

MAKING DEVELOPMENT WORK



Whether you are the CEO of a multibillion dollar business or frontline manager, part of your role is to help your people learn, develop and change their behavior, for both their benefit and to improve your bottom-line.

Yet changing behaviour is tough. Less than 35% of learning gained in training is transferred into real behaviour change back in the workplace. Only 19% of HR professionals believe that the coaching going on in their business is effective. And less than 10% of leaders are confident that development activities lead to lasting change.

Something needs to change. Because businesses spend billions of dollars globally each year on training and development. They need to make the investment work.

So how do you make development work?

The one factor that most researchers agree is the most important for the success of development activities is context – what happens outside the training and or coaching room.

As the single biggest part of this context is people’s relationship with their manager, the key to making development work is helping managers to support people’s development.

But managers are busy, with little spare time for new, ‘extra’ tasks. And it isn’t clear what is meant by ‘context’, or how exactly it can be optimised to support development.

Or at least it hasn’t been, until now. Drawing on leading-edge research and working in conjunction with IMD business school, YSC have developed a new approach to development that addresses this critical issue.

The end result is developmental processes that have a far greater chance of being translated into real and sustained behaviour change.

The Solution

For the past 5 years, YSC has been developing a new approach to development. It provides leaders with simple, but effective techniques that they can use day-in, day-out - without a big

investment of time – to make sure development activities lead to real and lasting behavior change.

Two modular programmes are available – an Essential Skills course, and an Advanced Techniques course. Precise content can be tailored to the needs of each individual business, but typical content may include:

Essential Skills

- Identifying effective development goals
- Development planning done right
- Creating and maintaining motivation to change
- Making and breaking habits
- Using social support

Advanced Techniques

- Creative incentives
- Nudging techniques
- Boosting will-power and resilience
- Building confidence
- Developing mindfulness in others

Each programme is available as a ½ day training briefing, a 1-day workshop, or a full two-day course, depending upon the degree of input required.

	½-day Training	1-day Training	2-day Workshop
Modular format – can be tailored to meet the needs for each firm, group or individual leader	✓	✓	✓
Free copy of the book: Changing Employee Behavior	✓	✓	✓
Clear how-to technique instructions	✓	✓	✓
Brief sessions to demonstrate techniques		✓	✓
Full practice sessions to help embed techniques			✓

For further information please visit www.ysc.com or contact us at: info@ysc.com