

WHITEPAPER

Learn. Experience. Act!

*That's how you truly
change your behaviour*



The Influence Company

Introduction

Learning by Doing

In a society where collaboration is becoming increasingly complex, good social skills are crucial. In fact, these skills will become even more important in the years to come. We prefer to call them “power skills”: communicating, collaborating, giving feedback, setting boundaries, inspiring... Because in our work we need colleagues, managers, team members and advocates to achieve our goals. No one can do it alone.

Under these circumstances, it's nice to be able to read, react and anticipate situations, just like in traffic. But how do you learn these skills and make new behaviour your own?

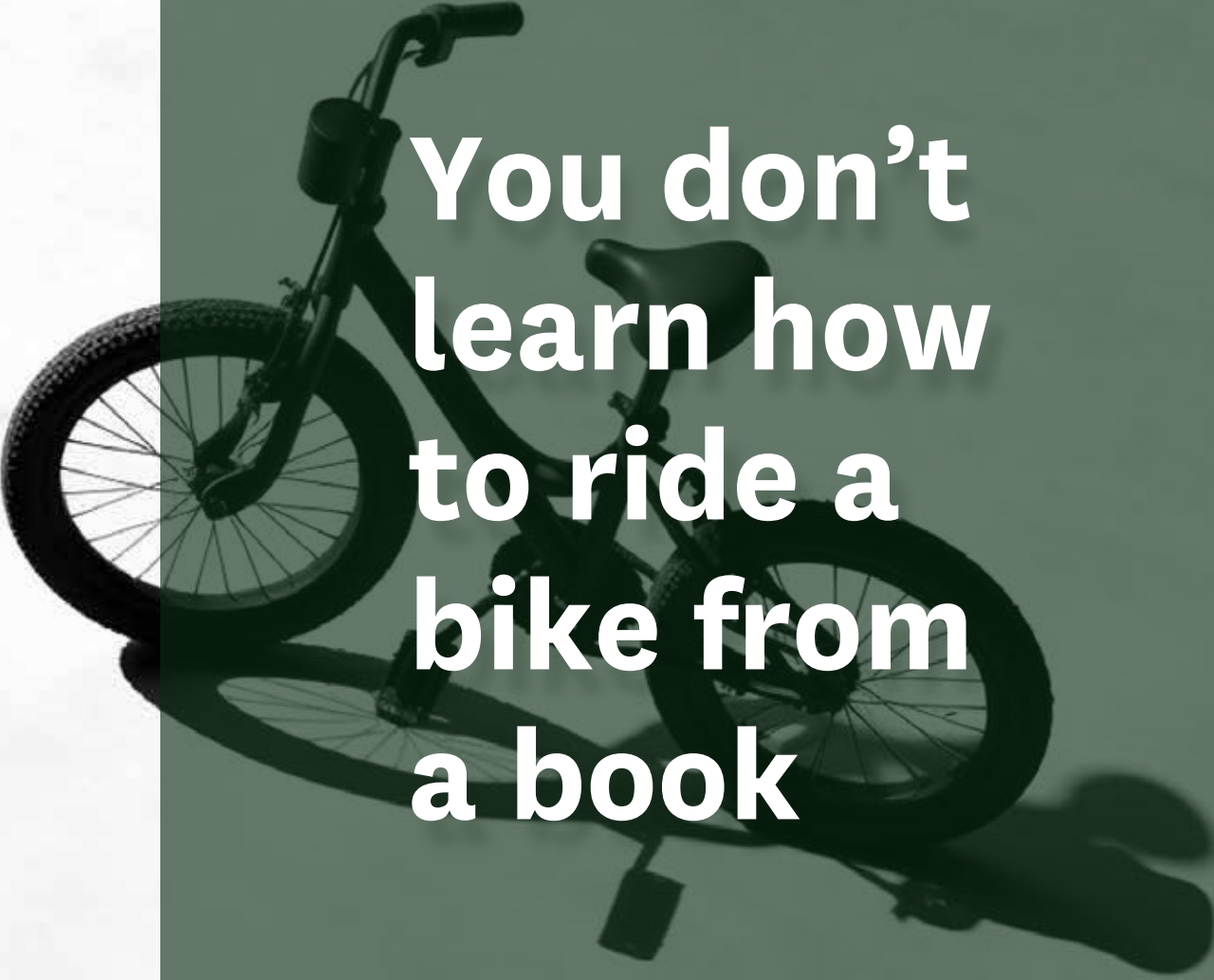
As far as we're concerned, the value of learning isn't about acquiring knowledge, it's about applying it. For us, learning something new only makes sense if you can put it into practice and improve your performance. It's about doing things differently tomorrow than you did today. That's what matters.

