

## **Double training ROI by increasing learning transfer**

**50% to 85% of learning do not transfer to workplace!**

**We arrange training classes to upgrade employees' skills. Afterwards, it is assumed that they will apply their newly learned skills to improve their job performance. Interestingly, research found that 50% to 85% of the employees fail at using their learning back to work. The fact is that people do not necessarily apply what they learned after class. The cruel fact is some of them forget what they have learned walking out of the classroom, and some of them tried with their new skills but failed and reverted back to the old ways of doing.**

**In other words, 50% to 85% of training budget is wasted because employees get nothing out of the training. There is high chance that no changes happen after class! If we can boost learning transfer out of the classroom, we can save those wasted budget and get a 200% training ROI.**

**So, what can we do to encourage learners apply their learning back to their work?**

**A meta-analytic research reviewing 89 studies (Blume et al., 2010) suggested three things L&D professionals can do to encourage learning transfer:**

- Increasing motivation of trainees
- Inducing higher levels of supervisor and peer support in work environment
- Reinforce post-training knowledge and self-efficacy

## **L&D Practices to increase learning transfer**

So what should L&D professionals do practically to increase the success rate of learning transfer? Here is a list of bullet-proof interventions for you:

<b>Transfer Factor</b>	<b>Interventions</b>
Motivation of Trainees	<ul style="list-style-type: none"> <li>• Pre-course exercise / engagement</li> <li>• Post-course exercise / engagement</li> <li>• Contents include work examples</li> <li>• Recognition</li> <li>• Performance pay</li> </ul>
Supervisor & Peer Support	<ul style="list-style-type: none"> <li>• Action plan monitoring</li> <li>• 1-on-1 meeting with supervisor</li> <li>• Peer competition &amp; campaign</li> <li>• Buddy support scheme</li> </ul>
Post-training Knowledge & Efficacy	<ul style="list-style-type: none"> <li>• Follow-up Zoom webinars</li> <li>• Presentation / teach back</li> <li>• Job aids</li> <li>• Work forms / checklists</li> <li>• Automated reminders</li> <li>• Coaching / mentoring</li> </ul>