

Learning that means Business...

Can training and development drive achievement of your strategic goals?

Can learning be a force that leads your workforce to understand and exceed your customer expectations?

Can learning solve the problems that confront execution of your strategies — even those that should be solved by management action?

Can you hold your employees accountable on their jobs for what they learn in training?

Can you cut cycle time so that learning reaches where it is needed just in time?

Can you quantify the impact training is having on your bottom-line?

The 2KnowBiz Approach to Learning Intervention

Each learning experience constructs a mental model of the reality at hand that includes an approach to deal with that reality, with the three constituents: **Content** (the Artifacts), **Context** (the Direction of Motivation), and **Cognition** (the Thoughts that construct Meaning).

In most corporate learning, the focus is on providing exhaustive and even exhausting knowledge rather than on fostering learning engagements aligned with performance outcomes. The need of the hour is learning that focuses on performance outcomes.

2KnowBiz's **Visually-Aided Learning Insights Design and Development (VALIDD®)** methodology is uniquely geared to increase learning effectiveness. It also results in dramatically reduced development and deployment cycle times. Using **VALIDD®**, 2KnowBiz creates learning insights that are focused on outcomes, centered on engaging the learner's mind, and are performance-oriented.

2KnowBiz Learning Solutions

2KnowBiz learning solutions leverage best practices that integrate business goals with people performance measures through its **Performance-Oriented Learning Engagement Solutions (POLES®)** framework. **POLES®** focuses on learning that means business through an approach that has the following as its cornerstones:

- **Align:** Aligning workforce learning initiatives with business goals to formulate learning interventions that are apt and focused
- **Focus:** Focusing on the four dimensions of any business which can be bolstered through well-designed learning interventions: the employees, the operations, the industry, and the customer
- **Build:** Building high-quality learning courseware that is flexible and adaptable to rapidly changing business contexts and technologies
- **Engage:** Engaging learners in a process of continual learning and on-the-job practice, so that high performance and continuous improvement become the norm



2KnowBiz's **VALIDD®** methodology is uniquely geared to increase learning effectiveness. **VALIDD®** uses Mind-Mapping as a tool throughout its development life cycle, resulting in dramatically reduced development and deployment cycle times.

Performance-Oriented Learning Engagement Solutions (POLES®)

Align: It is vitally important for an organization to align its workforce learning initiatives with business goals to formulate learning objectives that are apt and focused. 2KnowBiz achieves this alignment for maximizing impact on performance through these four approaches:



- **Knowledge-Skills:** To identify the gaps between the existing and the desired knowledge and skills the workforce must possess to perform a job
- **Job-Responsibility-KRA:** To validate the prerequisite responsibilities and measures of performance for a particular job, and determine the additional knowledge and skills required to improve performance
- **Process-Task-Compliance:** To map process non-compliances to learning gaps that need to be closed for cross-functional collaboration and high-quality execution
- **Role-Competency:** To identify workplace behaviors and learning paths that provide a benchmark for exemplary role performance and future career progression



Focus: Focus ensures that you not only close any performance gaps in your organization, but also nurture high performance through appropriate solutions targeting the four key areas of your organization:

- **People:** Effective induction and performance enhancement are critical to people engagement for sustainable long-term results. Our people-focused solutions help foster this engagement.
- **Operations:** We help you roll out new information system or a process in your organization fast and without errors. We also help you train your workforce to comply with the latest statutory regulations.
- **Industry:** 2KnowBiz industry solutions address the learning needs of the high-growth, manpower-intensive industries such as Retail; IT Enabled Services; Technology; and Banking, Financial Services and Insurance.
- **Customer:** We help your workforce focus on doing things right for your customers, and also doing those things that are right by your customers. We help build workforce competencies in acquiring and servicing customers.

Build: Building high-quality learning courseware that is flexible and adaptable to rapidly changing business contexts and technologies:



- **Strategic Learning Architecture Formulation:** This approach helps identify the gaps between the existing and the desired knowledge and skills the workforce must possess to perform a job
- **Courseware Development:** Leveraging globally-recognized methodologies from Bloom, Ruth Clarke, Keller and Gagne, and Information Mapping techniques, we develop courseware that is performance-oriented and focused on outcomes.
- **Performance Calibration:** To map process non-compliances to learning gaps that need to be closed for cross-functional collaboration and high-quality execution
- **Learning Implementation Program:** To identify workplace behaviors and learning paths that provide a benchmark for exemplary role performance and future career progression



Engage: The effectiveness of a learning solution rests in its ability to engage learners in a process of continual learning. Therefore the goal of our engagement solutions is to carefully garner insights and share the best practices among learners to drive high performance and continuous improvement:

- **Technology Services:** Developing, customizing and deploying systems for learner management, content management, training administration, learning content management systems, and communities of practice.
- **Facilitation Services:** Conducting classroom training, blended learning sessions, role plays and workshops, and providing coaching and mentoring, by providing trainers, SMEs and coaches, and the needed infrastructure.
- **Support Services:** Guiding the learner through well-defined learning progressions through counseling, event management and support.
- **Learner Empowerment Services:** Assessing and rating learners at a predefined level of proficiency against internal or external benchmarks by configuring, delivering, and administering tests and analyzing results.

About 2KnowBiz

TKB Learning Services Pvt. Ltd. is a **Workplace Learning and Performance Integrator** based in New Delhi, India with development facilities in Mumbai and New Delhi. Team 2KnowBiz brings several decades of intensive global experience in management, operations and people. Our solutions leverage best practices that integrate business goals with people performance measures through our POLES® framework. Our passion is **Learning that means Business**.

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