Problems in working together can be a source of frustration. Dominant or invisible colleagues, people who constantly put up resistance, gossip, conflicts... It can lead to absenteeism and staff turnover. But did you know that all this can be avoided? Because working well together can be learned and is easier than you think.

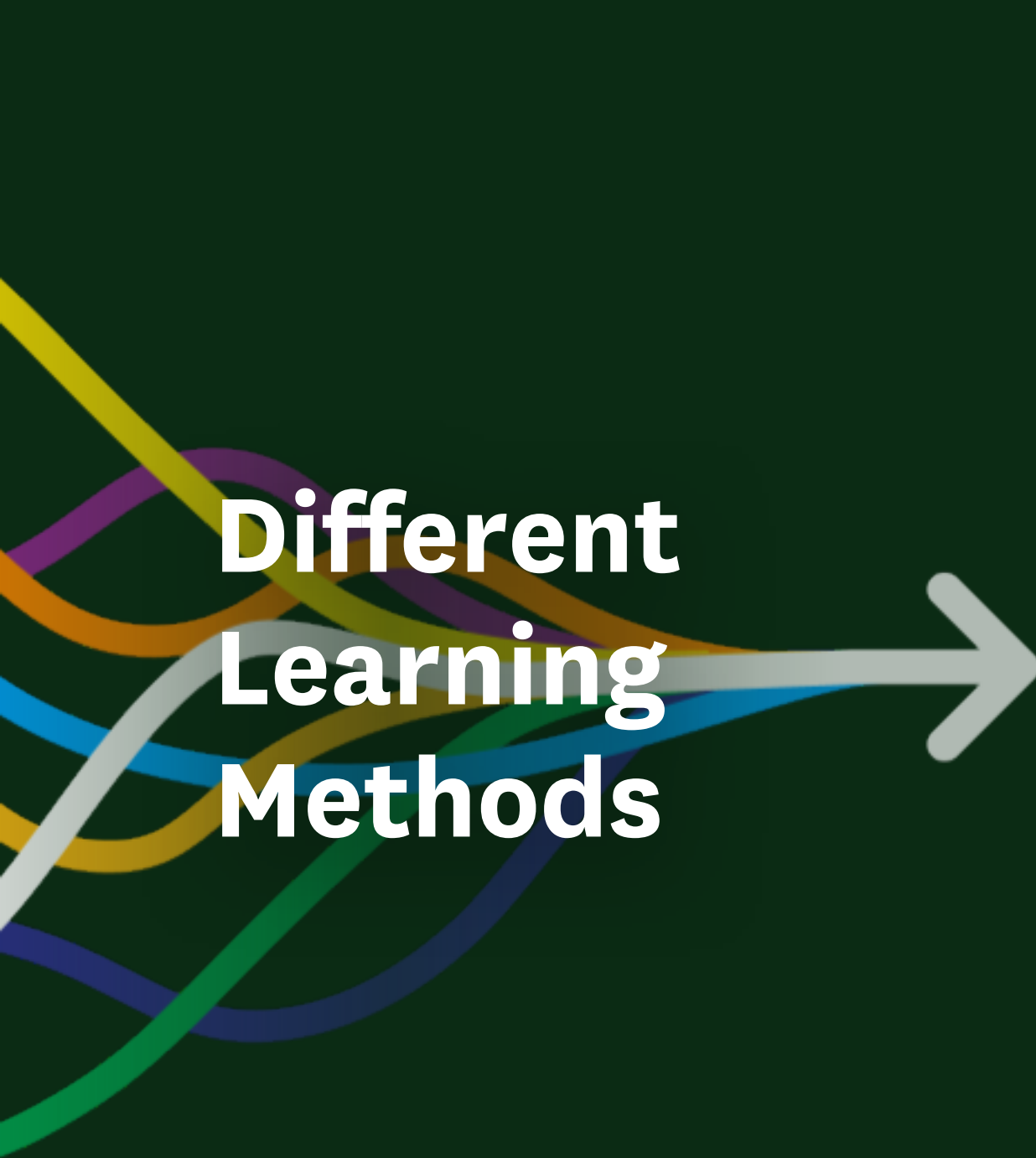
You just have to put some serious time into it. Perseverance, self-reflection and breaking out of your work bubble are essential! And that's exactly where the problem lies. These days, learning has to be fast, digital and, above all, cheap. That's fine for knowledge acquisition and instruction, but not if you want to prepare professionals and future leaders for tomorrow's responsibilities. That's when you need insight into your own behaviour and the ability to experience and adopt new behaviour.

