MAKING IT STICK

How many times have you been on a training program, enjoyed the experience, but never applied a single thing?

In our experience, there are 3 key factors that really drive adoption:

1.

Leadership
What's more effective: saying "follow me" from the front, or "charge" from the back?

Leaders at the front demonstrate their commitment by using the tools and concepts in their own work.

**Managers** at the back focus on what others should do, and make no movement themselves.

2.

Technology
That should simplify a salesperson's life and increase their selling time, rather than just being used to exert control.

With these two factors in place, training can then have a long-term impact.

Participants know that it's not just another initiative, and that systems are in place to support their new way of working.
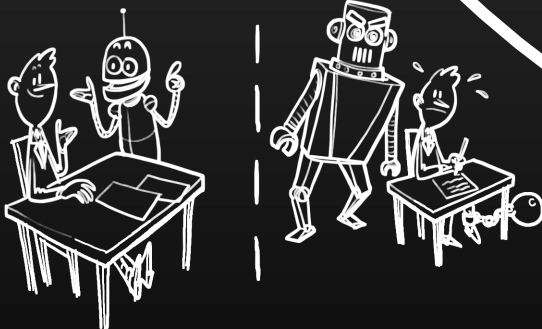
3.

Coaching
Last but certainly not least, don't forget the importance of coaching to maximise the impact of training.