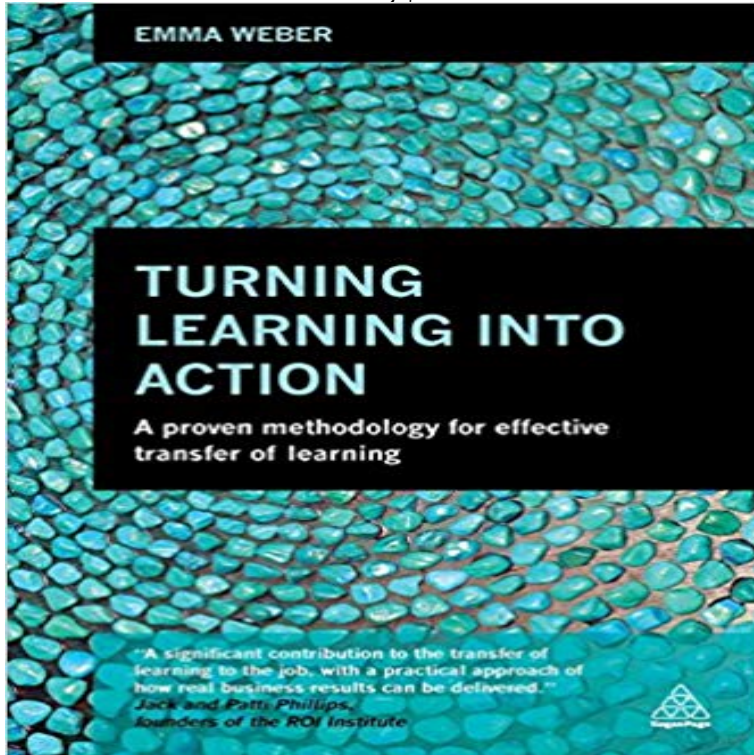


# Turning Learning into Action: A Proven Methodology for Effective Transfer of Learning



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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