

*The 4 Secrets to Training for Maximum Business
Impact*

*Los 4 secretos de una capacitación que
maximizan el impacto en el negocio*

August 20, 2015

*This event will begin at 7:00PM U.S. Eastern time
Este webcast comenzará a las 7:00PM costa este de EE.UU.*



- Moderator: **Íñigo Sánchez-Cabezudo**
- Senior Regional Manager for Europe and LATAM
- ATD- Association for Talent Development
- Email: isanchez-cabezudo@td.org
- www.td.org



Presenter: **Sardèk Love**
President and Founder
Infinity Consulting and Training Solutions, Inc.
Email: splove@ictscorp.com
www.ictscorp.com

Next ATD International Events



México DF, Octubre 8, 2015





Learn • Innovate • Lead

Aprendiendo • Innovando • Liderando

México DF, Octubre 8, 2015

www.td.org/mexicosummit

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BEYOND KNOWLEDGE*



Learn. Innovate. Lead

“ If you don’t learn, you don’t grow; if you don’t grow, you shrink.”

“Si no aprendes, no creces; si no creces, te encoges.”~Mihaly Csikszentmihalyi

- **Aprendiendo:**

- Dedicar tiempo a tu propio desarrollo profesional
- Mejorar de tu desempeño
- Agregar valor en tu organización

- **Innovando:**

- Nuevas ideas y herramientas
- Crear una cultura de innovación que impacte en el negocio

- **Liderando:**

- Mejorar tus competencias de liderazgo
- Liderar una iniciativa nueva de vuelta en tu organización

atd 2015



Learning Path

México DF, Octubre 8, 2015

Sendero de aprendizaje



CHAN
'cielo'

Jenny Dearborn

Socio estratégico del negocio



MUYAL
'nube'

Filipe Carrera

Aprendizaje Social



JUUN
'libro'

Herramientas

Juegos y confianza



CH'AM
'llevar'

Fernando Sanchez-Arias

Resultados que cuentan



K'AK'
'fuego'

Sardek Love

Secretos del capacitador con impacto



WAY
'Espiritu'

Eric López Maya

Mindfulness



WINIK
'personas'

Brecha de desempeño

Diversas perspectivas

Learn • Innovate • Lead

Aprendiendo • Innovando • Liderando



Learn • Innovate • Lead

Aprendiendo • Innovando • Liderando

México DF, Octubre 8, 2015

The 4 Secrets to Training for Maximum Business Impact

Facilitated by
Sardèk Love

President and Founder
Infinity Consulting and Training Solutions

75%

TRUTH

of training is never applied back on the job.

Source: ESI International



In our work
with **thousands**
of **leaders** in **24**
countries



We've discovered
4 specific techniques
the most effective
training professionals
utilize



that enable them
to **achieve**
maximum
business impact.

DEFINE
the Problem



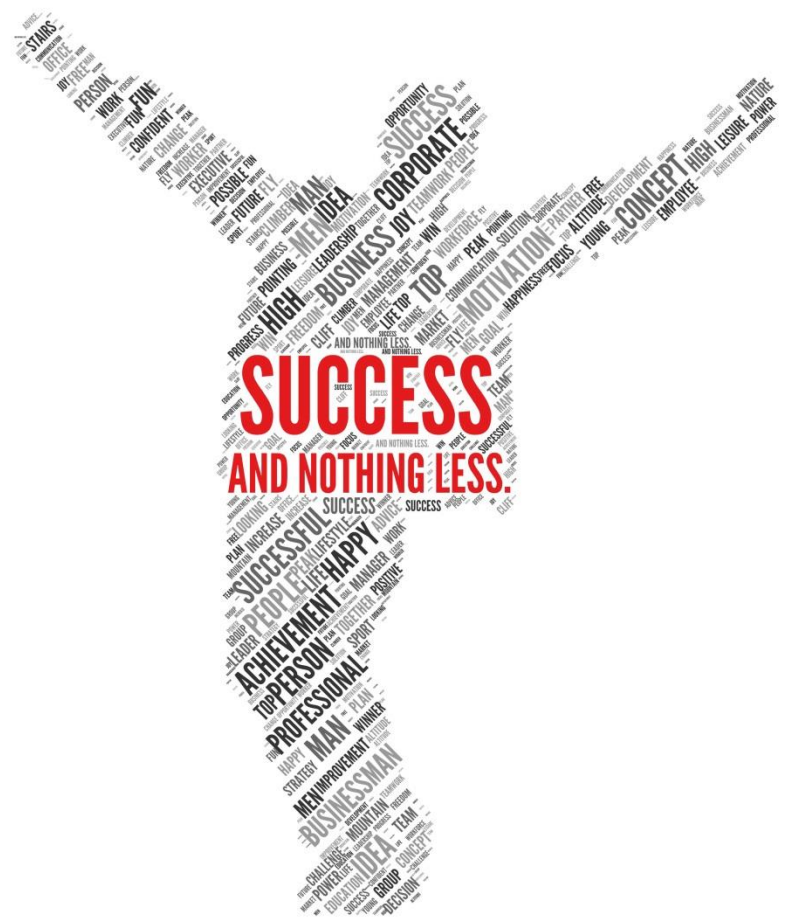
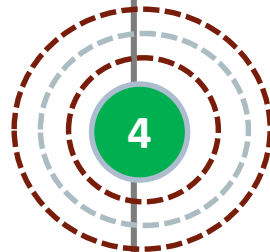
DESIGN
the Intervention



