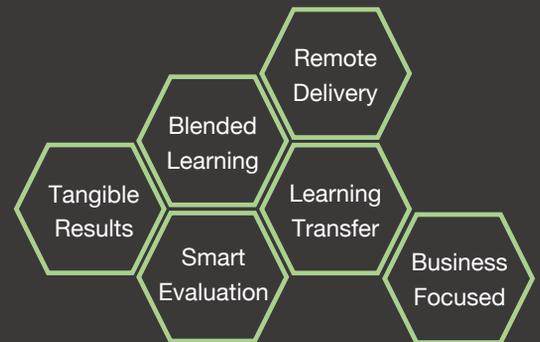


## Practical Training Transfer

# A guide for Training Managers: Why you need to optimise your practice area through cutting edge designs

- 1 Why Designing for Results Matters
- 2 How Learners Want to Access Training
- 3 Proving Learning's Worth to Business Leaders

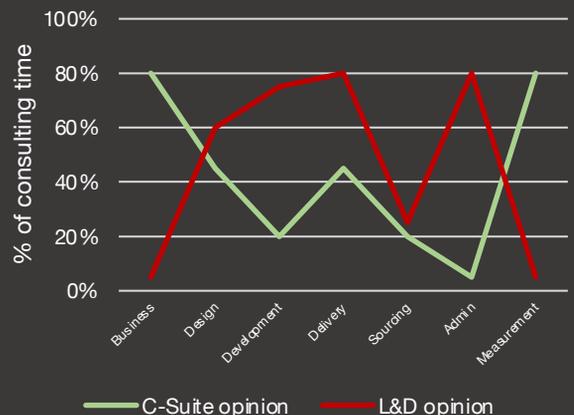


## Why designing for results matters for your company

Learning is at the heart of what makes a successful company. It enables personal and organisational growth, but there is a problem – most learning is designed with the classroom in mind.

Since the early 1990's business leaders have been asking for learning to focus on 3 keys areas: Business needs, delivery and measurement

What customers want learning organisations to focus on



Designing for Application and therefore business results – this is the PTT mantra. Our first design question isn't 'Which instructional strategy should we use?', it's 'If someone is going to use this type of learning in the workplace, what barriers will they encounter and which tactics should we use to help them overcome them?'



**Jason Durkee – PTT Founder**

*“Think about how and when learners will apply types of learning on the job and use that as a basis for your designs”*



**Ian Townley – PTT Founder**

*“Categorise your learning into boxes to help you decide which learning transfer tactics you need to include in your designs”*

### Promote Online Learning Platform Statistics

**2,500**  
CUSTOMERS

**21**  
LANGUAGES

**+1 million**  
COMPLETED ASSIGNMENTS

**25**  
COUNTRIES

## How learners want to access training and get support applying learning

Learning has changed. It's going online and being facilitated remotely through learning journeys. Learners want to be in control of their own journey and to decide the pace of learning and which devices they will use to access their learning journeys.

Practical Training Transfer uses Promote, an online learning platform that facilitates focused on-the-job experience sharing throughout a learning journey. Participants get inspired by the actions of others, share best-practice, reflect, collaborate and network with each other. Easy to use and easy to access.

## Why customers choose Promote to host and deploy their learning programs:

# 96%

Guided social learning

96% of people engage in discussions with managers and peers

# 91%

Management involvement

91% of users involve their managers in goal-setting.

# 75%

Impact Measurement

75% acknowledge the role Promote plays in supporting learning.

# 86%

Effective training

86% of learners apply their learning consistently.

## What people say about Promote



**ERICSSON**

“Promote has helped us with a couple of big and ongoing challenges”.



**SCANIA**

“Promote brings our leadership training to a new level.”

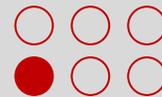
## Section 3

# How to prove the worth of the training you make to your leaders

**Learning programs have traditionally been evaluated post-training through assessing the impact on the learner, the workplace or the business. While these methods have been historically useful they haven't effectively proven the worth of training.**

At Practical Training Transfer we advocate an evaluation strategy called The Success Method. This strategy looks at how and why a portion of people apply learning as expected in the workplace and use those data to iterate the programs to expand the range of success.

**It's important to remember that only**



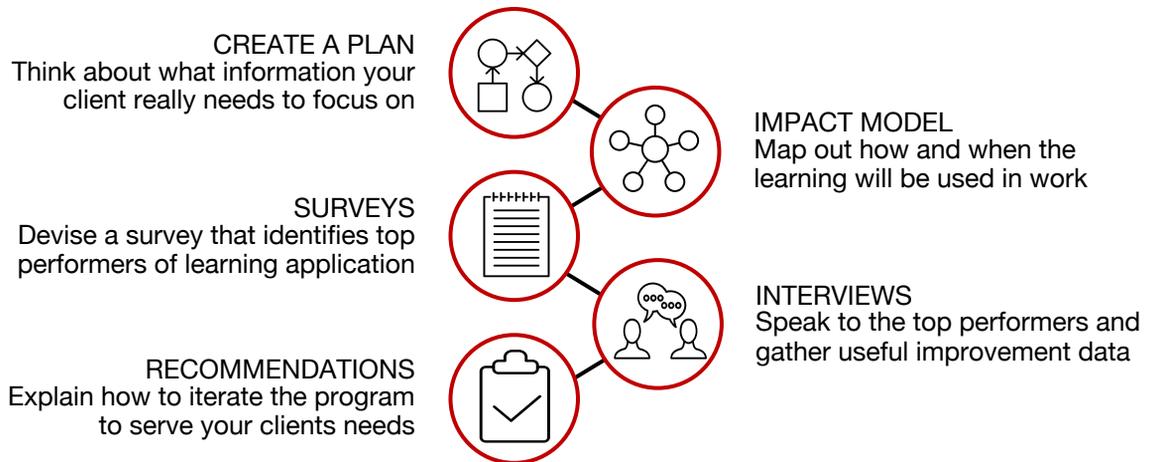
**1 in 6  
People**

**or less than 18% of all learners on any given program will apply the training as expected in the workplace.**

The challenge of all evaluation models should be to find out how 1 in 6 people in every training cohort apply learning in the workplace and to iterate future training designs to overcome application issues for the 5 in 6.

## The key steps to setting up and running an evaluation-based learning program

If 1 in 6 people apply learning well in the workplace, then finding out how they have done that and which barriers they overcame should be the purpose of any evaluation program.



We have used the Success case method to gather meaningful results and iterate our programs to improve results for:

**25**  
CLIENTS

**60**  
PROGRAMS

**1,500**  
LEARNERS

\*The Success case method was researched and devised by Professor Robert Brinkerhoff. For more information search for the seminal book, [Telling Training's Story](#), available to download at Amazon stores.

The benefits of the Practical Training Transfer design, deployment and evaluation strategy to your training vendor business



LEARN MORE ABOUT HOW YOU CAN OPTIMISE YOUR LEARNING PRODUCTS TO BETTER MEET BUSINESS NEED WITH [PRACTICAL TRAINING TRANSFER](#)

FOR MORE INFORMATION ABOUT HOW COMPANIES HAVE SUCCESSFULLY TRANSFERRED THEIR TRAINING TO ONLINE, REMOTE LEARNING VISIT [PROMOTE](#)