

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

After years in the corporate training industry, I've learned that the "one-and-done" approach rarely fosters meaningful change.

Hiring a speaker for a single event may seem sufficient, but without follow-up and accountability, any impact quickly fades.

In one workshop, I asked participants to share what they learned from their favorite trainer. Silence followed—no one could provide a takeaway that made a difference. This taught me that real change stems from **action and accountability**.

To test this, I split my training into two sessions. After teaching on Monday, I assigned a presentation for Friday. The results were impressive; participants engaged deeply because they had to apply what they learned.

Kirkpatrick Phillips Model emphasizes this point. Many trainers only assess whether participants liked the session, but lasting impact comes from ensuring they apply their knowledge and see results.

That's why I use an **"invite- and referral-only"** model. I work with clients committed to follow-up actions, ensuring our time together yields genuine results.

GET ON THE ICE

To turn knowledge into action:

- **Plan for Follow-Up:** Schedule discussions post-training to implement what you've learned.
- **Create Accountability:** Partner with someone to stay on track.
- **Act Fast:** Write down one small action to take within six hours of learning something new.

QUOTE OF THE WEEK

"Learning is not the product of teaching. Learning is the product of the activity of learners."

— John Holt