



Turning Learning into Action: A Proven Methodology for Effective Transfer of Learning

By Emma Weber

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Learning transfer is the missing link in training. Using conventional approaches to training, an average of just 10-20% of learning makes it back into the workplace and contributes to better business outcomes. With the current increased emphasis on efficiency and cost-effectiveness, such a dismal record is no longer acceptable. To improve these statistics and to make training truly valuable we must recognise that successful learning is not just about good content and well executed programmes but about finding ways to facilitate genuine behavioural change and accountability back in the workplace. This book provides the necessary tools to enable trainers, buyers of training and L&D professionals to do just this. It presents the new, proven TLA methodology, which acknowledges the important role of ADDIE in the instructional design process but takes learning a step further. TLA focuses on the fact that to generate significant behavioural change, consistent, systematic follow-up after the training event is critical.

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Editorial Review

Review

"LIW has used the Turning Learning into Action methodology with global clients for the last four years. It has become a crucial part of our approach to delivering measurable business impact for our clients - I highly recommend it!"--Pia Lee, CEO "LIW "

"Emma's dedication to learning outcomes has made a real contribution to the success of our entrepreneurs since 2009."--Tracey Webster, CEO "Branson Centre of Entrepreneurship, Johannesburg, South Africa "

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""Turning Learning into Action" is a well-argued description of how training and learning in organisations is falling short; what can be done about it and how these different actions can benefit not only trainers and their participants but other stakeholders whose involvement is crucial for success. ...If you've ever been frustrated that the hard work put into creating the perfect training programmes has been undermined by low levels of commitment to doing things differently and doing different things once the formal training input is over, then you will not be alone in the field of L&D. In "Turning Learning into Action," Emma Weber has provided some straightforward and instantly applicable routes away from that frustration being repeated in the future."--Robin Hoyle "Training Zone ""

Emma's dedication to learning outcomes has made a real contribution to the success of our entrepreneurs since 2009. --Tracey Webster, CEO "Branson Centre of Entrepreneurship, Johannesburg, South Africa ""

From the Inside Flap

"In *Turning Learning into Action* Emma takes a practical and common sense approach to addressing one of the most pressing needs in training and development today: ensuring learning transfer. She effectively describes what needs to happen in the post-instructional period to ensure business results. This thoughtful and readable book is highly recommended."

Andrew Jefferson and Roy Pollock, co-authors of *The Six Disciplines of Breakthrough Learning*

"With *Turning Learning into Action*, Emma tackles the thorny issue of change after learning. Learning and development managers know that evaluation and measurement of learning is an important part of training design. Now they are realizing that learning transfer is essential too. This book makes a significant contribution to the transfer of learning to the job, with a practical approach of how real business results can be delivered."

Jack and Patti Phillips, founders of the ROI Institute and authors of over 30 books on measurement and evaluation

From the Back Cover

"Effectively describes what needs to happen in the post-instructional period to ensure business results. This thoughtful and readable book is highly recommended."

Andrew Jefferson and Roy Pollock, co-authors of *The Six Disciplines of Breakthrough Learning*

"The *Turning Learning into Action*, methodology has made a concrete difference to our training results over the last eight years. A must to read and implement"

James Harper, previously Training Manager, BMW Group Australia, now Training Manager, BMW Group Japan.

"LIW has used the Turning Learning into Action methodology with global clients for the last four years. It has become a crucial part of our approach to delivering measurable business impact for our clients - I highly recommend it!"

Pia Lee, CEO, LIW

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