

LETS MAKE
TRANSFER
HAPPEN



TRANSFER
FAST TRACK

The fastest and easiest way
to even more effective training

A program offered by The Learning Gym in collaboration with The Institute for Transfer Effectiveness

YOUR GOAL & ASPIRATION

You and your team want sound answers to the following questions:

1. How can we quickly make our training & development programmes **even more effective**?
2. What does **transfer success** depend on?
3. How can we get our internal and external **stakeholders** on board to make more transfer happen?
4. Which transfer **quick-win tools** can we use in our company as early as tomorrow?

and they want answers that are **research-based, practically proven** and **easy to implement**.

TRANSFER
FAST TRACK
(Inhouse for your team)

MAKE MORE
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TRANSFER FAST TRACK

3h Live Online Session
max. 8 participants

incl. personal Transfer Fast Track Box
für every participant (sent via post)

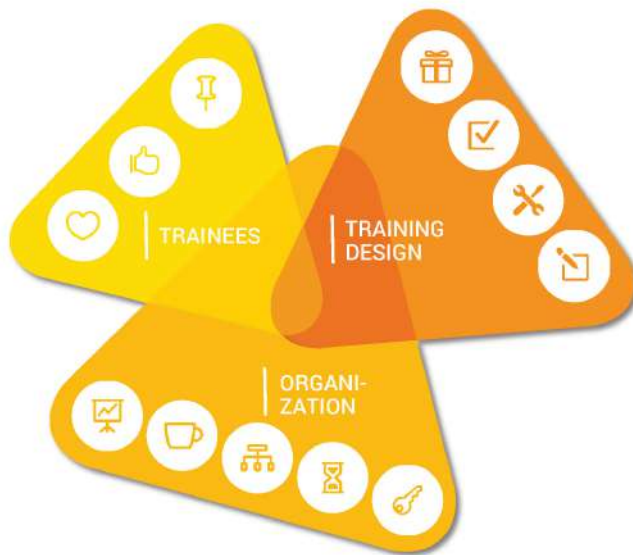
After only 3h live online session,
your team will be able to say...

- We know, what **transfer success** depends on and how we can systematically manage it.
- We have more than **50 best practice tool ideas** that we can use to increase the effectiveness of our training programs.
- We have a great method to easily win over our internal and external **stakeholders** to commit to transfer tools.
- We can **immediately start** making our development programs even more effective.

The science behind it 12 LEVERS OF TRANSFER EFFECTIVENESS®

Based on over 120 years of transfer research, Dr. Ina Weinbauer-Heidel identified 12 factors on which transfer success depends – the 12 levers of transfer effectiveness ®.

- They are significant determinants and predictors of training transfer.
- They can be influenced and managed by transfer-promoting tools & measures
- More practically speaking: These are the **crucial questions that transfer professionals ask** in order to systematically manage transfer success



TRINEES

01 Transfer motivation

02 Self-efficacy

03 Transfer volition

TRAINING DESIGN

04 Clarity of expectations

05 Content relevance

06 Active practice

07 Transfer planning

ORGANIZATION

08 Application opportunity

09 Personal transfer capacity

10 Support from supervisor

11 Support from peers

12 Transfer expectation in the organization



known from

LEARNTEC

WHAT PEOPLE SAY

Rolf Portmann

Roche Diagnostics
International AG

"Very good, lots of input, and more importantly, lots of inspiration for this hugely important topic. The whole process from A to Z was very professional as well as personal."

”

Gitta Stockmann

AOK Baden-Württemberg

"Sustainable investment in the meaningfulness of L&D and a great way to quickly and effectively justify long-term cost management of input and outcome with the client."

”

Julia Rimmele

Boehringer Ingelheim Pharma

"The sleeves are rolled up and I am really keen to start using the transfer tools. Effective because Ina provided us with "hands on" material, and I can start with small steps. Pure admiration from my side at this point!"

”

Really blew me away!

The Transfer Fast Track really blew me away. We have always been creative, but thanks to the workshop we are bubbling with ideas! Chapeau Ina!
André Hachfeld (KONE AG)

I am enthusiastic

Innovative ideas, theory and practice and a founder who totally carries you along. I am thrilled.
(Hisham Nazmy, University of Applied Sciences Hof)

Now I know

how to make a difference
Fresh and inspiring! As a manager I got a good feeling how my team can make a difference. In addition, I got tools for direct application that are fully compatible with my experience.
(Thorsten Ryu, Migrolino)

YOUR INVESTMENT

in the effectiveness of your training

TRANSFER FAST TRACK

- 3h Live Online Session with your team
- Personal Transfer Fast Track Kit for every participant
- the book "What Makes Training Really Work"
- 50 best-practice tool ideas for your next training
- the 12 Levers of Transfer Effectiveness Card Set
- 48h Demo Access to the Online Transfer Toolbox
- Transfer News as implementation companion

Fast Track Fee (max. 8 participants)	€ 1.900,-
plus. Material € 79,- per participant (incl. shipping)	€ 632,- (for 8 participants)
Transfer Fast Track (for 8 participants)	€ 2.532,- plus TAX*

*EU, Swiss & UK - Tax-free due to reverse charge procedure
Unless otherwise agreed, the GTC of the Institute for Transfer Effectiveness apply.

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YOUR HOST

for your Transfer Fast Track



Melanie Martinelli

is a specialist in Learning Solutions and passionate about researching and implementing the latest and most relevant trends in the L&D industry. At her company, "The Learning Gym", Melanie helps L&D professionals build, stretch and tone their learning muscles and is especially passionate about the topic of LEARNING TRANSFER & TRAINING EFFECTIVENESS. She brings her 17 years of experience in designing, delivering and evaluating to create learner-centric and engaging learning interventions linked to performance.

Contact: melanie@thelearninggym.co



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ABOUT the Institute for Transfer Effectiveness

At the Institute for Transfer Effectiveness, thinkers, doers and critical minds from L&D research and practice passionately pursue a common goal: to **increase the transfer success** of training and development programmes.

To this end, we conduct **intensive research** on the factors influencing transfer effectiveness, develop scientifically sound tools and interventions and test them in practice.

We also build this bridge between research and practice the other way round: we do not conduct research as an end in itself, but investigate exactly what is helpful in practice. The results are **practicable hands-on tools and useful best-practice solutions based on sound findings**.

If transfer effectiveness is your personal aspiration, you have come to the right place. Visit us at www.transfereffectiveness.com or contact us at office@transfereffectiveness.com