



# Goal Driven Training

The purpose of learning is to help you achieve a better result and ultimately, a better life.

Your value to a business and customers is hinged on the service you provide and the outcomes you can deliver. The more competent you are, the better your ability to produce superior results.

Whether it is a chef, a front desk associate, a billing specialist, a doctor, a manager, or a CEO, there is a world of difference between the excellent and the ordinary. Ordinary, sooner or later, fails.

The only way to achieve great results is to become an expert in your skills and work with others who are also experts.

## Scale of Competence

There are many scales of competence. In martial arts, there is the belt system, from white and colored belts, to the black belt and beyond. In the trades, there is the apprentice, journeyman, and the master.

Here is a sample scale of four levels, rising from incompetence to competence.

<b>Unconsciously Competent</b>
<b>Consciously Competent</b>
<b>Consciously Incompetent</b>
<b>Unconsciously Incompetent</b>

We all have many roles in business and life. You can list these roles and note the ones you are more competent in. In the office, you may be an expert on the front desk, but you know you stumble on insurance. Likewise, you may have your billing codes down, but shirk from marketing.

Good training helps you improve your competencies so you can create better outcomes in whatever role you train in.

## Obstacles to Learning

I have been trained, and I have trained others. In the process, I have noticed some initial obstacles to learning. Here are 4, among others, to watch out for.

1. **Know it all.** There is a Japanese term called *Sho Shin*. It means *Beginners Mind*. Even though you become accomplished at something, such as a Black Belt in a martial art or a master at the violin, you should always have a beginner's mind. There is always more to learn.
2. **Learning takes work.** Training requires effort and discipline. It may be uncomfortable. You may become disappointed or discouraged when you don't understand something or can't do a procedure well. It may take extra study or practice, and you may have to give up some time off. But sooner or later, you will get what you are trying to learn and you'll have improved. You are on the road to mastery!
3. **Lose track of the goal.** It is possible to get lost in the learning process and lose focus on the outcome and reason for studying.
4. **Information and application.** You can get one-sided, spending too much time on understanding the information and not enough time working on the practical application. Conversely, if all you do is work on an application, you will miss some of the principles behind the procedure. Both are needed: information and application.

## The Learning Pyramid

Our approach to learning weighs heavily on practical application. This means interacting with what is being presented by yourself and with others.

The Learning Pyramid\*, often attributed to the National Training Laboratories in Bethel, Maine, illustrates the percentage of knowledge retained through various learning methods. Here are the typical percentages associated with each method:

1. Lecture: 5%
2. Reading: 10%
3. Audio-Visual: 20%
4. Demonstration: 30%
5. Discussion: 50%
6. Practice by Doing: 75%
7. Teaching Others: 90%

In our training, we use all 7 methods.

## The Goal Driven Approach to Training

There are many theories about learning. Look up "learning" on Amazon, and 50,000 titles will come up!

Our approach to learning is practical and simple. As with all things in the Goal Driven System, we define our goals first. But before we do this, we make sure that we are prepared to learn. Then we get the information, and then work with it.

Our approach to training goes like this:

1. We get our ego out of the way.
2. We find out the goal of the information – what it is designed to do.
3. We get the information.
4. We then work with it and in real life so we can use it.

### 4 Steps of Goal Driven Training

1. **Start with a *Beginners Mind*.** Humility. No bias. Be curious. Be humble.
2. **Determine the Goal.** What is the goal of this information? What is its purpose? What is its outcome? What problem does this information it solve?
3. **Get the information.** There are many sources including books, experienced experts, presentations, and videos.
4. **Test and apply the information.**
  - a. See if it makes sense to you, and if so how. If not, maybe dig deeper. See if it applies to your experience. (This is sometimes called "reflective learning.")
  - b. Consider studying the subject more deeply. Get curious about it and research it if you want. Consider past examples. Discuss with colleagues. Connect what you learned to real life. See how to apply it.
  - c. Get quizzed and challenged on how to apply the information.
  - d. Practice the procedure and or role-play with another.
  - e. Make it your own, and integrate it with your growing expertise.
  - f. Teach it. (Teach is to learn twice.)
  - g. Document for future reference and continue to learn.

That's it. The entire purpose of training is improvement to get better results.

The road to mastery is long, but the further you go, the more fun it gets.

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\*The Learning Pyramid - Education Corner. <https://www.educationcorner.com/the-learning-pyramid/>.