

**PROMOTE<sup>®</sup>**

**An Impact Study**

## Impact Study

Brinkerhoff Evaluation Institute (BEI) developed a survey to assess different aspects of learning, application of learning, manager engagement, accountability and other aspects of training.

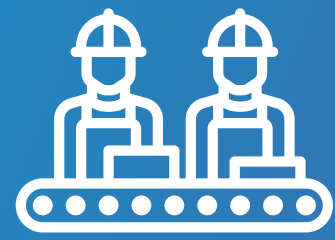
BEI helps organizations achieve their objectives faster by conducting thorough, yet practical, evaluations. BEI operates under the guidance of Prof. Robert O. Brinkerhoff, an internationally recognized evaluation and learning effectiveness expert.

Read more about BEI at

<http://www.brinkerhoffevaluationinstitute.com/>

## The Scope

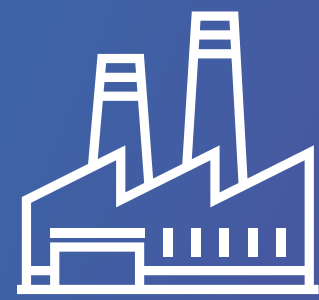
7 different organizations from 7 different industries



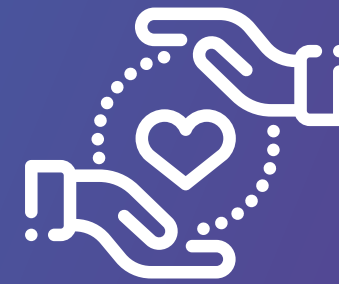
Production



Aviation



Factory



Health care



Construction



Automotive



Banking

- Leadership training programs with a High Performance design
- 3-4 instructor led training modules, stretched out in time for 6-12 months
- 616 participants with 441 coaches



## Key Findings

Exceptionally high degree of transfer from learning to performance

Sustainable behaviors 3-6 months after training programs

High levels of participant engagement

High levels of accountability - even without management support

Promote drives the learning to performance culture

## The Challenge:

Normal distribution of learning transfer to performance for traditional training programs



15%

70%

15%

On average only 1 out of 6 participants deliver value following a training

## Business impact with Promote programs

Average for 7 organizations.  
Research shows that training programs with Promote helps to increase performance substantially.



Participant has taken new actions and seen, or expects to see, results. Irrespective, actions have already led to a significant shift in at least one KPI, making results more likely.

## How long lasting is the performance improvement with Promote?

Research shows that training programs with Promote creates a longer lasting impact effect.



## Engagement and Accountability

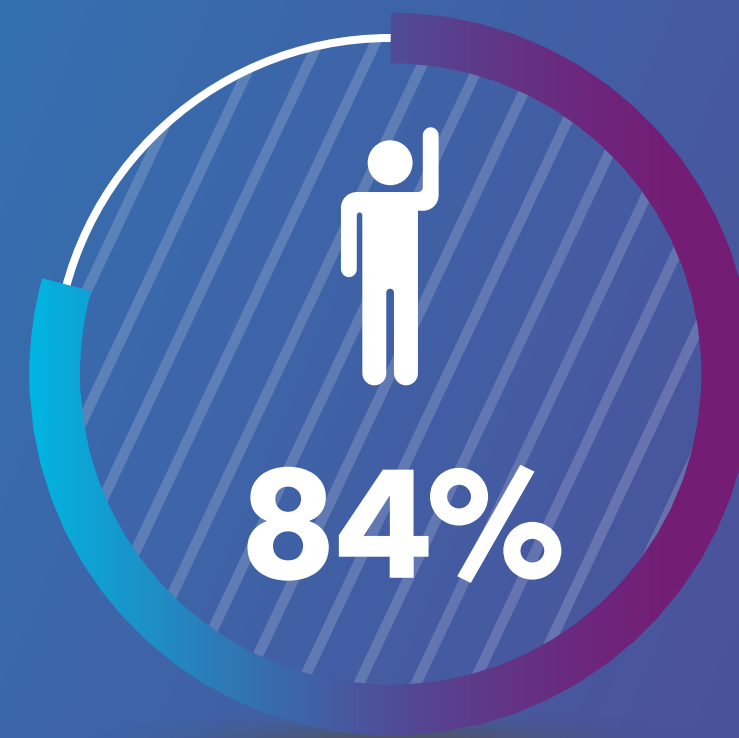
Engagement and accountability drives business impact from training programs.

Normally management involvement is the key driver for these areas.

