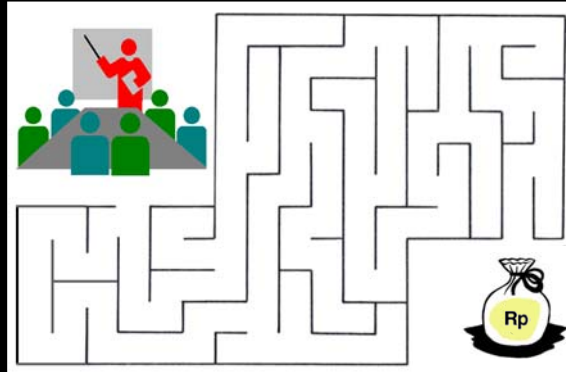


Klas Mellander

Making learning hit the bottom line

Companies invest a lot in their people ...

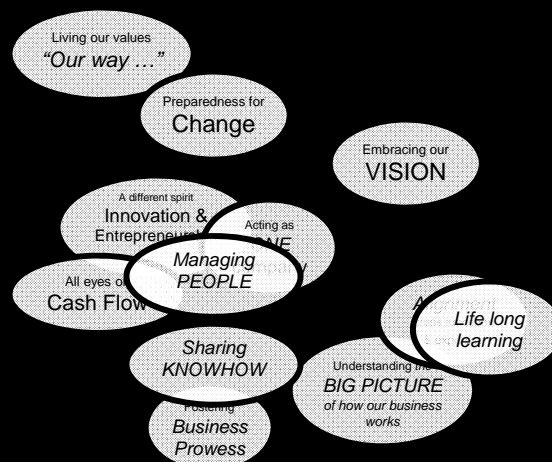


... do they also get the desired effect?

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What's the buzz in your company ...?



Growth

Cash flow

Profitability

Sustainable

Diversity

Globalization

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Teaching, coaching and learning come in all shapes and sizes.



*The question is, how do we
get the most out of it?*



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A few things to ponder

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The simple truth is this – regardless of method:

“You cannot just absorb other people's knowledge...

*... you must **create your own.**”*



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Major trends (3)

The quality of the learning

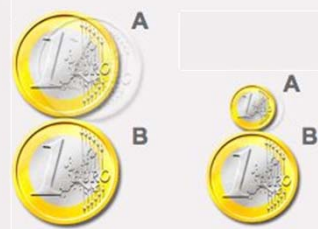
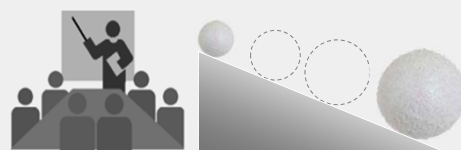
Superficial ("I have heard")
or genuine ("I truly understand")

"It is not **what** you know that counts ...
it is **how** you know it that makes the difference."

TREND:

Stronger focus on lifelong learning

... enabling learning to grow, the "snowball effect".



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Major trends (4)

Securing corporate know-how

Gaining knowledge is one thing.
Sharing what you know is quite another.

- Most companies have some kind of "knowledge repository" where experienced people can "store" their know-how and findings for others to learn from. However, too often, it does not work as intended.

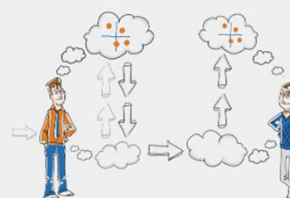


TREND:

In search of new, innovative ways of sharing knowledge.



Spoon-feeding conclusions ...



... Recreating the learning.

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Major trends (5)

“Walk the talk”
– and create conditions for continuous learning


For learning to hit the bottom line ...
... it must be applicable in the context.

“If you cannot apply what you have learned, the learning will soon dwindle away – and become useless...”

TREND:
Closer cooperation between Human Resource and Management
Ambition: To reduce the difference between what people learn in the class-room and what they then experience in the real world.



10 players = 9 matches
50 players = 49 matches
100 players = 99 matches
1 322 players = ? matches



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Let us summarize...

How coaching can leverage learning ...
... so that learning can **leverage your business**

Create conditions for **self-motivation** – so that people want and can take responsibility for their own learning.

Secure genuine and lasting knowledge – a prerequisite for **life-long learning**.

Let **knowledge sharing** be more than people just sharing their conclusions.

Challenge people's frame of reference – to develop their **big picture understanding**.

Lead by example and pave the way for **continuous learning** in the day-to-day operations.



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What it could mean in practice

Business simulations

– as a way of rehearsing future behaviour

Big picture understanding, engagement and genuine, lasting knowledge.



“By running a fictitious company in tough competition over several simulation years, the participants get experience that would take years to get in real life – and, most likely, at a very high cost.”

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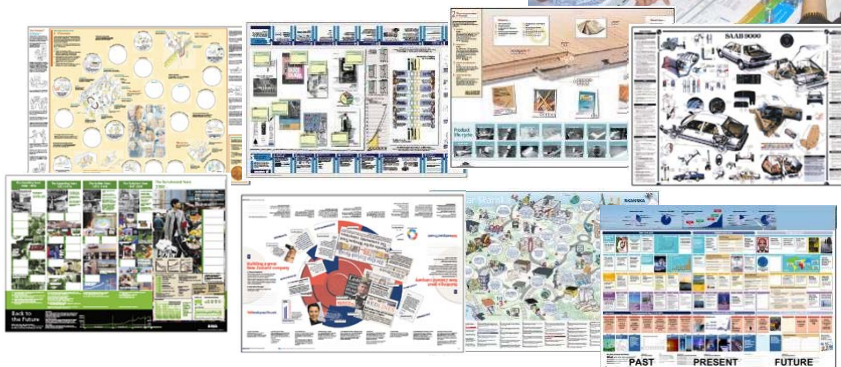
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What it could mean in practice

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**Sharing a vision, a strategy,
product knowledge, values,
code of conduct and more...**

**Big picture understanding, engagement
and genuine lasting knowledge.**



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Presented by:
KLAS MELLANDER

Author of 'The Power of Learning: Fostering Employee Growth'
Chief Learning Designer, CELEMI (www.celemi.com)

At the Seminar:

**THE POWER OF COACHING:
MAKE THE IMPOSSIBLE POSSIBLE**
"Street-Smart Ways to Achieve Return On Investment in Talent"

Thursday, 6th December 2012, Hotel Mulia Senayan Jakarta

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