



Three Reasons Why Most Training DOES NOT Change Behavior or Improve Performance

It *is* possible to create permanent, measurable improvements in individual performance that have positive impacts on business results. But this *almost never happens*, because most organizations...

1. ***Neglect to follow up assessment and training programs with adequate reinforcement.*** They don't understand that it takes months of on-the-job application and reinforcement to ingrain a new skill.
2. ***Present training programs as events.*** Because of the need for reinforcement, performance improvement has to be an *ongoing process*.
3. ***Fail to hold direct managers responsible for the coaching role.*** Because the better part of performance improvement must happen in the workplace, the learner's direct manager needs to get involved: communicating expectations, supporting, observing, encouraging, giving feedback, coaching and holding direct reports accountable.

So what's the solution?

The solution is *Train-to-Ingrain*, a new integrated reinforcement-based development process that creates permanent, measurable improvements in individual performance. The *Train-to-Ingrain* method...

- ▲ Involves *direct managers* to give effective support, encouragement and coaching before, during and after the learning process.
- ▲ Administers pre-course and post-course behavioral assessment through *20/20 Insight GOLD* to focus learner attention and motivation, establish accountability, measure performance improvement, and support ROI calculations.
- ▲ Trains leaders with the *Vital Learning Supervision Series GOLD* integrated curriculum utilizing online and classroom training that concentrates on skill practice and application after training.
- ▲ Incorporates a structured program of follow-up *reinforcement*: continued learning, ongoing feedback, coaching and accountability.

LaMountain & Associates is a *Train-to-Ingrain* affiliate consulting firm. For more information, contact us at info@lamountaincoaching.com or (804) 355-3874.