



EXPERT PROGRAMME



Taking the right steps towards
optimal performance

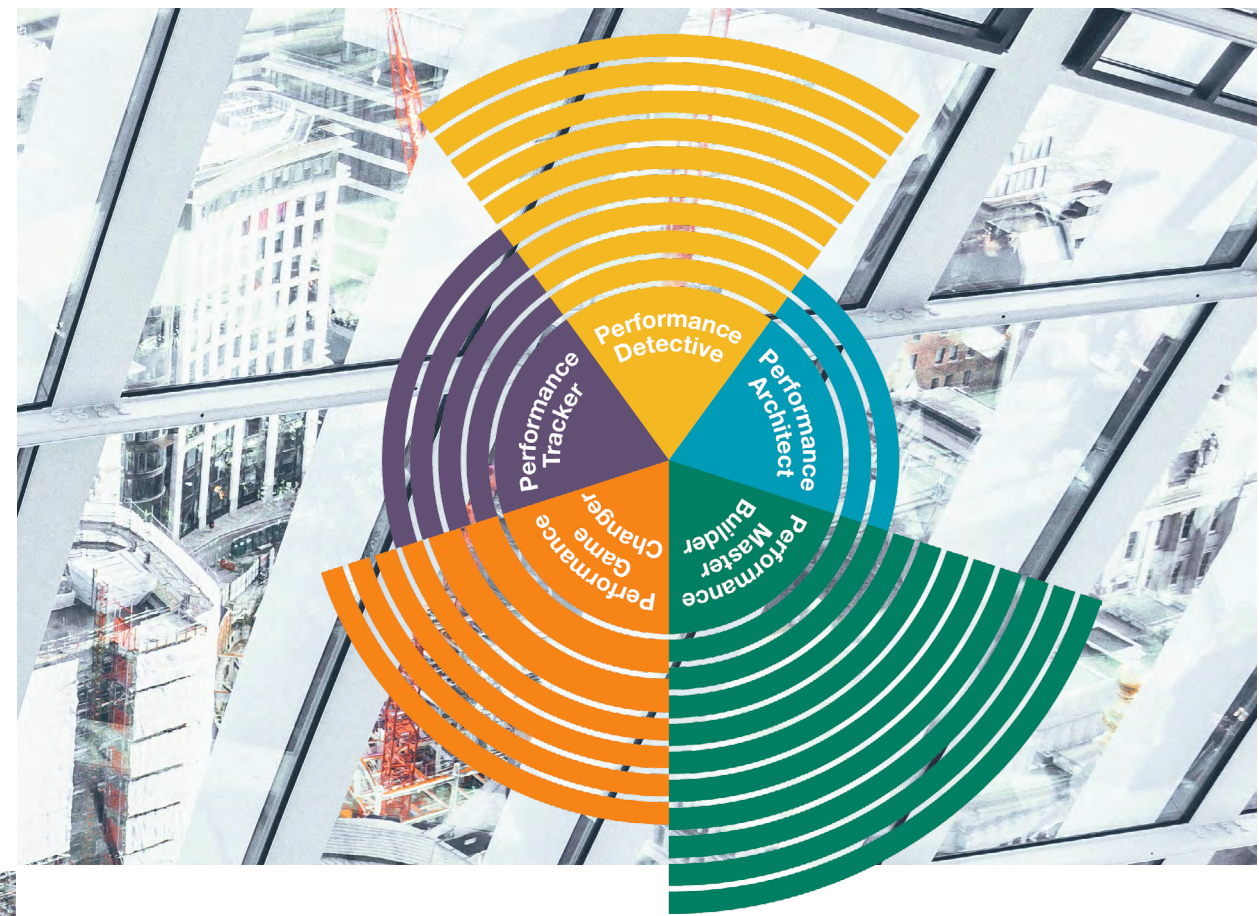


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INSTITUTE
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Help change the future of learning and development!

Organisations cannot afford to ignore change. New technology and services, an evolving regulatory environment, new ways of communicating and working together, and clients' and employees' changing expectations all require us to think and act differently. More than ever before Learning and Development (L&D) realises that it must support learning and performance at the speed of business.

L&D professionals around the world are embracing 70:20:10 to help expand the range of services they offer and connect directly with their organisations' core businesses. 70:20:10 provides a concrete opportunity to make these services relevant and up-to-date by ensuring they enable learning and performing at the speed of business. In a changing world 70:20:10 is creating a new future for L&D and helping ensure the profession stays ahead of the game.



Square the circle with the five new roles for L&D!

We've defined five new roles to equip L&D professionals for the future. The 70:20:10 Expert Programme demonstrates and helps you to use them consistently in your own practice, by:

- Expanding your range of services to include 70 and 20 solutions.
- Working more closely with the business to develop these solutions through consultation with experts and managers, based on real-life situations.

- Achieving measurable business impact, because 70:20:10 solutions increase safety, quality and productivity.
- Reducing the cost of training-related absence compared to traditional formal learning solutions.
- Securing the long-term future of L&D services.

The five defining roles



THE PERFORMANCE DETECTIVE

Carries out a systematic analysis of performance issues including the business itself, its performance and the causes of the issues. The outcome of the analysis provides the input for the Performance Architect.



