

7 Ways To Turn Training Concepts Into Daily Practice



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In the scheduled breaks during our training programs, you'll likely find participants rushing to their phones.

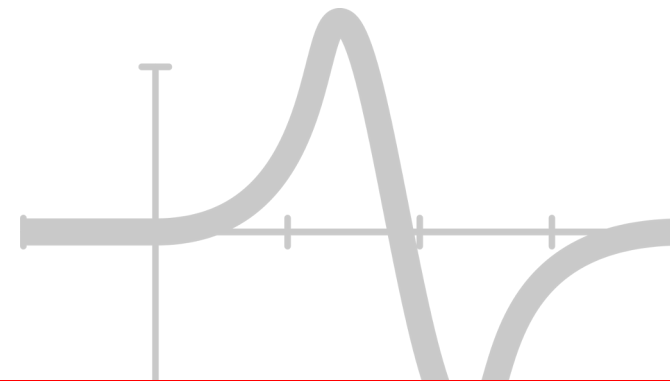
Sounds like most training sessions, right? The difference is, they're not just catching up on text messages and emails; they're often busy putting the concepts and learnings from the class to work, right then and there.

Enthusiasm is always high during training because participants see the value and practicality of what they're learning, and it's also a somewhat idealized environment. There are no distractions, no interruptions, nothing else vying for their attention.

But what happens when they go back to the “real world”?

No matter how well intended someone is, it's tough to stay focused once you're, as someone recently put it, **“sucked back into the vortex.”**

Many leaders who lead from a distance—including district, regional, and area leaders—find it a struggle to stay on track with their plans because the environment keeps throwing up roadblocks. For any training to create lasting behavior change and deliver ongoing, long-term results, reinforcement is key.



According to the forgetting curve, on average, people forget 70% of what was taught within 24 hours of a training experience.

Reinforcement can reshape the forgetting curve and maximize retention and application. In some ways it's even more critical in the retail world, where the environment is fighting change every step of the way.

Here are 7 reinforcement strategies to help participants internalize the training so they can turn it into daily practice and drive performance results. ▶

Keep Senior Leaders Involved

A special executive session for senior leaders can help them understand their critical role in reinforcement as well as ensure they model the language and skills taught in all meetings, communication, and quarterly reviews, and adopt the appropriate behavioral style whenever possible.



- ▶ Modeling and senior leader support are essential for reinforcing skill use.

Provide On-the-Job Tools

Job aids and support resources make it easy for leaders who lead from a distance to prepare, conduct, and debrief discussions with store management and store teams.

Some examples of job aids from our [Retail Multiunit Leadership-RML](#) program include Skill/DiSC® by Catalyst, Strategy Cards, My Plans, Taking Action, Virtual Coach, and app-based gamification and micro-learning follow-up via the Axonify Daily Reinforcement App.



- ▶ The more leaders use the tools, the more these skills and processes become habit.

Hold People Accountable

By incorporating interpersonal skills and performance strategies from the training into job descriptions, performance reviews, and evaluation processes, you'll have a system for greater accountability and regular evaluation of skill use.



- ▶ Align performance systems with the interpersonal skills and behaviors you want to see.

Measure for Continuous Improvement

Establish baselines of performance and identify metrics so you can evaluate the success of the training and pinpoint gaps in performance that can be coached and reinforced for continuous improvement.



“What gets measured gets improved.”

- ▶ **Tip:** Establish baselines by individual and by district managers, then identify 3 KPI metrics you can measure and track on a weekly basis.

Consider Coaching and Leadership Training

Broadening the circle of who gets developed helps build the behavioral habits at a cultural level to withstand environmental pressures. And by developing stronger coaching and leadership skills, you'll be able to continuously improve performance over time, raising the bar for performance each year.



- ▶ Raise the bar by making new skills and behaviors a cultural touchstone.

Let Them Teach to Learn

One of our clients that's been implementing our **Retail Store Leadership** (RSL) training for many years has discovered an interesting trend among those who've become certified to facilitate the program: There's a direct correlation between teaching RSL and the ability to get promoted. By teaching it, they're reinforcing their own leadership skills.

The client's biggest challenge now? Their trainers keep getting promoted!



- ▶ Teaching key interpersonal skills to others is a great way to reinforce them for your own benefit, too.

Celebrate Successes

When people see the real-world results of using new skills and behaviors, it's motivating for everyone. Solicit those stories and share them—in company newsletters, division conference calls, e-mails, etc.—for recognition on a regular basis.



- ▶ Showcase success stories and results in terms of human capital (promotability) and revenue value.



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