



5 REASONS THE GROWTH COACH APPROACH WORKS BETTER THAN SEMINARS

#1 – Retention. Our program is a distributed approach (roughly every 90 days) not a 3 or 4 consecutive day class/seminar. Studies show that retention is very low days and weeks after such a class/seminar but are significantly higher when reinforced.

The Forgetting Curve

The research here isn't exactly new. In 1885, German psychologist Hermann Ebbinghaus developed the forgetting curve. His studies showed how information is lost over a period of time where there is no attempt to retrieve it. If you attend a conference but don't use the information until two weeks later, your brain most likely will have discarded what you learned. – source: *elearningindustry.com*, also on *learningsolutionsmag.com*

Sales Performance International report found that 50% of the sales training content taught is lost after just 5.1 weeks and 84% lost after 90 days. The same report also found that a formalized reinforcement program can see retention rates rise as much as 90%.

– source: *Nuvue.com* article.

Edutopia.com (George Lucas educational foundation) cites recent research that shows using a “spacing effect” and revisiting topics over time improved knowledge retention and understanding.

#2 – Absorbability. Our program presents information in focused chunks not all at once like a 2, 3, or 4 consecutive day class/seminar. This approach has been proven to be more effective

Chunking Down

Also called microlearning, chunking information down into bite-sized nuggets is an effective way to boost knowledge retention. It's been proven that large and lengthy downloads of information are harder to absorb and retain than smaller bits. These smaller chunks are easier to digest and help the mind retain the knowledge easier. Focus on one skill or bit of information at a time and then immediately allow the learner to recall and practice afterwards. Be sure your corporate training program harnesses the power of microlearning instead of massive knowledge transfers all at once. – source: *coreaxis.com*, *talentLMS.com*



#3 – Repetition. Our program uses repetition to reinforce knowledge. We use activities during our workshops to reinforce concepts immediately. Additionally, at the start of each workshop we revisit information from the last one and use activities to reinforce the strategic mindset process. This is exceedingly difficult to achieve in a 3 or 4 consecutive day event.

Repetition is the most potent solution for retaining knowledge at our disposal. It helps take the information from storage in short term memory to storage in long-term memory where we want it to be. – source: *coreaxis.com, Edutopia.com*

#4 – Our Strategic Planner™ - Every 90 days the participants will fill out a new strategic planner which covers 5 goals for the period, what is there current reality, areas to focus on for self-knowledge growth, which relationships will they focus on and their plan on how, priority management objectives for the period, what is their vision over the next 90 days, and which key projects need addressing. This is completed at the end of each workshop before they can leave and checked by our coach. They are encouraged to review this daily to stay focused on what's important. At the next workshop we have attendees pull this out and discuss what worked and didn't work.

#5 – Accountability. We are engaged with the participants over a 12-month span and consistently holding them accountable to the plans and commitments they make using the Strategic Planner. Our programs typically include a structured conversations every 30 days between workshops to reinforce concepts, check on progress towards goals and commitments, deal with specific issues, and to provide motivation in overcoming obstacles.

The American Society of Training and Development found that people are 65 percent likely to meet a goal after committing to another person. Their chances of success increase to 95 percent when they build in ongoing meetings with their partners to check in on their progress.