



Building and Implementing Programmes that Achieve Results

AIDEF: The Process

Egyii treats learning and development as a five stage process to ensure that business results follow initiatives.

- **Align** the learning to desired business outcomes and target behaviours
- **Involve** everyone in the design of a holistic learning experience
- **Deliver** using the right tools and practicing 80% of the time using realistic scenarios
- **Embed** through active support and reinforcement thru direct managers
- **Form** learning groups to act on barriers that impede performance

Result: Each initiative translates to a measurable execution by learners which produces concrete business results.

Best Practices: The Participants Learning Experience

To be competent at any skill learners need to:

- Understand the skill both conceptually and behaviourally
- Have opportunities to practice it
- Get feedback on performance
- Use the skill to integrate it into their behavioural repertoire back in the workplace.

Team Egyii's tried and tested approach through years of experience has been developed to encompass the most effective learning dimensions to achieve sustainable behavioural change in your sales team.

To help participants acquire the skills, each sales module follows these steps:

- Review of learning outcomes and behavioural standards and how they relate to enhanced performance in the business
- Run a Self Assessment Exercise to obtain a baseline performance level
- Present Skill Concepts– either through experiential learning activities, case studies or presentations



- Perform a modeling exercise that allows participants to observe others exhibiting the desired skill behaviours
- Practice application of skills and behaviours in structured activities based on realistic job scenarios
- Give the participants feedback using the behavioural skills standards checklist to sign off as an indication of their level of mastery
- Provide opportunities through application questions to check how skill behaviours relate classroom learning to real life situations
- Set to Personal Action Plans to identify the development of specific personal behavioral changes to transfer knowledge and skills into the workplace

"I understand best when I hear, see and do!"