Isn't it a bit naive to expect our managers to immediately adopt the right behaviour in new or complex situations? After all, you don't learn to ride a bike from a book!

As the most experience-oriented training agency for ambitious professionals, we stand beside them and guide them through today's challenges. Our training participants accumulate a lot of experience, they break out of old patterns and gain new insights. They keep practising until they can confidently apply their new skills in the workplace!



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Different Learning Methods

One learning method is not enough to fully master a new skill. Blended learning is a mixture of different learning methods. Together they provide the optimal learning experience. Our ideal blend is as follows:

- Formal learning involves classroom training that provides you with the necessary theory and knowledge.
- Social learning means learning from group dynamics and from peers in your training group
- Experiential learning is about self-directed learning and practicing with real cases from your work .
- Videos and coaching sessions are used to provide immediate feedback and to experience when you are and are not effective in your behaviour and communication.
- Bitesize learning is learning through video, which you can continue to use after the training to refresh your knowledge and continue applying your skills in practice.

Digital Learning Platform

It helps to always have your learning tools at your fingertips. The solution for that is an app: a digital platform that you can use on your phone or tablet. This gives you access to the tools before, during, and after your training. For example, think of the results of a questionnaire about your behaviour and communication, which your colleagues fill in before their training. Or think of videos where you have to assess which type of behaviour you observe and immediately see if your answer is correct. These kinds of tools are good to have at hand at any given time during and after the training programme. We have developed our own app for this purpose: the Influence Hub®.

70:20:10 Principle

We believe that learning is a continuous process and that it helps to have learning resources close at hand. That's why we follow the 70:20:10 principle. This

principle is a result of research by Charles Jennings. This Australian authority on learning and development, emphasises the importance of informal learning. It means that in your life, you learn 10% through formal study, 20% through interaction with other people, and a significant 70% through practical experience.

We adhere to this principle in our training programmes in the following way: We deliver the 10% through formal learning and you actively participate in the 20%. The most important part, however, is putting what you've learned into practice. We always recommend that you systematically integrate what you've learned into your work practice. This includes continuous practice and incorporating your training experiences into discussions with your manager and your personal development plans.

1

Individual Learning in a Group

We believe in self-directed learning. This leads to the highest level of engagement and the most significant impact in practice. It means you have a lot of say in what happens in your training. You choose your own training objective: what are the recurring problems you face that you want to solve once and for all? You also decide on your own learning style and the practical case you use. As a result, the training experience can be very different from one person to another.



Learning Objective

During the training programme, for example, person A may want to become more assertive, while person B may want to become less dominant. One person may start out using a particular communication style extensively, while not using another style at all, and someone else may do the exact opposite. In this way, you learn with and from each other, practising with different personalities and situations.