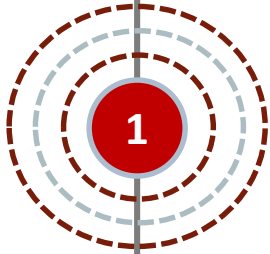
DELIVER
the Solution



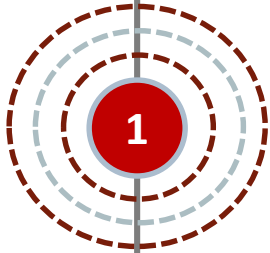
DETERMINE
Business Impact



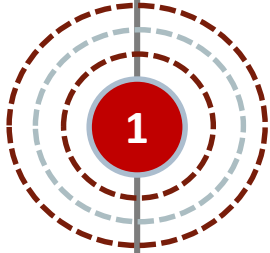
DEFINE
the Problem



DEFINE
the Problem



DEFINE *the Problem*

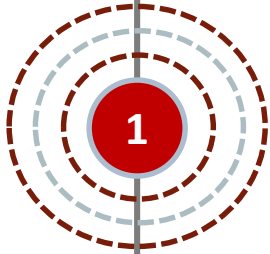


Managers are held
accountable for 3
variables





DEFINE
the Problem

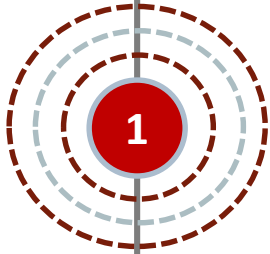


Rapid Needs Assessment

Differentiate
between symptoms
and root causes by
using *the 5 Why's*
technique

1. What is the problem?

DEFINE
the Problem

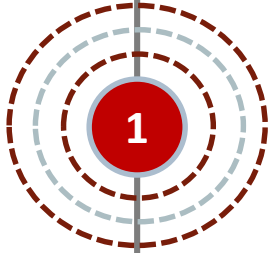


Rapid Needs Assessment

This is the location
question

2. Where do we see it?

DEFINE
the Problem

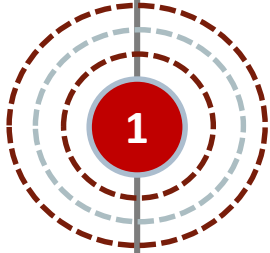


Rapid Needs Assessment

This is the timing
question

3. When does it happen?

DEFINE
the Problem



Rapid Needs Assessment

This is the scoping question

4. How big is it in measurable terms?



STRESS

Problems

Urgent

Widely Shared

Expensive



Priorities

Urgent

Widely Shared

Expensive



Opportunities

Urgent

Widely Shared

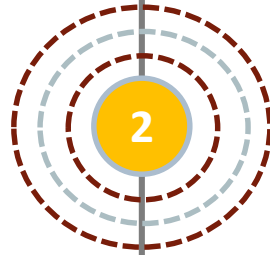
Expensive



DEFINE
the Problem



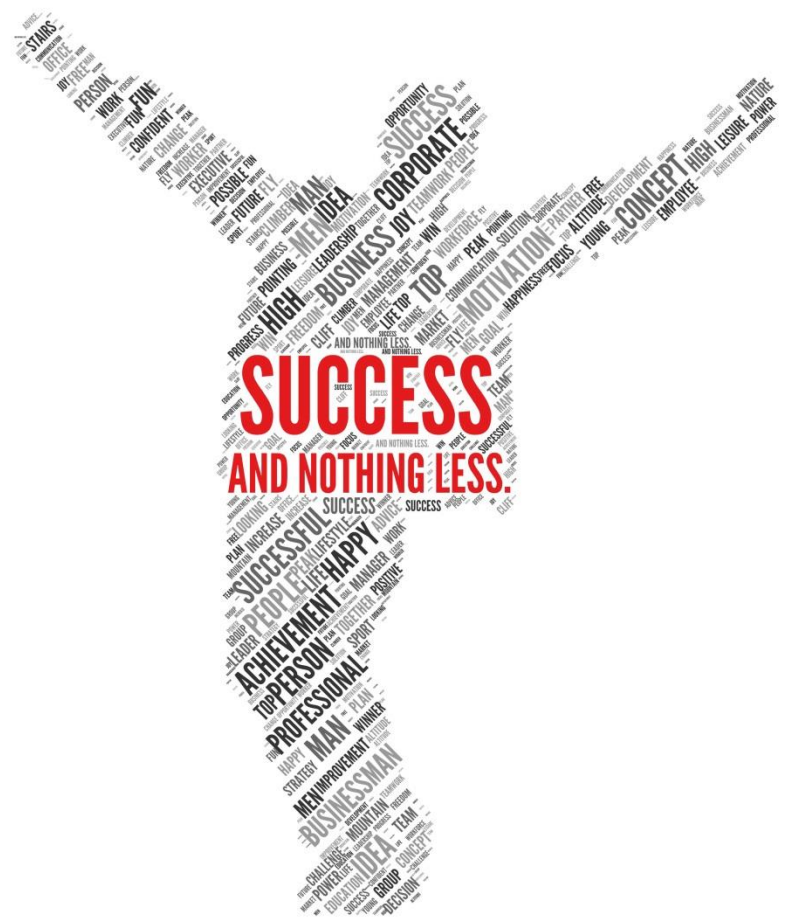
DESIGN
the Intervention



DELIVER
the Solution



DETERMINE
Business Impact



Business Drivers

				
Business Drivers	Financial Impact Cost reduction Increased revenue	Impact on Customers Satisfaction New business	Impact on Operations ↓ Cycle times ↑ Compliance + controls	Impact on Employees Attract / retain Improve capabilities
Possible Metrics	<i>Store sales receipts</i> <i>Costs associated with store operations</i>	<i>Customer satisfaction surveys</i> <i>Volume of foot traffic</i>	<i>Inventory turnover / orders</i> <i>Waste</i> <i>Injuries</i>	<i>Employee satisfaction surveys</i> <i>Retention</i> <i>Frequency of promote-from-within</i>

Training Planning Map

Module Title			
Business Goal	Determined from needs analysis	Learning Program Outcome	How will training help meet the business goals?
Competency	What competency is the training specifically addressing?		
Objective	Instructional Approach and Methods	Time	Assessment
<p>The objectives will address which of the following:</p> <p>Knowledge Skills Attitude</p>	Which training approaches and instructional methods will be utilized?		<p>How will learning be assessed? What approaches will be used to determine if learning is positively impacting business results?</p> <p>Without immediate manager support for the application of training, application of what has been learned will not happen. How will manager support and accountability be obtained?</p>

