

# Psychological Associates' Webinar Series

## Do Your Training Initiatives Deliver Maximum Impact?

Dennis Wissler,  
Senior Vice President,  
Learning & Development,  
Psychological Associates

John Scott,  
Corporate Director  
of Training,  
Emerson



**PSYCHOLOGICAL ASSOCIATES**  
The Performance Connection

Copyright Psychological Associates® 2009

## Commonly Asked Questions

- ▶ Will I be able to get copies of the slides after the event?

**YES**

- ▶ Is this Web seminar being taped so that I or others can view it after the fact?

**YES**

# Do Your Training Initiatives Deliver Maximum Impact?



Dennis Wissler,  
Senior Vice President, L & D,  
Psychological Associates



John Scott,  
Corporate Director of Training,  
Emerson

## Initial Thoughts

### *From participants*

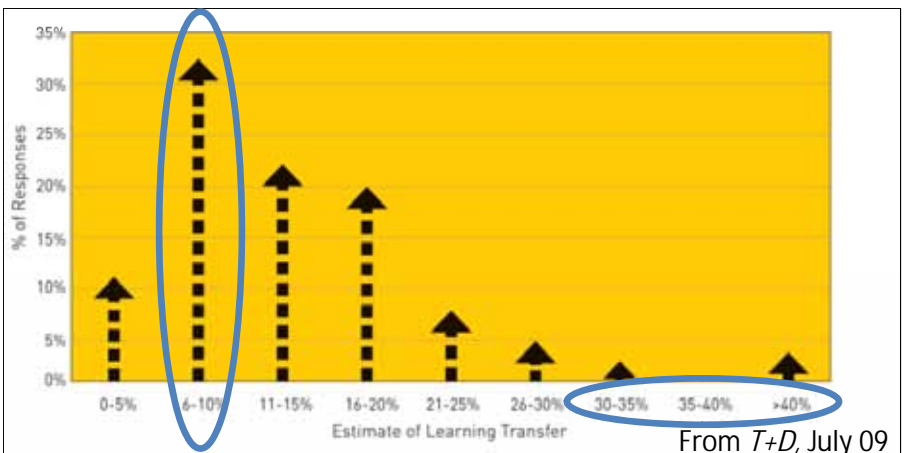
- ▶ Moving from training to performance improvement
- ▶ Incorporating interactive exercises into webinar/online training — engagement techniques
- ▶ Using the best follow-ups to ensure transfer of training
- ▶ Determining training needs; ROI
- ▶ Using the most suitable metrics

# Discussion Guide

*Do your training initiatives deliver maximum impact?*

- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ Cementing skills by developing follow-ons to learning
- ▶ Applying proven methods that ensure skills transfer to generated results

## Learning Leaders' Estimate of % of Participants Who Transfer What They Learn to Improve Performance



From *T+D*, July 09

# Choose the One Item That Will Have the Greatest Impact on Learning Transfer to the Job/Business

## *Polling question*

1. Design of training programs
2. Support from upper management
3. Involvement of participants' managers
4. Training follow-through
5. Better trainers

Polling Question:  
Learning Transfer

# Discussion Guide

- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ Cementing skills by developing follow-ons to learning
- ▶ Applying proven methods that ensure skills transfer to generated results

## Understanding When the Process Really Begins



*“My personal belief is that training is, at its core, a business process, not a learning process. The learning that takes place in training is a means to an end — and the ‘end’ is defined by business managers.”*

Josh Bersin,  
*The Training Measurement Book*

## Discussion Guide

- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ Cementing skills by developing follow-ons to learning
- ▶ Applying proven methods that ensure skills transfer to generated results

# Ensuring the Quality of Training Professionals



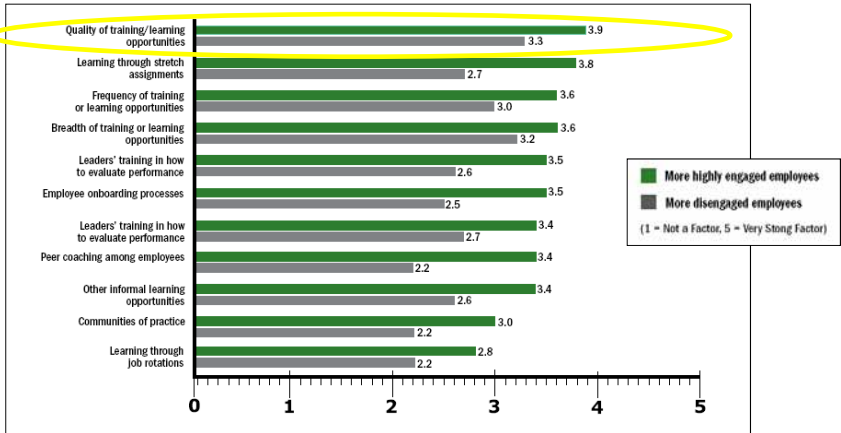
13

## Discussion Guide

- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ Cementing skills by developing follow-ons to learning
- ▶ Applying proven methods that ensure skills transfer to generated results

# Factors Positively Influencing Engagement

Source: ASTD Employee Engagement Study (2008)