Compared to other programs designed for high impact, Promote programs score really high on engagement and accountability even when managers are not involved (though high impact is still more common when managers are involved).



## With Promote

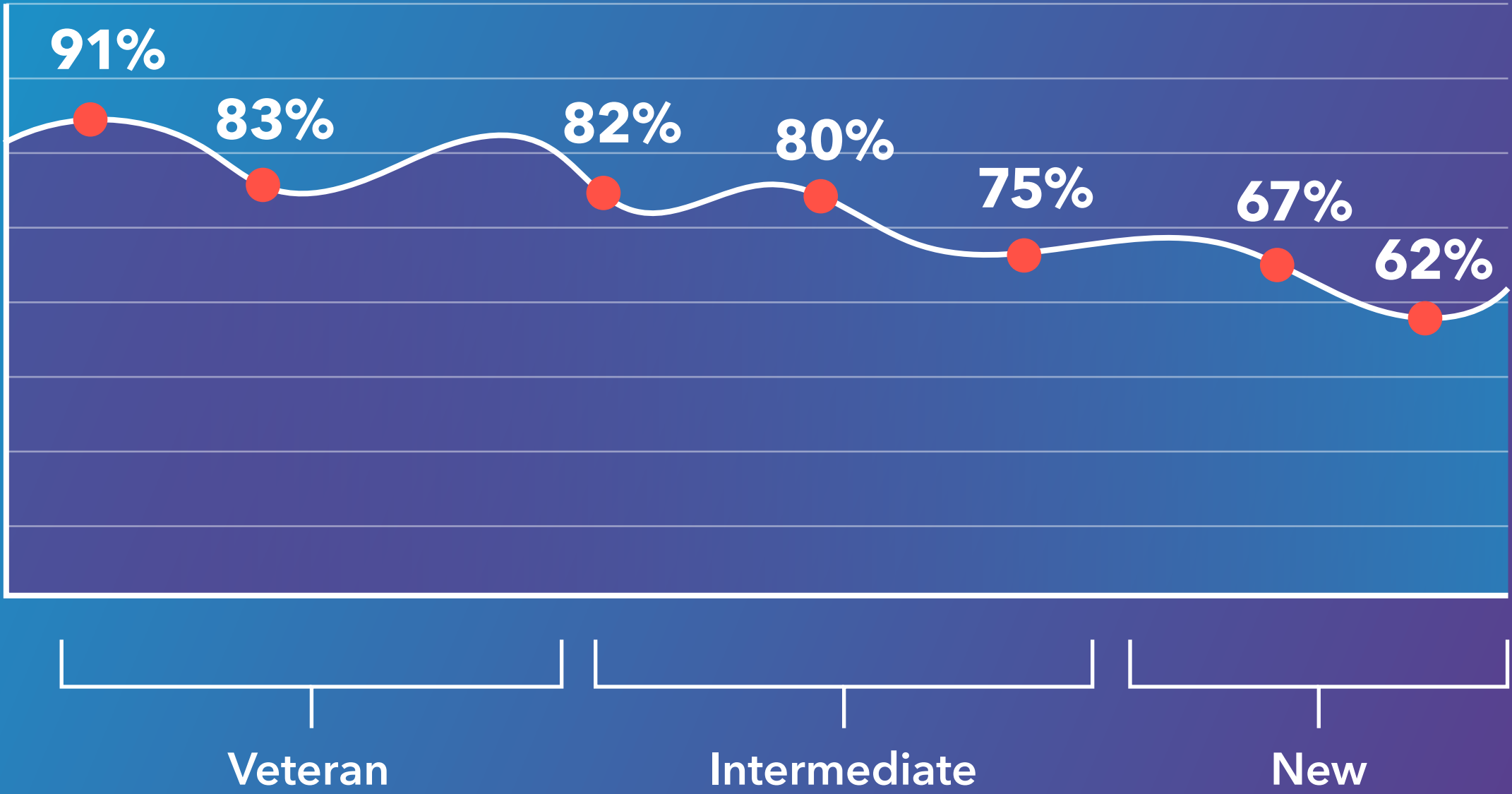


Felt very accountable for applying their learning



Were highly motivated to apply their learning

### Promote drives a learning to performance culture



#### The Graph Shows:

A consistently high level of impact being achieved

The longer you use the platform, the higher the business impact achieved

**Veteran** = many years and multiple types of programs

**Intermediate** = several years but limited types of programs

**New** = new user, one type of program.

● = Organization measured