DEFINE
the Problem

1

DESIGN
the Intervention

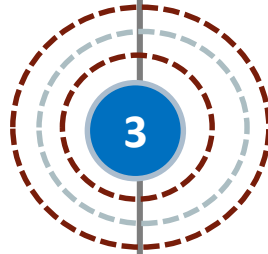
2

DELIVER
the Solution

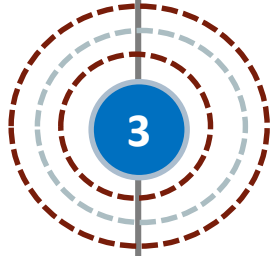
3

DETERMINE
Business Impact

4



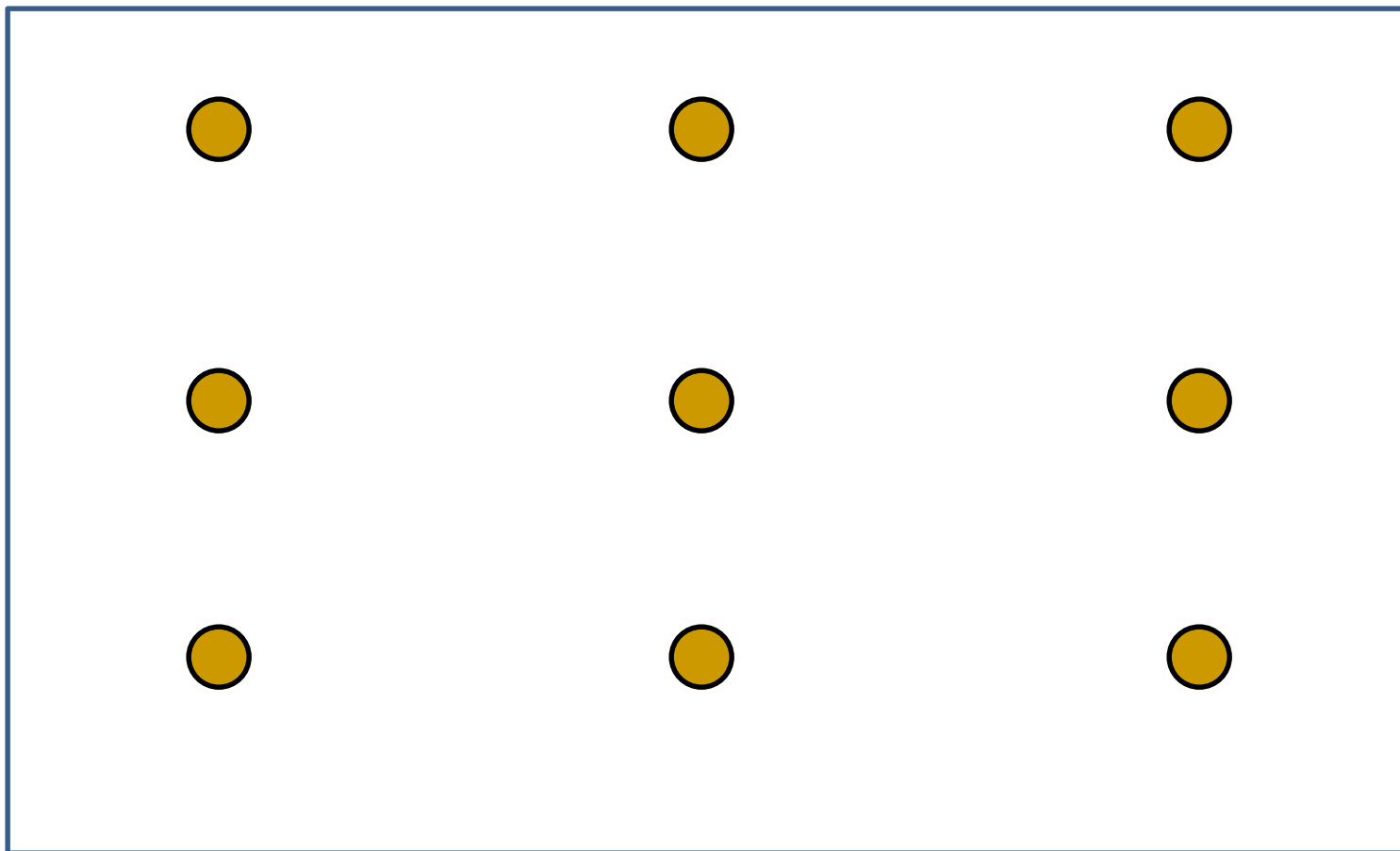
DELIVER the Solution



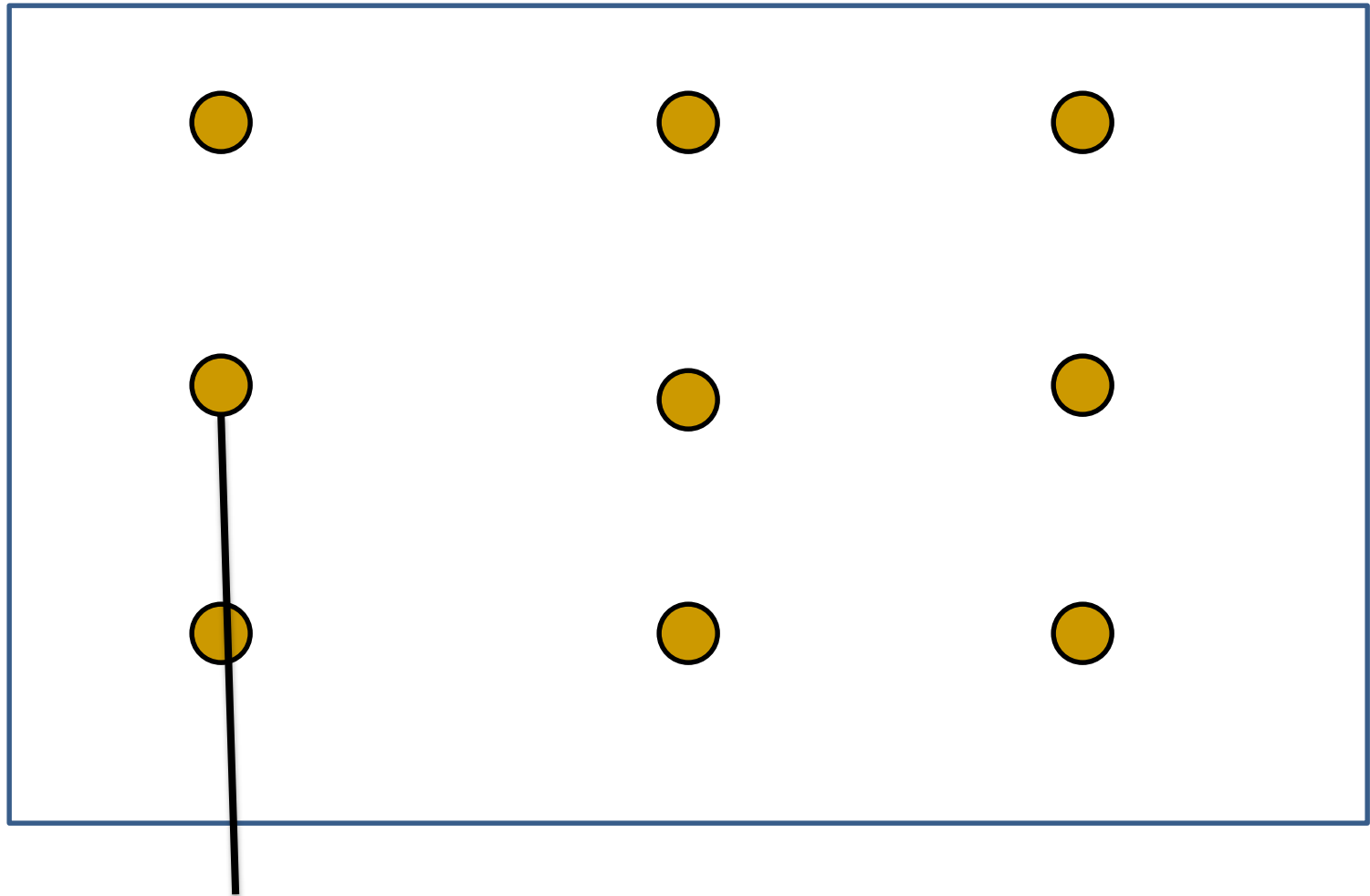
Use experiential activities to increase engagement and transferability



