

TOP 7 REASONS WHY ORGANIZATIONAL TRAINING & DEVELOPMENT IS MORE IMPORTANT THAN EVER

- ★ Today's top talent is engaged, collaborative, and tech-savvy. They require a work environment with innovative solutions to organizational development and corporate education initiatives.
- ★ **A Trend in Hiring:** Attract new talent by offering a robust training program to enhance professional development. You might not be doing it yet, but your competition probably is.
- ★ One-third of companies are increasing their learning and development budgets.
- ★ Programs that build specific skills are now more popular than generic training programs. Organizations that provide targeted training courses will have an edge over those that do not.
- ★ Adapting quickly and shifting with market trends requires a flexible workforce with the skills to take on new roles and tasks.
- ★ Companies that provide the appropriate learning tools will benefit from greater loyalty and a more versatile labor force that can grow with the organization.
- ★ An organization that functions with a learning mindset and model has the unique power to unleash the potential of individuals and teams in a way that other organizations do not.

3 TOP TRENDS IN ORGANIZATIONAL DEVELOPMENT

- Attracting and retaining top talent
- Developing and engaging workers
- Leadership training with a focus on emerging leaders

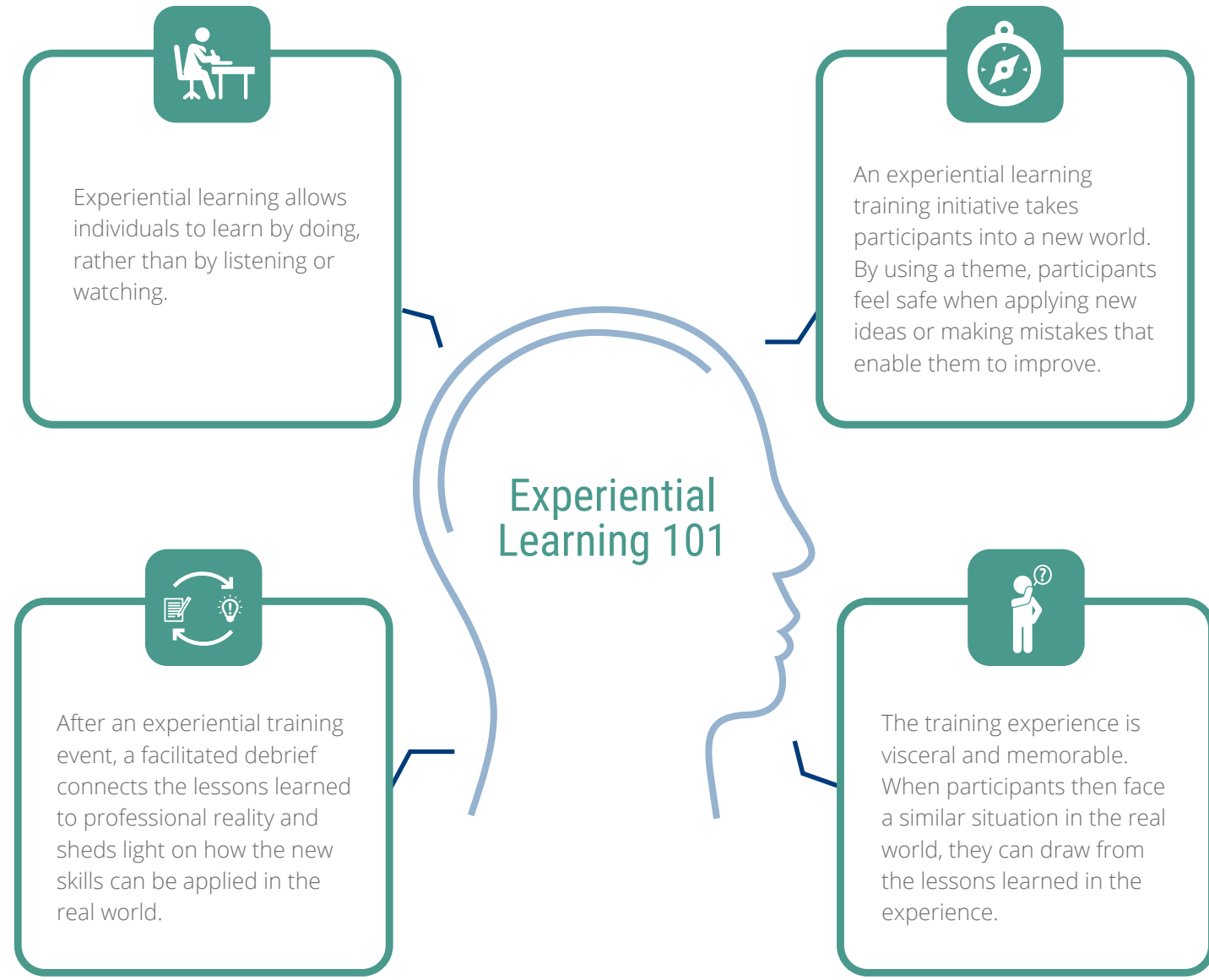


A POWERFUL WAY TO DEVELOP AND ENGAGE WORKERS IS... **EXPERIENTIAL LEARNING**

EXPERIENTIAL LEARNING BY THE NUMBERS

- 70% of job knowledge is acquired through experience
- High-performing firms are **3X MORE LIKELY** than lower performers to use experiential learning for both the frontline and executive-level leaders
- Typical retention rate from traditional learning: **5%**
- Typical retention rate from experiential learning: **80-90%**

WHAT IS EXPERIENTIAL LEARNING?



WHY EXPERIENTIAL LEARNING WORKS

- ✓ Learning by doing requires critical thinking and problem solving. The result: *better retention of new concepts.*
- ✓ A safe learning environment outside of the workplace allows participants to make mistakes (*and learn from them!*) without consequence.
- ✓ Solving a real problem or trying a new skill *bridges the gap between theory and practice.*
- ✓ *Experiential learning is fun and engaging.* Participants want to succeed, and therefore are more invested in learning what it takes to achieve the desired outcomes.



TRADITIONAL TRAINING VS EXPERIENTIAL LEARNING

- The ROI Reality—Experiential learning delivers new knowledge that lasts a lifetime. Retention after traditional training lasts months or weeks.
- Learning by doing is the most cost-effective training method for achieving the highest retention rate.
- More than 70% of students expressed a more positive attitude toward experiential learning than other teaching methods.
- Experiential learning can be tailored to mimic specific situations or common scenarios. Most traditional training modules use a one-size-fits-all approach.

Adult Learning Retention Statistics:

Lecture	Reading	Audio/Visual	Demonstration	Discussion Group	Learning By Doing	One-on-One
5%	10%	20%	30%	50%	75%	90%

If you tell somebody how to do something, they will retain 5% of the information. If they do it themselves, they will retain 75% of the information.

There are 5 generations in today's workforce. Experiential learning works for all of them.

Experiential learning is effective for individuals at every career stage, from entry level to senior executives.

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