Learning Methods

Everyone has their own learning style. Some prefer to observe how others do something and imitate that behaviour, while others prefer to try it immediately or want to understand the theory behind it first. A wide range of learning methods is needed to cater for these preferences. Which method suits your learning style?

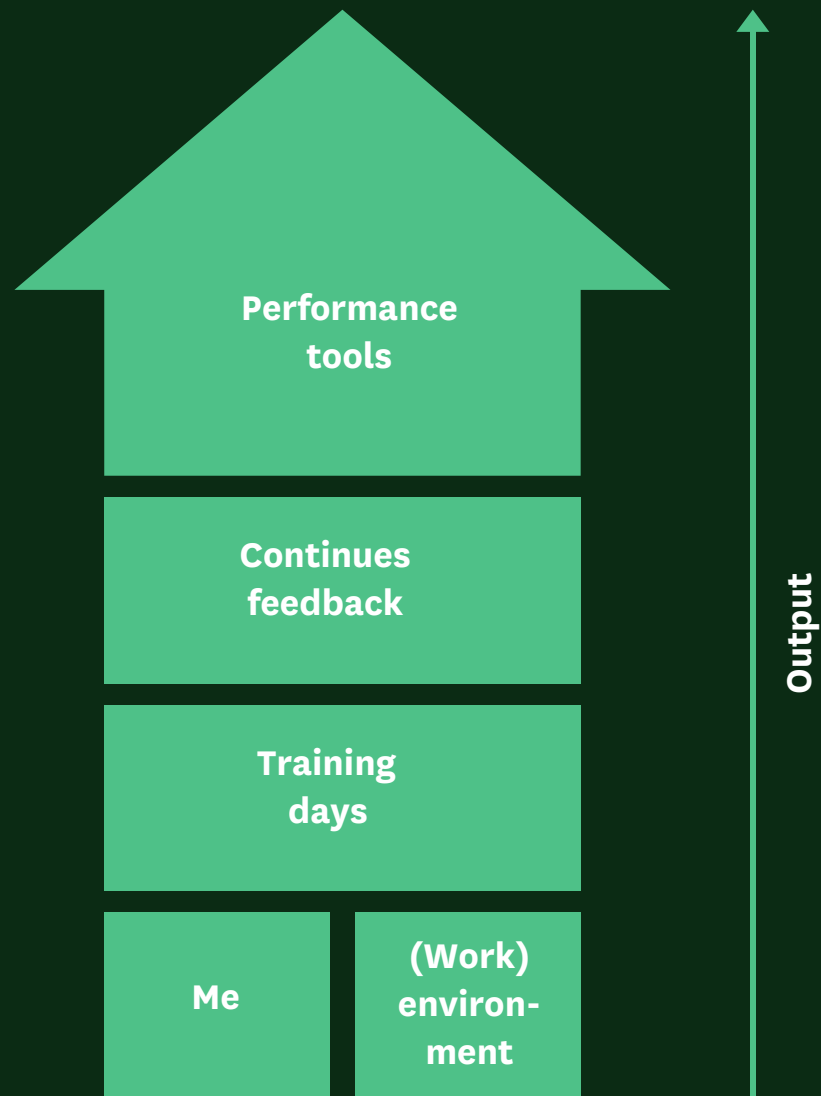
Practical Case

In your training, you'll be working towards your own case, a challenging situation from your own work practice. One participant may work in a law firm and want to become more convincing in one-on-one conversations, while another may work at a bank and aim to reduce team conflict in meetings. Completely different learning needs, completely different training experiences.

2

Practice Based Learning

You will get the most out of your training if you focus on your work situation. You choose a specific situation in which you face a problem. For example, you want to motivate and inspire your (project) team. Until now they have been resisting and lacking energy. In the training you want to find out how to convey your enthusiasm in a way that gets people involved.