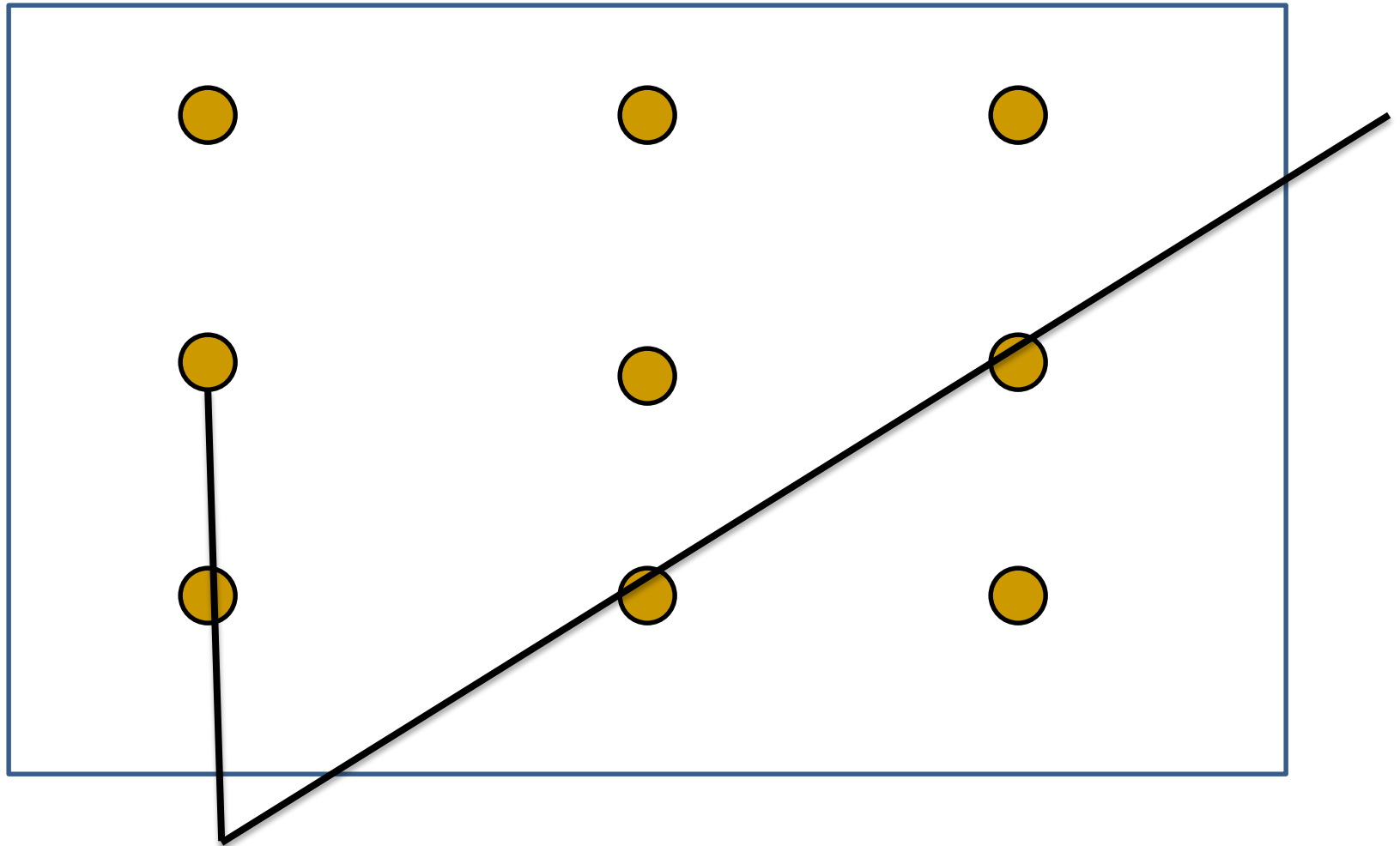
**Using 4 straight lines, connect the dots
without touching a dot more than once**



