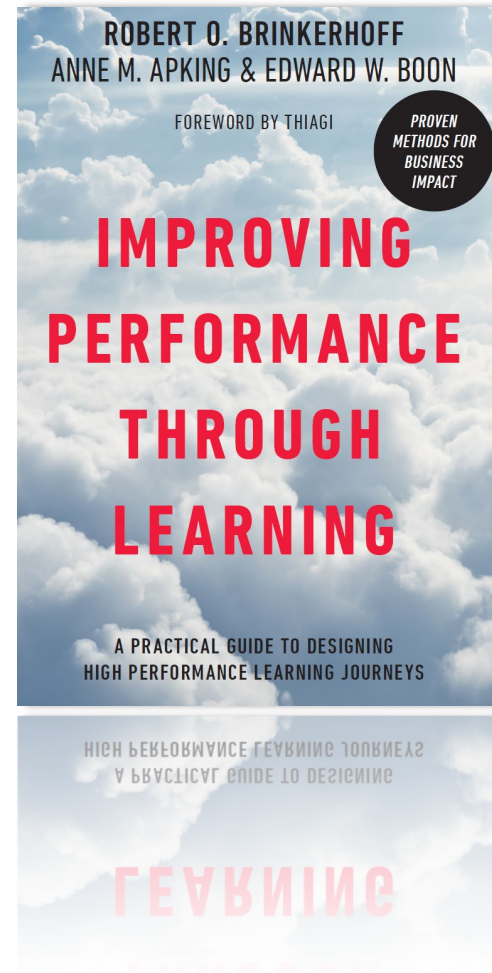
20%
Learning Acquisition and Retention:
Workshops, e-learning modules,
quizzes, tutorials, job aids, etc.

80%
Skills Application and Performance Improvement:
Identification of MtMs, manager support, try-out scenarios,
timely feedback, identification of performance barriers, etc.

Getting Started



**Brinkerhoff Certification for
High Performance Learning Journeys**
www.HPLJ.org



**Available
now on
Amazon**

Brinkerhoff Certification for High Performance Learning Journeys



CHAMPION
Unpack the toolbox



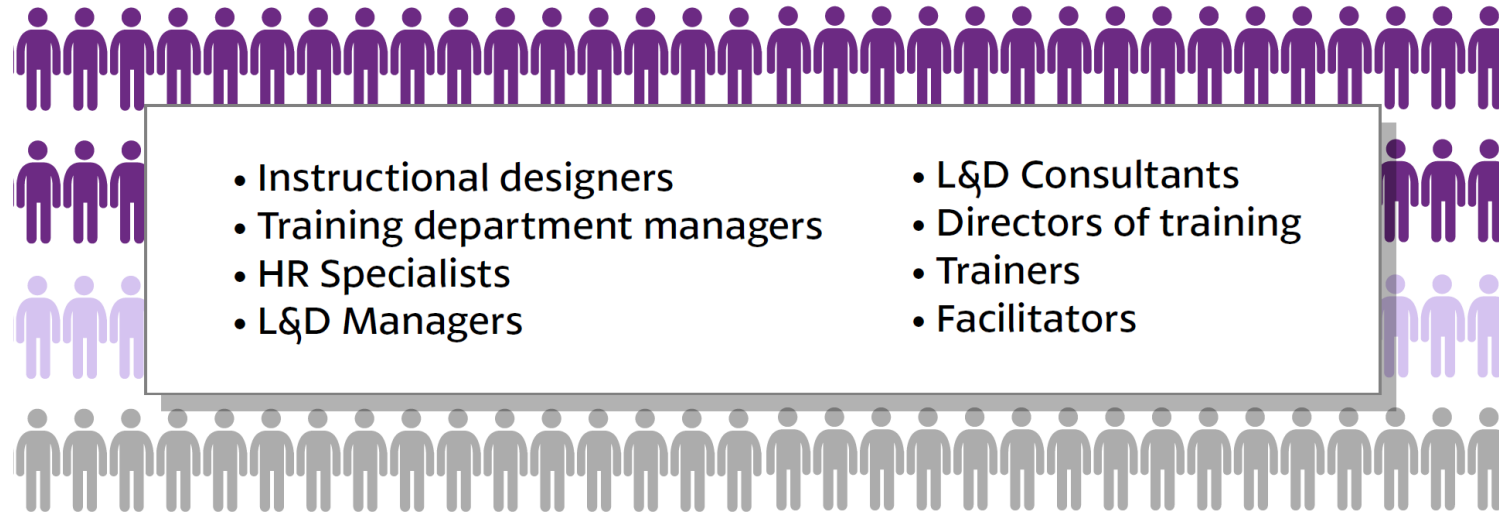
ARCHITECT
Design your own HPLJ



PRACTITIONER
Implement your design



Who Attends The Certification Program



Google



SONY

USC Marshall
School of Business

ZURICH

Electrolux



accenture



MERCK

Questions

Thank you