

THE SECRETS OF LEARNING TRANSFER

*How To Help Learners
Apply What They Know*

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The Life Science Learner: Jack-of-All Trades?

How can you prepare your
learners for the field?



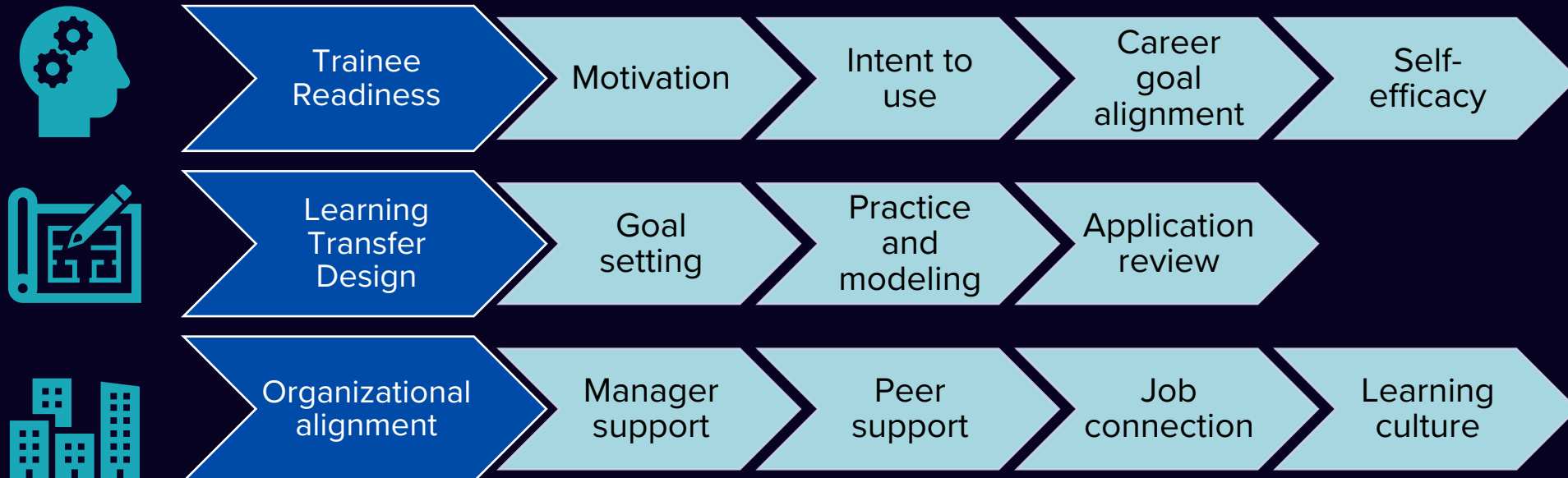
What is Learning Transfer?

“The use of previously acquired knowledge and skills in new learning or problem-solving situations”

—Steiner, International Encyclopedia of the Social and Behavioral Sciences

Learning Transfer Model

Factors that influence learning transfer



SECRET #1

Start with the End in Mind

What do you want your
learners to be able to do?

*Grow new
business by 10%*



*Master a consultative
sales approach*

*Support new
product launch*



SECRET #2

Context Matters

How similar is your learning context to your performance context?

SECRET #3

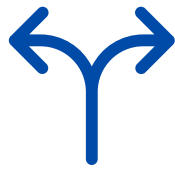
Inspire Motivation

What value does this training hold for the learner?