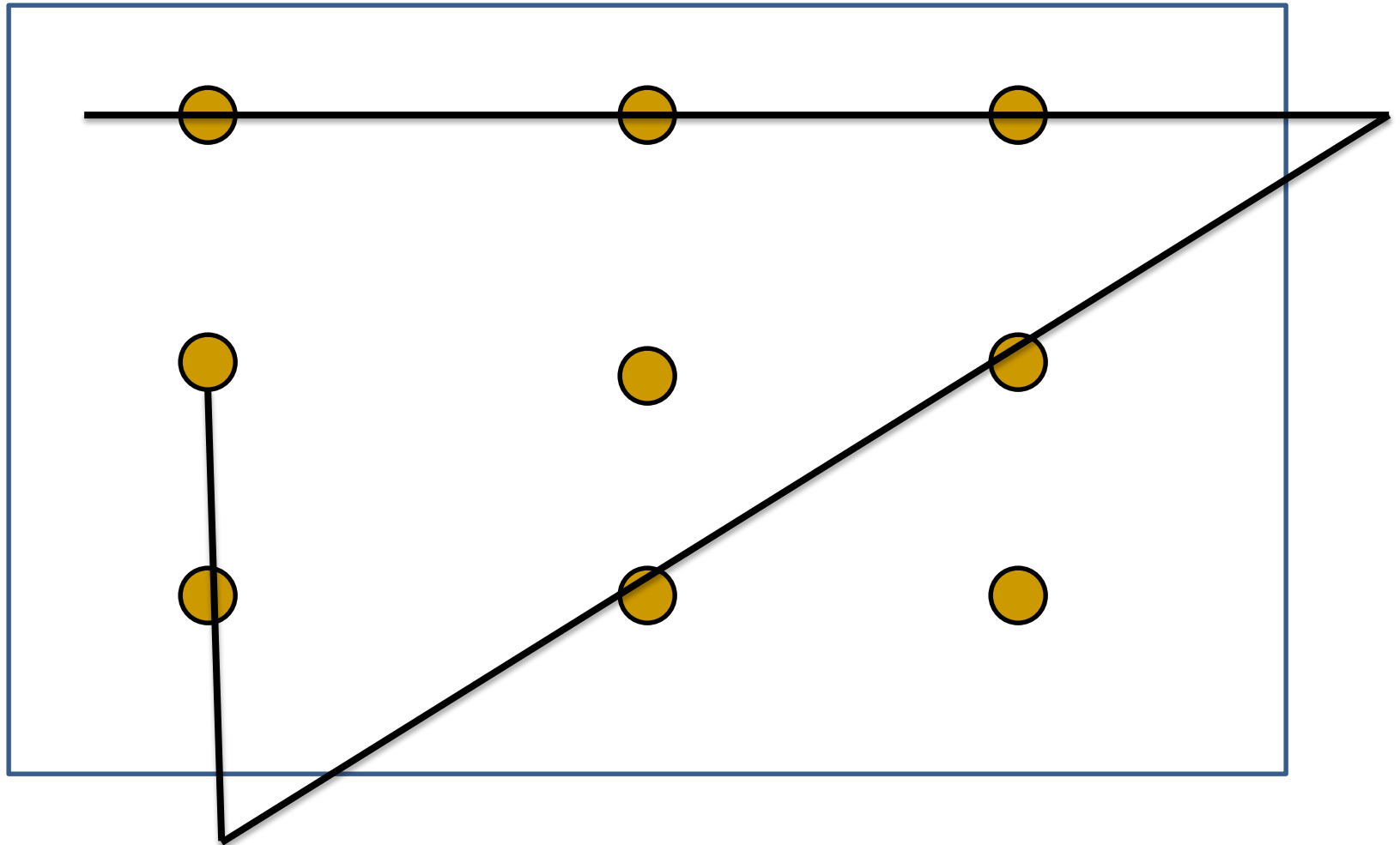
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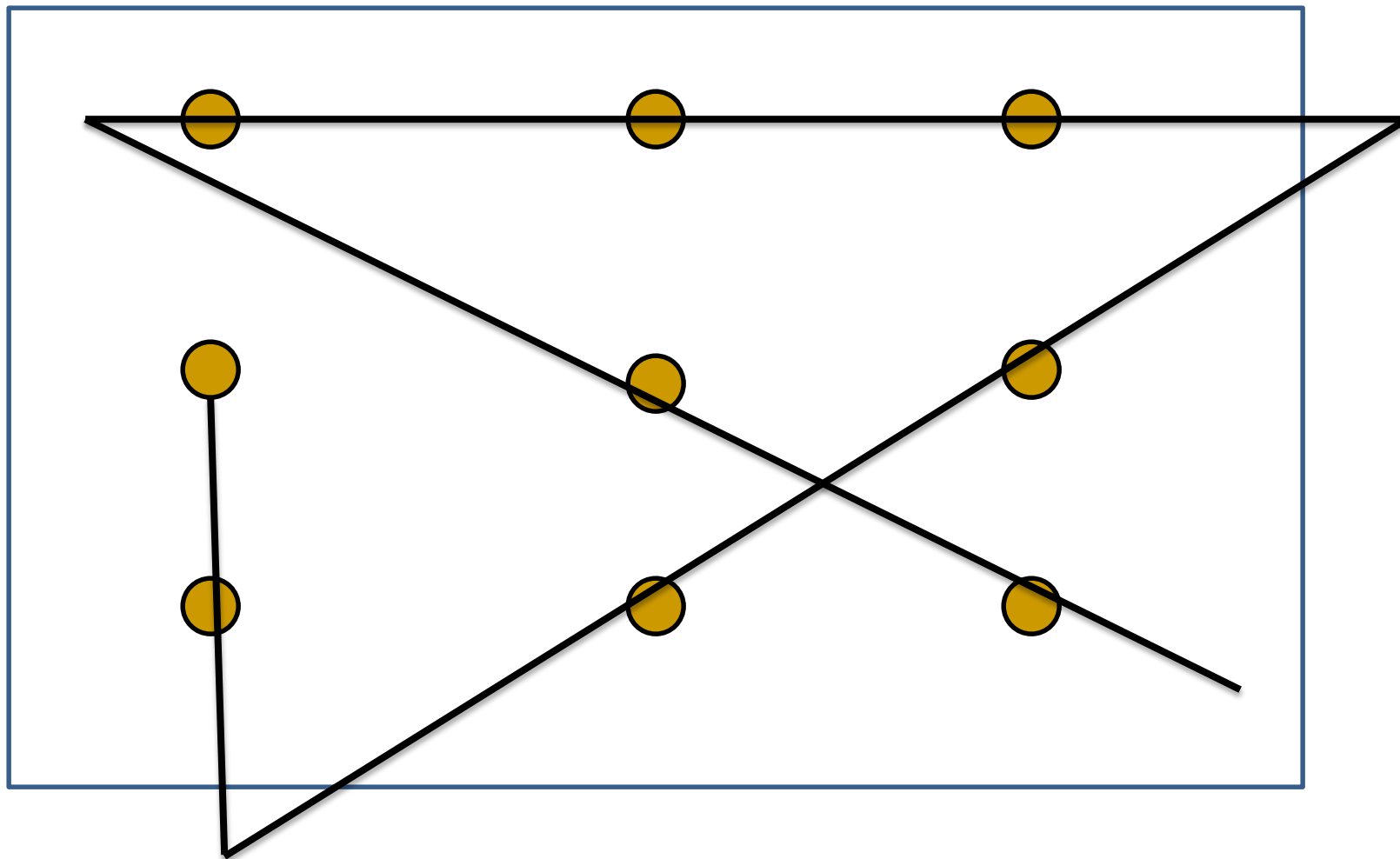
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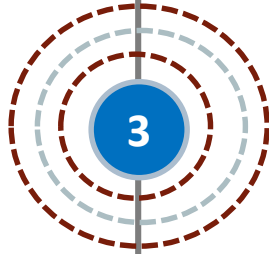
Using 4 straight lines, connect the dots without touching a dot more than once



