

# Managing and Measuring Training Impact



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## Interview with Grant Todd

### **Describe the de Bono course in which your clients participated.**

In conjunction with some leadership learning, participants experienced two days of Perception Learning and Development as part of a foundation for continuous innovation. Perception, in particular, is where most of the mistakes in thinking are made. This was delivered through Edward de Bono's Management Thinking (DATT-Direct Attention Thinking Training) Workshop.

### **What were the organization's objectives?**

The client is a multi-national firm with headquarters offshore; hence strategic directives are often distributed indirectly and are quite general. These U.S. participants were seeking tools to improve performance and better translate their individual and collective contributions into meeting and exceeding global objectives.

### **What were their results?**

95% of the participants applied the Perception Skills to their jobs. 84% of participants felt that the program had improved their effectiveness. 67% of participants' managers rated their direct reports as improved or significantly improved after the program. 66% of participants' managers agreed that the program had been a good or very good investment of time and money. While I am extremely pleased with these results, I know getting more managers engaged prior to learning would produce even better results.

### **How were you able to measure the results and impact of this innovation training course?**

A pre-learning orientation for management was initiated outlining the benefits/outcome they could expect from the Management Thinking (DATT) learning initiative. More importantly, this prompted managers to set post-learning goals for the participants that aligned directly with the company's strategic objectives. Consistent, but easy-to-implement monitoring of the progress against the applied goals yielded measurable outcome for the managers as well as a subsequent executive summary of overall results.

### **Tell me a little more about Friday5s as a learning transfer program. How does it work?**

Friday5s is a software bridge between the learning component, such as one of our innovative thinking courses, and the impact on the business. It fills the void where we used to cross our fingers and hope for the best in learning response and outcomes. It's simple, yet detailed in its follow-through of tracking progress and even challenges users to achieve set goals. The process can be inserted seamlessly into any organization's online connectivity and access to goal progress is on-demand!

### **What are some features of Friday5s that really stand out from other learning transfer programs?**

Simplicity and user-friendly! The participant and their managers, if needed, set the goals for actual application prior to or during the learning event. These goals are translated into an online format and each participant's manager electronically receives a copy of the goals. The participant is electronically reminded every other week for ten weeks to report progress against their goals. Managers and mentors provide online coaching as requested. Program Leaders can monitor the business impact and the program system documents results in a variety of designs. At the end of the ten week follow-up, an impact report is generated documenting the impact and results of the innovation training ROI. The entire process is very comprehensive and easy to use.

### **How does an organization get started with Friday5s?**

Just contact de Bono Consulting. Set up a pilot group along with your next de Bono Innovation Workshop.

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