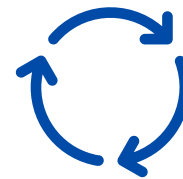


SECRET #4

Create the Right Conditions



generalization



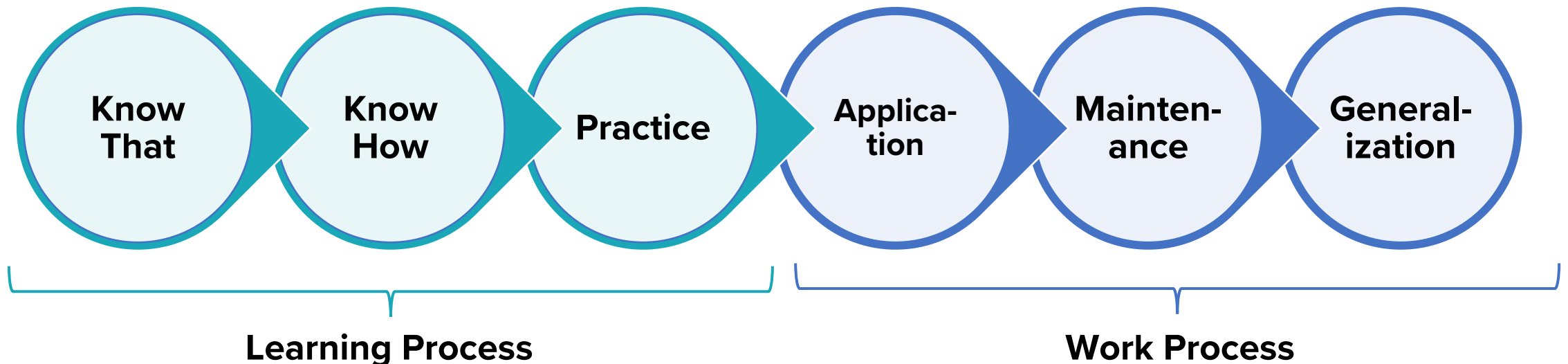
maintenance

SECRET #5

There's No Magic Moment









Transfer Distance Conceptual Model
Holton & Baldwin

Myth: Learning transfer is a one-and-done deal
Reality: Learning transfer happens continuously

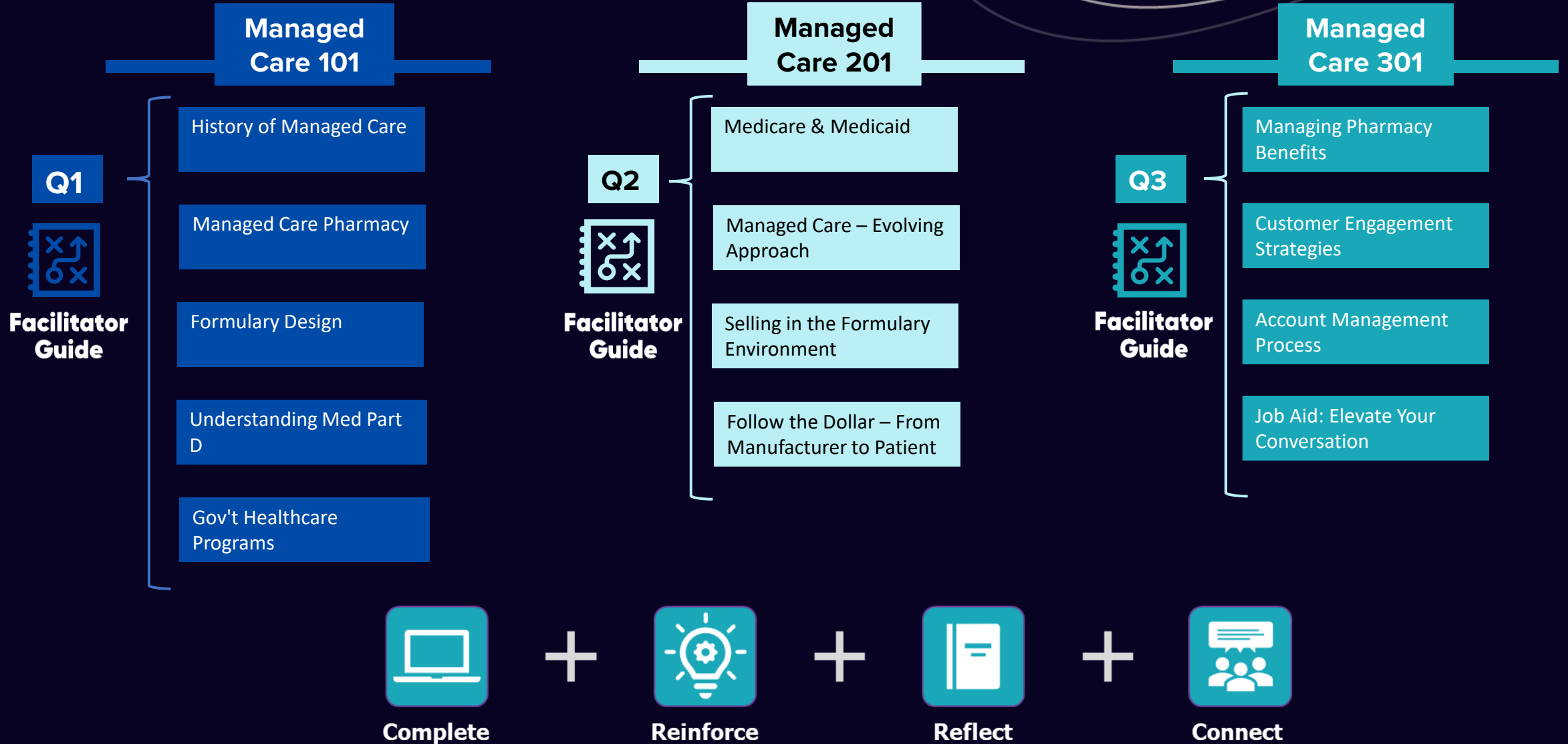


How do you Support Learning Transfer Throughout?



 C Cohort Programs	 M Mentorship Programs
 L Learner Guides	 F Facilitation Guides
 S Scenario Based Learning	 B Application Tools
 C Coaching Tools	 A Train the Trainer Tools

Client Example: 2023 Managed Care Training Program Overview





Questions?

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Learning Transfer Worksheet



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