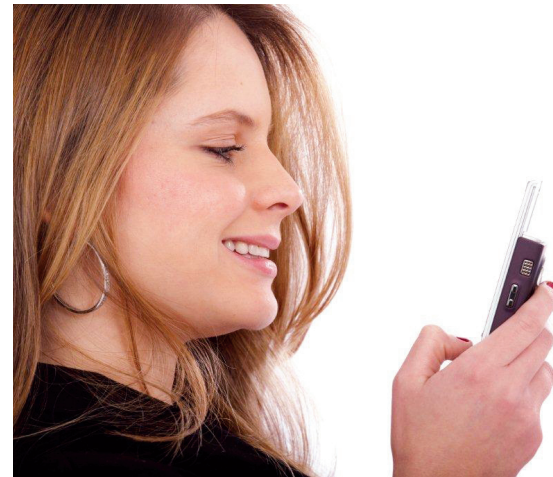


Maximising the ROI

from your L&D Initiatives in Tough Times



MICHELLE, ONE OF A GROUP OF BEAUTY CONSULTANTS, LEFT THE TRAINING COURSE WHICH LAUNCHED A NEW BEAUTY PRODUCT AND RETURNED TO HER INDEPENDENT PHARMACY STORE. THREE WEEKS LATER A CUSTOMER APPROACHED HER INTERESTED IN THE NEW PRODUCT. MICHELLE COULDN'T REMEMBER SOME OF THE IMPORTANT PRODUCT ATTRIBUTES, NOR HOW TO SELL IT AND THE CUSTOMER LEFT WITHOUT BUYING.

Contrast this situation with Sandy, a Beauty Consultant who was trained on another beauty product. During the first two weeks post-training, every day at 12.30 pm Sandy and the other 15 people from the training course, received an SMS link on their mobile phones which gave them instant access via their phone's web browser to helpful hints and tips from the training course, new sales coaching tips, key product information, reminders, refresher knowledge and motivational encouragement. Every week for a further 6 weeks on a Wednesday at 8.30am they all received a further SMS link prompting them to read short product and sales updates. During the eight week period some of the learners chose to receive these learning snacks via email on their PC as well as via an SMS link.

Sound far-fetched? It's not. This learning scenario is now possible.

- What if you could provide individual coaching, reinforcement and encouragement for every learner 24 hours a day for weeks to months after training events?
- What if you could do this without increasing your resources and do it automatically via a learner's mobile device, their laptop or PC?
- What if this could improve the return on investment from all of your training events?

Encouraging people to learn and apply new skills, knowledge, tools and processes can be challenging for any organisation. Old habits die hard. Changing selling behaviour or customer service behaviour, for example, can require intensive coaching support and reinforcement for weeks to months post-training. The plea from sales managers can be, "Why aren't people using what we have trained them on? Why hasn't the learning stuck? Why isn't the training producing results?" Do these sound familiar woes? From personal experience of working closely with sales leaders and their sales teams across the world in delivering classroom training and then supporting learning transfer to the workplace, it is never as easy as you expect, even with structured implementation programs.

It is said that necessity is the mother of invention. In the present uncertain economic climate this has never been more true. Using currently available larger screen mobile phone and PC technologies, email and SMS messaging and the Internet, many of these learning and development worries can be reduced.

Snack Learning™ is a mobile phone and PC-based platform which can both provide 24x7 web-based access to, and automatically deliver sequenced, bite-sized snacks of your important

information, personal support or coaching to people learning new skills, knowledge, tools and processes. Each bite-sized snack takes no more than a minute or two to read.

Snack Learning™ also describes the process by which many people learn, particularly tech-savvy Gen Y. In addition to formal learning environments such as the classroom, using books or training manuals, people often learn by snacking in short time periods on bite-sized pieces of content e.g. from a page in a book, browsing the Internet, from a column in a magazine, from a short radio bulletin, or from TV news clip. Technology has advanced to the point where "Snack Learning™" can occur in a few moments via a mobile device whilst, for example, in a work break, on the bus to work, over coffee, or just before an important meeting. Or, alternatively whilst sitting at a PC.

Imagine your field sales reps receiving ongoing

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development and coaching support daily or weekly for several months post-training via their mobile device or PCs. This will repeatedly encourage them to put into practice their new skills and knowledge gained in the classroom. This innovative coaching and reinforcement approach can extend the life and increase the impact of training initiatives, create extra automated resources for sales managers and L&D professionals and maximise the return on investment.

For more comprehensive information on Snack Learning™ please call Rob Anderson on +61 410 476 724 or email him at: rob@metriss.com.au