

Rapid, Breakthrough, Learning Solution™ With WisdomTools Scenarios™

Our Perspective

Training programs have limits including:

1. Costs outside the resources of many sectors, e.g. call centers, education, government, healthcare, hospitality and retail
2. Time and logistical requirements for large scale roll outs
3. Limited ability to generate learning from experience and sharing of best practices
4. Resistance from participants arising out of "that's not how it is here"

Because of these factors, we repeatedly face situations such as:

- Sales and service training so limited it cannot drive consistent delivery of differentiated value to customers nor drive sales.
- Organizations with urgent, time-limited challenges cannot deploy a consistent solution to all employees. Managers and employees develop their own suboptimal responses eroding business performance and brand image.
- Contingency planning is limited to a very few individuals. When a crisis occurs the majority of managers and employees are unprepared increasing risk and disruption.

The Solution

In partnership with WisdomTools™ we can deploy large scale learning efforts rapidly and affordably. Importantly, we do this with a measurable ROI high enough to meet the most rigorous investment guidelines. We deploy a solution for a handful of key employees up to an entire global organization in 6 to 8 weeks. Finally, our learning solution immerses leaders and employees in a scenario told from their point of view set in their real world.

In short, our solution addresses the major limitations of traditional training approaches. You now have a proven way of redirecting, skilling and motivating your people to seize an unexpected opportunity.

Framework

Our framework consists of four actions.

1. Select A Clear Business Result
2. Leverage The Drivers Of Loyalty
3. Define Required Skills & Capabilities
4. Develop & Deploy WisdomTools Scenario™

1. Select A Clear Business Result

Some examples:

- Increase the velocity & size of new deals in corporate banking
- Reinforce leadership skills and confidence to ensure lessons learned from investments in 360° feedback, residential programs, and other traditional development efforts.
- Drive same store sales by increasing shopper conversions
- Compress the R&D cycle

2. Leverage The Drivers Of Loyalty

According to a recent study by IDC organizations will lose an estimated \$31.5B because they fail to analyze the data they have. Whether your success depends on the loyalty of businesses, consumers, students, employees, scientists, government officials or citizens what drives their loyalty is probably in data you already possess. The drivers of loyalty can be found in:

- Win/loss debriefings
- Product trials
- Employee exit interviews
- Surveys
- Market research

If you don't know them, we can quickly help you identify the drivers of loyalty for the people most important to your success: be they inside, outside or both. Once you know these loyalty drivers you can determine the quickest means to capture or expand relationships.

Remember increasing loyalty is one of the strongest drivers of performance.

3. Define Required Skills & Capabilities

At this point, we know your targeted business result and the specific loyalty drivers. Next, we determine the skills and capabilities your leaders and people will need to deliver differentiated value and achieve the business result.

We then pull skill and confidence building tools from any of our core learning systems (e.g. *RBR Sales System™*, *RBR Beyond Service™* or *RBR Workforce Engagement™*).

Tools are customized to integrate with your culture and your processes to deliver consistent customer value.

4. Develop & Deploy WisdomTools Scenario™

In two days working with 5 of your people, WisdomTools™ creative team creates your story. The story of the challenges and opportunities your people face in achieving your targeted business result.

Put into production, this story is developed into a series of episodes. Each episode contains scenes highlighting a particular challenge. At the end of each scene your people are:

- Asked for their points of view
- Linked to your custom tools
- Challenged to offer innovative approaches
- Coached
- Engaged in a discussion of how to make their skills effective in real situations.

In addition, WisdomTools Scenarios™ provides you with valuable information:

1. On-going assessment of people's skills and capabilities
2. Insights into your employees' level of commitment and motivation
3. Identification of new innovations and best practices.

Results

First, you can eliminate the frustrations of a new strategy failing or an opportunity lost because people couldn't be aligned, equipped and motivated quickly enough.

Second, leaders will have more time to lead and coach. Our solution sets the foundation they can build on.

Third, you'll be able to document a valid ROI from your investments in learning.

Here's some examples of the results you can achieve with our *Breakthrough, Learning Solution™*:

- Managing Directors increasing velocity & size of new deals using a new client strategy
- Margins enhanced because account managers negotiate and price more effectively
- Greater understanding and commitment to ethical standards and organizational values
- Same store sales boosted by an increase in average transaction value
- Hiring and retention of more talented people because valuing diversity is embedded in your culture
- Sales and service associates working together to secure and grow client relationships
- Strong stakeholder confidence because your organization set the standard for responding to a crisis
- Rising employee motivation as leaders consistently use core people skills
- Recruitment of superior talent
- Increased brand equity from the consistency with which your people deliver differentiated value.

For more information about our
Breakthrough Learning Solution™
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