Using 4 straight lines, connect the dots without touching a dot more than once



DELIVER the Solution



2015 Mexico
Summit Workshop

October 9, 2015

9:00 am – 1:00 pm

Register:

<https://www.td.org/Events/ATD-Mexico-Summit/Workshop>



HIGH IMPACT LOW COST TRAINING TECHNIQUES THAT ENGAGE ANY AUDIENCE



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DUNS: 841146520
CAGE: 6HCS7

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YouTube: <http://bit.ly/qi0hhH>
Blog: www.Think2SuccessNow.com

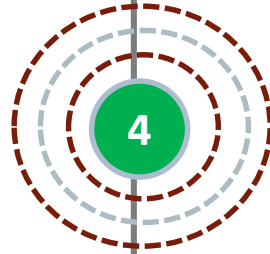
THE PLAYBOOK

Presented by Sardek Love
President and Founder

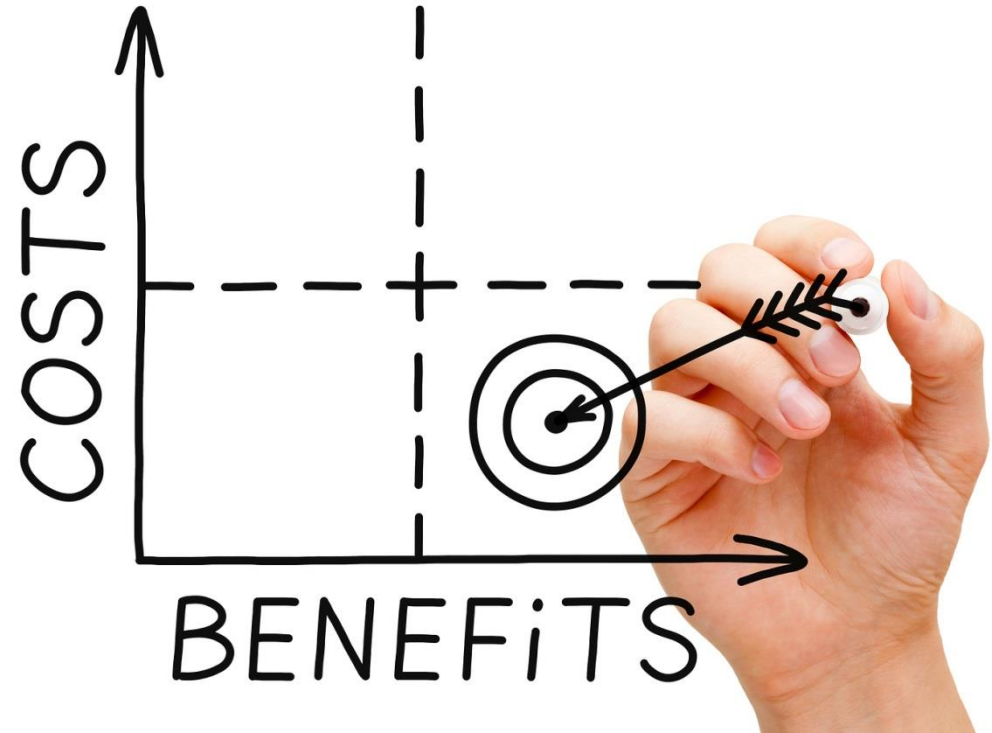
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Training Solutions



