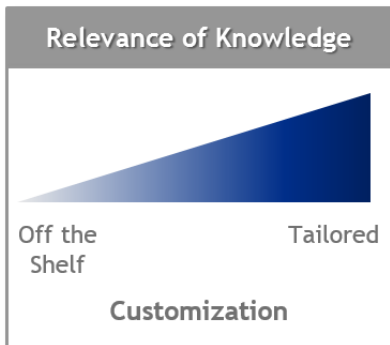


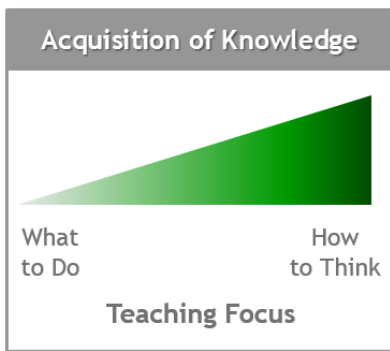
How do you demonstrate the return on investments made in learning? Our 30+ years of experience in helping clients build project management capabilities suggest that managers make their decision to invest in a learning program based on the answers to four key questions:



How RELEVANT is the material being taught to the work my people do?

When the goal is to improve an organization’s performance, learning programs must be clearly relevant to the work people do. While generalized, off-the-shelf training programs are popular, they cannot be fully relevant; success is usually associated with participants taking away one or two “nuggets” or new ideas.

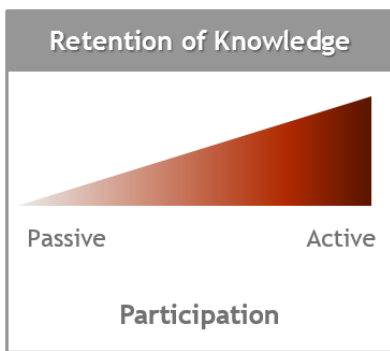
Westney Knowledge Roadmaps™, although based on industry best practices, are customized to the specific systems, processes, and learning objectives of the organization. They may be used to codify the current way of doing things, or to change/improve the way people think, communicate, plan, and execute.



How much knowledge will they ACQUIRE during the time they spend in training?

Management wants to maximize the amount of knowledge acquired for the time invested in learning. Participants in conventional training programs typically experience a classroom setting with presentations, exercises, discussions, and tests focused on what to do and how to do it.

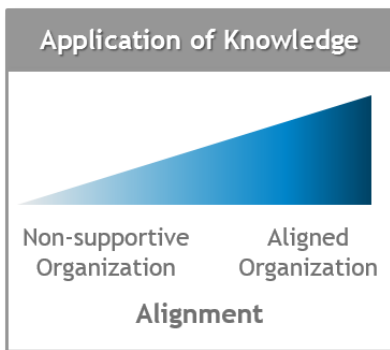
Westney Knowledge Roadmaps™, based on proven principles of cognitive learning, redefine learning objectives to focus on teaching the participants *how to think critically*. This form of learning greatly improves knowledge transfer, increases buy-in to company processes, and provides knowledge with much broader application.



How much of what they learned in class will they RETAIN?

Every instructor knows the expression: “Tell me and I forget; show me and I remember; involve me and I understand.” The challenge in conventional training is that “involvement” consumes a lot of time, and often provides the most benefit to the small number of participants who feel comfortable engaging.

Westney Knowledge Roadmaps™ are implemented using a proprietary learning software called Comprendio™. Participants engage with the software throughout their training as they become aligned with the expert view, which ensures that they will retain what they have learned as they return to their jobs.



How much of what they learned in class will they consistently APPLY on the job?

The real return on the time and cost invested in a learning program is the extent to which mindsets and actions are truly changed. At Westney, we believe that the best way to change the way people work is to change the way they think. Application of this improved thinking requires that everyone in the organization share the same understanding, so that the new ways of working are supported and rewarded.

Westney Knowledge Roadmaps™ and Comprendio™ software feature alignment metrics that ensure that, when the training is over, the thought models of all participants are aligned and everyone is motivated to work in the new, better way.