Preparations

Involve others from your work environment in the training. How can you do this? For example, by getting feedback from colleagues and others around you. They can answer questions about your communication and behaviour. With this input, you'll know where your strengths and weaknesses lie, so you can work on them during your training.

During and After Your Training

As mentioned earlier, your case is an important part of the training itself. After the training, it's all about applying your new skills in your daily work. We have useful tools for this. For example, there is an e-learning module where you practice reading other people's behaviour. Or you can work with a coach on how to prepare for a particular conversation or situation.

3

Learning by Doing

Continuous Feedback

Many organisations offer short video learning modules on various topics. This is a great addition to other training methods for quick and easy access to knowledge.

However, real behaviour change can only be achieved if you receive feedback. Then try a different approach and get feedback again. Repeat this until you have really internalised it, until you experience for yourself: hey, this works for me! So, you really need to take the time to build this foundation using different learning methods.

Think of a step counter or activity tracker: when you see the immediate results of your behaviour and get feedback, you adjust your behaviour. If you want to learn how to collaborate more easily and enjoyably, you won't get there by watching a five-minute video. It's about stepping out of your work bubble, taking time to reflect, practising a lot, and internalising your new behaviour. That's why our training programmes are active and intensive. 20% is theory, 80% is practice.



Diagnose, Discovery, Action

In a training focused on behaviour change, you go through the process of Diagnosis, Discovery, Action. You start with a Diagnosis: what am I doing now? Then you dive into the theory and discover alternatives, how you can do things differently. After that, you work with those alternatives: you take action! Next, you receive feedback from your trainer and peers, which leads to another diagnosis. You reflect again and gain new insights into how to be more effective. Finally, you practice with these insights by taking action again.

Making Mistakes is Allowed

It's only by practising and making mistakes that you can break free from established patterns. During an exercise, you can start over as many times as you need to. This is only possible in a safe environment where you feel comfortable being vulnerable. This allows you to be open and take risks, so that you can get the most out of your training.

The Four Phases of Results-oriented Learning

Behavioural change doesn't happen overnight. The more time and effort you put into your training, the more sustainable the results will be.

1. In one day, you can learn something new.
2. In two days, you can put something new into practice.
3. In three to four days you can feel your new behaviour working.
4. In five to six days, you can actually change your behaviour.
You are convinced that it works for you, and you have embedded your new behaviour.



Time Investment in Your Training

The key point is that you don't change your behaviour in one day; at that point, you've only absorbed the theory. There is no visible effect in practice, except that you might know some new words. If you train for 5 days, you become convinced that you can apply your new skills. This yields the greatest impact in practice.

In other words, the effect depends mainly on the time you invest. If you invest 10 minutes, you can be sure the effect will be 0. If you invest 5 days, you can be sure the effect will be greater than if you invest just 1 day. During our training there is an "aha" moment when you discover: "I need do this differently!" This takes time. Why do I do what I do? What are my limiting beliefs? You'll try and try again. You'll keep trying until it clicks. That's why people often remember they did our Influence and Insight® training 15-20 years later. The impact and experience are profound; you see the same reality through a different lens.





Premium Training Programs for Professionals

With our vision of learning, we ensure that as a participant, you genuinely do something different tomorrow than you do today. We combine this with a solid program structure, highly experienced trainers, inspiring training locations, and the latest techniques to practice with. This makes training an impactful experience where you not only learn new behaviour but also genuinely experience its effects. Only then will you apply it in practice.

Every year, hundreds of people attend our multi-day training programmes to learn how to be more effective in their behaviour and communication. A remarkable 85% of them recommend The Influence Company to others. What do you want to learn?

Experience for yourself how to achieve more in your work and choose what you want to develop in:

START HERE

If you're not sure which training is right for you, book a free, no-obligation one-to-one phone call with one of our trainers. Together, we'll find the training that matches your goals!

Colophon

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Contact

The Influence Company

Olmenlaan 4

3833 AV Leusden

Netherlands

+31 33 434 58 00

customerservice@influencecompany.com