Practical Applications To Bridging The Learning-Doing Gap Transcript Summary

Summary

- **Bridging the learning doing gap in workplace training.** 0:00
  - Shannon Tipton asks the chat for their favorite Thanksgiving side dishes, receiving responses such as green bean casserole, sweet potatoes, and cranberry raspberry sauce.
  - Shannon clarifies the difference between stuffing and dressing, using the term "dressing" for the mixture outside of the bird, and "stuffing" for the mixture inside the bird.
  - Shannon Tipton discusses the learning doing gap and its causes, focusing on feedback loops and learning reinforcement for work-specific training.
- **Management development and follow-up for sales team.** 5:07
  - Management development training success hinges on supervisor involvement.
  - Management should follow up with salespeople after class with specific behaviors to look for.
- **Training program for salespeople with accountability measures.** 8:36

- ○ Jennifer shared an effective strategy for follow-up after a training session: have attendees send an email to their managers with one action they plan to take forward.
- ○ Shannon and Speaker 2 resonated with this idea and appreciated Jennifer's contribution.
- ○ Speaker 2 suggests managers should accompany salespeople on calls to observe and provide feedback (10:37).
- ○ Shannon Tipton agrees, adding that managers should have a monthly call to discuss changes they've seen in their teams (11:23).
- **Training program design and risk management.** 14:04
  - ○ Shannon Tipton and Jason discuss the importance of leadership support and time for training to be effective.
  - ○ Shannon emphasizes the need to include a risk-reward analysis in training documents to outline potential consequences of not following through with the training.
  - ○ Shannon Tipton highlights the importance of setting clear expectations and objectives for training programs, and Lilianne agrees and adds that incorporating a risk-reward framework can help make training more transferable.
- **Leadership, culture, and learning in an organization.** 19:43
  - ○ Erica recognizes the importance of leaders' role in facilitating learning and provides feedback, but faces resistance from Jason and others.
  - ○ Erica and Shannon discuss the importance of articulating risks and rewards in a new methodology to clients.
- **Implementing a micro-learning approach in the workplace.** 23:55
  - ○ Mia created a microlearning series called "Google Whisper Course" to educate managers on modern workplace learning culture.
  - ○ The course consisted of four sessions, with survey questions and open-ended prompts to gather feedback and input from managers.
- **Creating a learning culture through drip campaigns.** 27:18

- ○ Shannon Tipton discusses the effectiveness of a training program she designed, with 60-70% of participants completing all four sessions.
  - ○ Shannon Tipton and others discuss level setting the definition of a learning culture and bridging lessons to application in an organization.
- **Implementing a virtual training program with pre-work.** 31:07
  - ○ Lilianne structures sales training program with pre-work to improve participation and engagement.
- **Pre-work for training programs and its impact on knowledge exchange.** 32:57
  - ○ Jennifer emphasizes the importance of setting clear expectations for pre-work, citing the risk of confusion or frustration if the connection between pre-work and program content is not clear.
  - ○ Shannon Tipton follows up by asking how pre-work can be linked to the exchange of knowledge after the program, highlighting the need to establish a clear connection between the two.
- **Improving training effectiveness through pre-work and accountability.** 35:18
  - ○ Beth suggests using a small group discussion or questionnaire to gather information before a class, then connecting the narrative after the class to see improvement.
  - ○ Shannon agrees and adds that creating a narrative before and after the class can help illustrate the change, and incorporating stories can make it more engaging.
  - ○ Shannon Tipton and Lilianne discuss the importance of linking pre-work and post-work activities in sales training, with Lilianne sharing an example of creating a job aid for sales representatives to use in their day-to-day work.
  - ○ Denise uses cohort groups with accountability to help reinforce learning and encourage continued use of new sales techniques, as discussed in the chat.
- **Implementing accountability in leadership development cohorts.** 39:58

- ○ Denise emphasizes accountability in cohort groups for cross-functional learning and collaboration.
- ○ Shannon Tipton and Speaker 8 discussed the importance of accountability in learning and how it can be reframed as a positive aspect of business vocabulary.
- ○ Speaker 8 shared their experience of introducing accountability to an organization, which initially faced challenges but improved over time with consistent effort.

- **KPIs, training, and organizational improvement.** 45:16
  - ○ Shannon Tipton and Jason discuss the importance of connecting KPIs to business goals in accountability groups.
  - ○ Shannon Tipton discusses the importance of setting realistic goals and measuring progress in a village-like approach, using the coffee chat as an example.
  - ○ Shannon shares her experience of growing the registrations for the chat from 2-5 to 70 people over three years, with a third of attendees actually showing up.

- **Applying learning in the workplace.** 50:29
  - ○ Shannon Tipton emphasizes the importance of thoughtfulness when introducing new ideas to a group, considering factors like helpfulness, usefulness, and timing.
  - ○ Lilianne raises the challenge of competing with noise and time, and the need to prioritize feedback and accountability in group efforts.
  - ○ Shannon Tipton encourages attendees to sign up for upcoming coffee chats, including a gift exchange for trainers and a holiday get-together with book giveaways.
  - ○ Lilianne expresses gratitude for the opportunity to connect with like-minded learning and development professionals, acknowledging the importance of community and support in their work.
  - ○ Shannon Tipton is excited about upcoming workshops and intensives in 2024, including one on generative AI with myRA.

- ○ Shannon encourages listeners to join the learning rebels community for discounts on events and access to resources.