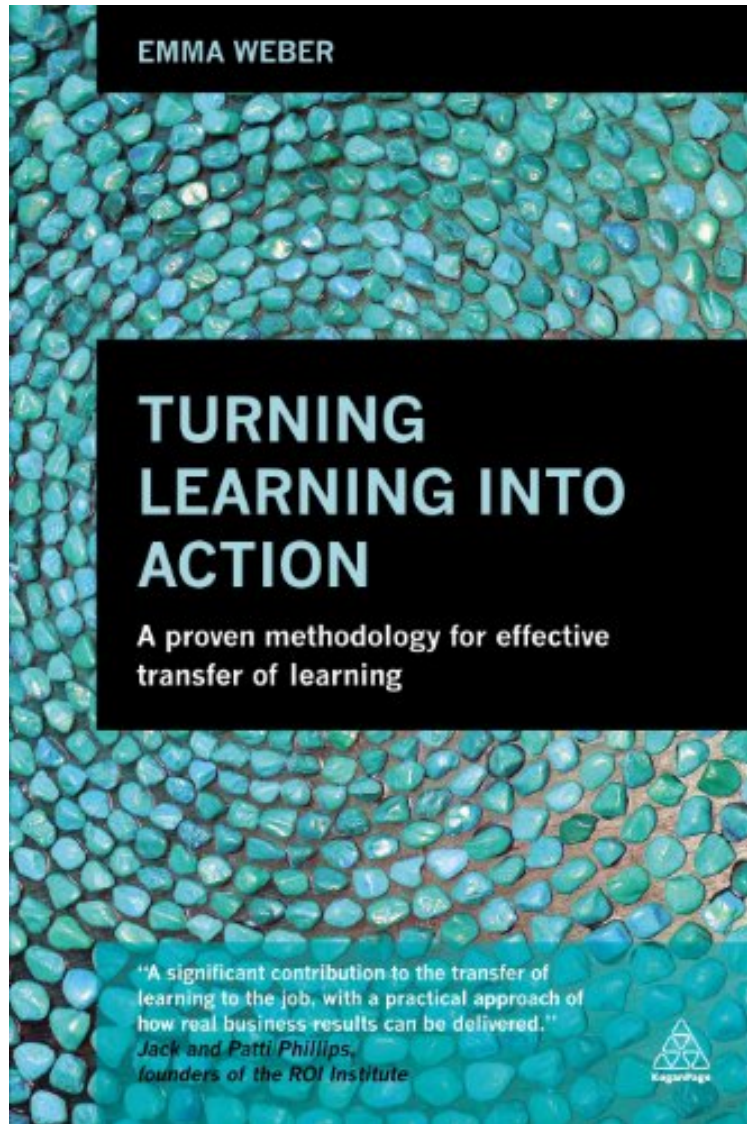


Turning Learning into Action: A Proven Methodology for Effective Transfer of Learning

Emma Weber

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Turning Learning into Action: A Proven Methodology for Effective Transfer of Learning:

1 of 1 people found the following review helpful. An exciting, inspiring and effective approach to the challenges of achieving lasting behavioural change By Jillian Dirou Emma Weber is expressing very eloquently and convincingly many conclusions I have also reached after 30 years working in the adult learning field. For training to result in

desired behaviour changes in the workplace there must be targeted follow-up - and the Turning Learning into Action (TLA) methodology is it! TLA is a proven way of turning what we know into what we do. It replaces circular conversations with conversations that focus on outcomes, solutions and actions. This book should be vital addition to the professional library of any coaches who are interested in a process that builds on the basic principles of coaching to create an enhanced coaching methodology specifically designed to address the problems associated with the transfer of learning from the corporate classroom to the corporate workplace. 0 of 0 people found the following review helpful. A must read for every coach and trainer! By Cindy Biggs I am part of Emma Weber's team and of course couldn't wait to read this book! Even though I am already familiar with the methodology the book gave me some new insights and takeaways. As a leadership development expert and executive coach, I also consult with the Ohio State University - ATI, Department of Business Training and Educational Services. I am buying a copy of this book for the department. As a trainer, I want to ensure that learning transfer occurs after each of my training sessions! Last week I did a luncheon training for a local Chamber of Commerce group. I talked about the "Turning Learning into Action" methodology as part of my discussion about strengths based leadership and the concern of how little learning transfer results in behavioral changes without using this system! This book has lots of great information - I highly recommend this read for anyone in training or coaching! It just makes sense! 2 of 2 people found the following review helpful. Nothing Innovative. Sorry!!! By Mimi Birke Bought this book to learn something new and innovative. It is a long winded book essentially advocating adding a few structured coaching conversations to the end of a training program to ensure transfer of knowledge. Not a new concept.

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 LD 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.

"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" "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" "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 LD. 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