## Choose the One Item That Makes a High-Impact Training Program

*Polling question*

1. Trainer
2. Materials
3. Environment
4. Delivery method
5. Other people

# Polling Question: Training Impact

Copyright Psychological Associates® 2009

17

## Reinforcing Concepts During the Learning Experience



18

# Discussion Guide

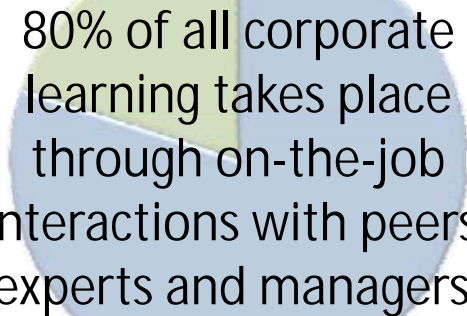
- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ **Cementing skills by developing follow-ons to learning**
- ▶ Applying proven methods that ensure skills transfer to generated results



Cementing Skills by Developing  
Follow-Ons to Learning

# Discussion Guide

- ▶ Understanding when the process really begins
- ▶ Ensuring the quality of training professionals
- ▶ Reinforcing concepts during the learning experience
- ▶ Cementing skills by developing follow-ons to learning
- ▶ Applying proven methods that ensure skills transfer to generated results

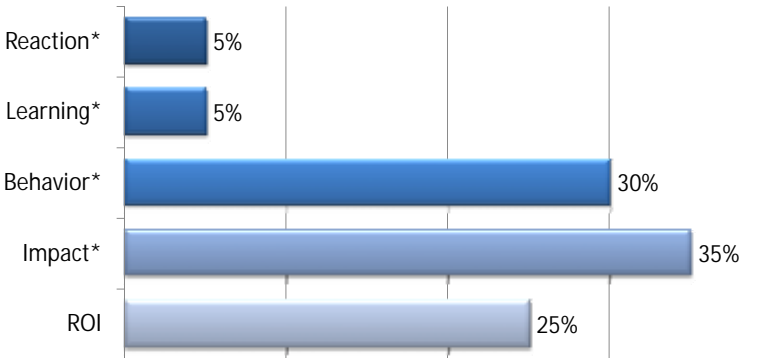


80% of all corporate learning takes place through on-the-job interactions with peers, experts and managers.

*Bersin and Associates,  
2008*

# Which of the Following “Levels of Learning” Has Been the Biggest Challenge Within Your Organization?

Psychological Associates Survey, July 2009



\*Kirkpatrick Four Levels

23

Copyright Psychological Associates® 2009



Applying Proven Methods That Ensure Skills Transfer to Generate Results

24

# » Conclusions . . .

## Fill Out Our Feedback Form — You Might Win a Book!

**Working**

When You Make It Easy

Name: \_\_\_\_\_

Work: \_\_\_\_\_

Your completion of this working will help make your working more effective. Please give your honest opinion about the working with questions and ratings, including comments. For each of the rating scales, circle the number that best describes your reaction. Be sure to take notes too.

1. We need members in the working

A. The working requires too many

1. None whatsoever  
2. Little  
3. Moderate  
4. Considerable  
5. A great deal

Why? \_\_\_\_\_

B. How important do you think other people should be in completing your assignments with others

1. None whatsoever  
2. Very little  
3. Moderate  
4. Considerable  
5. A great deal

Why? \_\_\_\_\_

2. We need to be the working leader

A. Knowledge of the working content

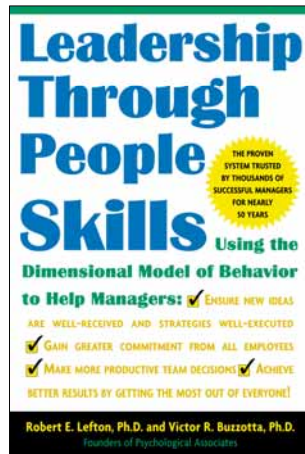
1. None whatsoever  
2. Little  
3. Moderate  
4. Considerable  
5. A great deal

Why? \_\_\_\_\_

B. The level of participation of individual members in the working requires their attention, discussion, and handling assignments

1. None whatsoever  
2. Little  
3. Moderate  
4. Considerable  
5. A great deal

Why? \_\_\_\_\_



# Thank You!

**Dennis Wissler**  
Senior Vice President,  
Learning & Development  
Psychological Associates

[dwissler@q4solutions.com](mailto:dwissler@q4solutions.com)  
[www.psychologicalassociates.com](http://www.psychologicalassociates.com)

**John Scott**  
Corporate Director of Training,  
Emerson

[John.T.Scott@emerson.com](mailto:John.T.Scott@emerson.com)  
[www.emerson.com](http://www.emerson.com)

## Psychological Associates' Webinar Series

**“Playing in the Sandbox:  
Achieving Multidisciplinary Collaboration”**

Coming August 26, 2009

Speaker: Dr. Cindy Lefton  
Vice President, Organizational Consulting



# Psychological Associates' Webinar Series

“Conflict Resolution”

Coming September 29, 2009

Speaker: Pam Hager,  
Vice President, Instructional Consulting



**PSYCHOLOGICAL ASSOCIATES**  
The Performance Consultants

Copyright Psychological Associates® 2009