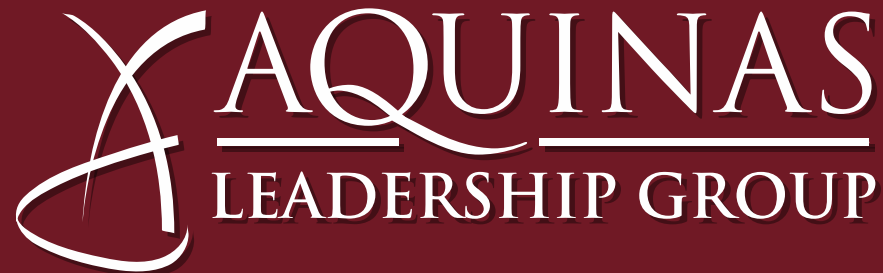


# Lessons in “Stickiness”

## How to Make Your Effort Count

November 4, 2014







# How Do We Get Things to “Stick”?



# Training vs. Read and Acknowledge

## Read and Acknowledge

Legal protection

“Check the box”

## Training

Measurable behavioral  
change

Learning

“Cultural”

# Your Training Responsibility

**Jot down an area/topic that you are responsible to train on/about.**

# How Does Training Happen?

- How does it start?
- How does it occur?



# How Does Training Happen?





# Four Areas for Effective Training

- Point – What?
- Payoff – Why? What's in it for me?
- Process – How?
- Pitfalls – What if?

# What is the Point?

**What do I want her/him/them to do with the information?**

What do I want them to

**Know**

**Do**

**Say**

differently as a result of time spent training?

# What is the Right Process?



# Spacing Adds to “Stickiness”

Before

Event

After

Well Planned Learning

# Processes for Every Phase

- Teleconference
- S
- eLearning
- Testing
- Workshops
- Presentations
- Newsletters
- Audits and
- Webinars
- Manager-based coaching
- Spaced learning systems
- Reading assignments
- “Champions”

SURVEYS

# What Would Sticky Training Look Like?



# Understanding Measurement



# Kirkpatrick Levels

- Level 1: Reaction to learning
- Level 2: Knowledge transfer
- Level 3: Change in behavior
- Level 4: Impact on business



# Questions