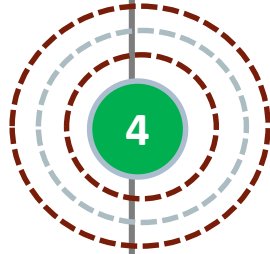
DETERMINE ***Business Impact***



3 questions can
reveal the impact of
training



DETERMINE ***Business Impact***



Ask 3 Questions

Kirkpatrick 4 Levels of Evaluation



**Level 1:
Like it**



**Level 2:
Learn It**



**Level 3:
Apply It**



**Level 4:
Impact It**

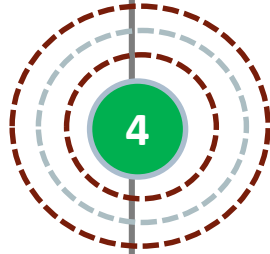
1. What have you learned?

Source:

3 Questions to Measure the Value and Impact of Training, ICTS Blog

Link: <http://bit.ly/1jqrj29>

DETERMINE ***Business Impact***



Ask 3 Questions

Kirkpatrick 4 Levels of Evaluation



**Level 1:
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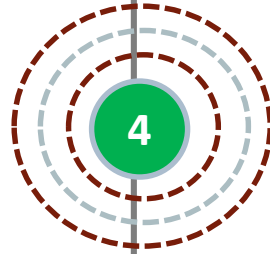
2. How have you used it?

Source:

3 Questions to Measure the Value and Impact of Training, ICTS Blog

Link: <http://bit.ly/1jqrj29>

DETERMINE ***Business Impact***



Ask 3 Questions

Kirkpatrick 4 Levels of Evaluation



**Level 1:
Like it**



**Level 2:
Learn It**



**Level 3:
Apply It**



**Level 4:
Impact It**

3. How has it helped you?

Source:

3 Questions to Measure the Value and Impact of Training, ICTS Blog

Link: <http://bit.ly/1jqrj29>



Questions and Answers

Post Summit workshop

Programa Post-Summit: Workshop

Half a day/ taller de medio día: ***Friday, October 9/ Viernes, 9 de Octubre, 09:00 a.m.- 13:00***

High Impact Low Cost Training Techniques That Engage Any Audience*

* This workshop has an additional cost to the Summit.

Capacitación de alto impacto y bajo costo para atraer cualquier audiencia*

*Este taller tiene un coste adicional al registro al Summit

Facilitator:

Sardek P. Love

President and founder of Infinity Consulting and Training Solutions, Inc. (USA)

Workshop Description:

The top 3 challenges Chief Executive Officers (CEOs) say are most critical to success are:

- Developing Human Capital
- Driving Innovation
- Maximizing Operational Excellence

Descripción de la Sesión:

Los 3 desafíos más grandes para el éxito, según los directores ejecutivos (CEOs) son:

Desarrollo de capital humano

- Conducción de la innovación
- Maximización la excelencia operacional



Registration Fees/Inversión de Registro

(LATAM en \$ USD)

Registro/por persona	Precio Especial Delegaciones	Normal	Post-Summit Workshop
Miembros de ATD	\$275 usd*	\$300 usd	\$200 usd
Summit + Membresía	\$474 usd**	\$500 usd	\$200 usd
Non-member		\$550 usd	\$300 usd***

- Los precios no incluyen el 16% de IVA
- *** Precio especial delegación Latinoamérica, 5 registrados y te regalamos tu registro como líder de la delegación.**
 - ** Precio basado en la Membresía ATD Profesional + registro al Summit tarifa delegación.
 - *** Taller sin Summit tendrá un costo de \$520 USD

Regístrate en México:

PCH (Proyección Capital Humano)

Contáctanos: promocion1@atd.org.mx o al tel.: (+52) 55 15180389 / (55) 26037234.

www.td.org/mexicosummit



¡Promoción Especial!



Hágase miembro Corporativo de ATD y **benefíciase:**

- **2 registros gratuitos** al Summit con el paquete Corporativo Profesional.
- **4 registros gratuitos** al Summit con el paquete Corporativo Professional Plus.

Más información visite: www.td.org/CorporateMembership

Para registros y oportunidades de patrocinio, contacte por favor:

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promocion1@atd.org.mx

Tel. (+52) 55 15180389 / (55) 26037234.



DEFINE
the Problem

DESIGN
the Intervention

DELIVER
the Solution

DETERMINE
Business Impact

1

2

3

4

Thank You for Attending!
¡Gracias por asistir!



Sardèk Love
President and Founder

Infinity Consulting and
Training Solutions, Inc.

www.ictscorp.com



Ínigo Sánchez-Cabezudo
Senior Regional Manager

Association for Talent
Development

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