



# Training Assessment Development Model(TADM)

The entire reason behind the training is to change the behavior of person. That's what a client will expect through a training. When you engage/enroll with NLP Coaching and Leading, our utmost concern is to reach that level of expectations.

The challenge is that behavior has two components: what we're able to do both physically and mentally and, more importantly, what we're willing to do. Most companies don't understand the distinction, and their training programs reflect that problem.

Here are two key reasons training programs fail.

1. Companies assume that training is the answer to a performance problem without first conducting a training needs analysis. Training for the sake of training, without a goal, is the number-one reason training fails.
2. Companies push their training program to create willingness to behave a certain way. Training can't do that. Creating willingness comes down to reinforcement, which is really all about attitudes.
3. Ultimately, training needs to create a willingness to perform and behave appropriately.

Does training change behavior? If I train you on a new skill and don't put a reinforcement plan in place, there is very little incentive for you to use your new skill.

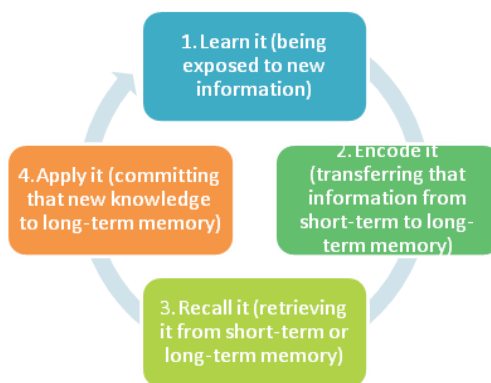
## What is training reinforcement?

Training reinforcement involves providing strategic content as a training follow-up, using the spacing effect to help the brain recall information and transfer it to long-term memory. Post-training reinforcement supports behavior change and on-the-job application by increasing a learner's retention of knowledge gained during training.

Cynthia Clay describes the learning process in these four steps:

When employee training only addresses the first step in that process, and the learner needs to use the information several days later, a lack of training reinforcement means they won't be able to recall what was learned and use it on the job.

Without training reinforcement, the brain has no indication that the information learned is important to keep, and its natural cognitive processes will flush that information away instead of transferring it to long-term memory for future use.



“Indeed, although corporations spend millions of rupees a year on training, this investment is like pumping gas into a car that has a hole in the tank. All of your hard work simply drains away.”



## How much do people forget after training?

While there are several factors that go into the amount of forgetting that happens after learning something, the research indicates that people forget approximately 50 percent of training within just one hour, and 70 percent at 24 hours. Within 30 days, that amount of forgetting increases to 90 percent.

### How can we make sure employees will retain what they've learned during training?

To ensure training isn't forgotten before employees have a chance to use what they've learned on the job, you'll want to use Ebbinghaus' theory of spaced retrieval. This means sending "boosts" at periodic intervals after training.



The brain will naturally forget what it isn't using, so to prevent that from happening, a boost will force the learner to recall the training, and signal to the brain that this is important information worth keeping.

With this kind of process, you can systematically help your employees to move training from the "forgettable" short-term memory into the long-term memory. That's how they'll learn new skills and improve performance.

Reinforcement programs can come in different forms. They could include non-monetary incentives, bonuses or a game with a reward. The key is to focus on accountability after training to help people change their behavior. We must ask, "What barriers might already be in place that keep people from exhibiting the desired behaviors?"

In any behavioral change program, there should be organized and frequent contact between supervisors and employees. When there is, employees know that they will be expected to exhibit the behaviors they have been trained on. The next step is to eliminate any obstacles that discourage the desired behaviors.

Ultimately, I believe that if there are performance problems in the workplace after training has already been introduced, that means that somewhere along the way, some of these basic behavioral principles have been ignored. The culture of the company is what will really determine the level of success of a training program.

These are the key mistakes that companies make that result in failed training programs. I encourage you to look at your own training programs and company culture. Are you sending conflicting messages? Does your culture encourage the right behavior change? Do you have effective incentives in place that sustain that desired behavior shift? Answer these questions to ensure training results in behavior change.

Hence, training can do only about 40% and the rest will be based on the reinforcement. That is the very reason one needs to focus more on TADM



We believe this will connect the objectives and outcome to explore and to adopt the new learning.

## MEET THE LEAD TRAINER

### Mark Thrimawithana

Mark is an award winning Marketer and a Corporate Trainer having 23 years of experience in Banking and Finance. He is a Certified NLP Trainer, NLP Master Coach, NLP Master Practitioner and NLP Master Time Line Therapist, certified by the American Board of Neuro Linguistic Programming (ABNLP). He is a Counselor and holds a MBA (MKT), MSLIM, MCPM and CPM Asia.



T: +94 773 088 643  
E: [mark@nlpleadingandcoaching.com](mailto:mark@nlpleadingandcoaching.com)  
Mark Thrimawithana  
W: <http://nlpcoachingandleading.com>