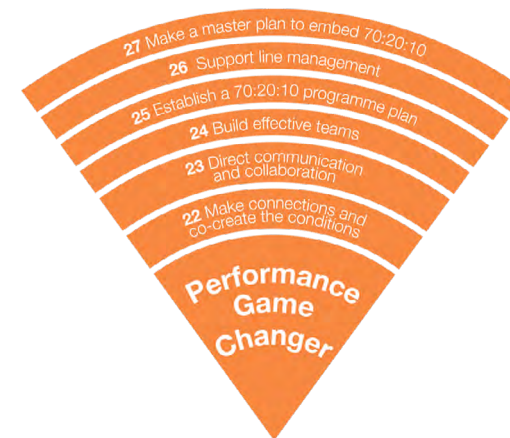
THE PERFORMANCE MASTER BUILDER

Starts with critical tasks and co-creates effective, fully developed solutions based on the Architect's design. Uses standardised processes and checklists to bring tasks and information sources together.



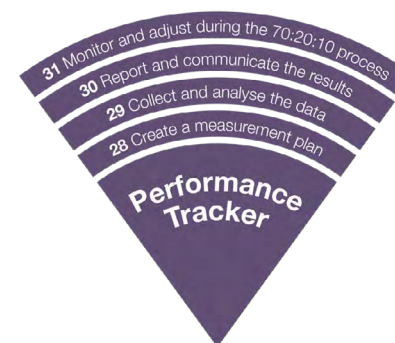
THE PERFORMANCE ARCHITECT

Co-creates prototypes to solve individual and business issues. Designs for the 100 using a set of agile principles. Works in an open-minded and structured way validating the design with the key client before it goes to the Master Builder.



THE PERFORMANCE GAME CHANGER

Focuses on developing new mindsets and implementing the solutions developed by the Master Builder. Makes continued improvements and connects to the organisation's culture to ensure that the performance improvement is sustainable.



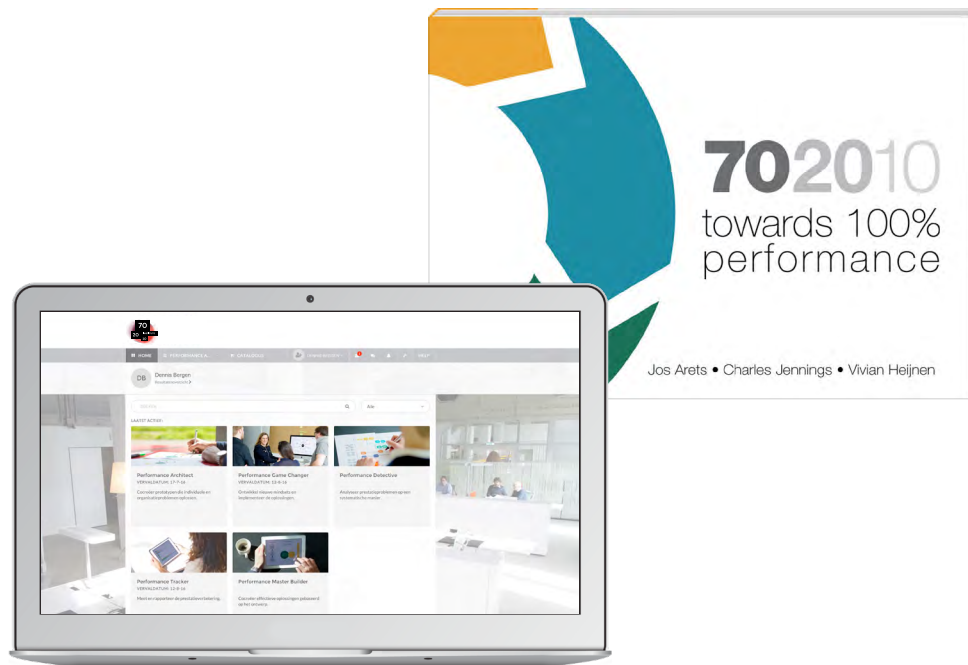
THE PERFORMANCE TRACKER

Identifies the factors that constitute success for stakeholders. Produces and implements a measurement plan and reports the performance improvement to the key client.

The future is now, with the 70:20:10 Expert International Certification programme

Many L&D professionals are already using 70:20:10 and the Expert Programme reflects this fact. You'll be expected to work on a case study of your own to develop the services you provide and to prepare for the future of L&D by:

- Working in a group and drawing directly on the body of 70:20:10 knowledge developed by Charles Jennings, Jos Arets and Vivian Heijnen.
- Actively using the book on which the programme is based - 70:20:10 towards 100% performance.
- Exploring 70:20:10 by using a case study from your own workplace.
- Using online 70 and 20 tools and solutions to implement the five new roles.
- Helping your L&D department to continue developing its services and transforming to exploit, and comply with, 70:20:10.



The benefits of the 70:20:10 expert programme

- **Become a 70:20:10 expert** and execute the five new roles: Performance Detective, Architect, Master Builder, Game Changer and Tracker.
- **Earn a return on your investment** in the programme by making a positive business case for 70:20:10 compared to traditional training.
- **Achieve measurable results** for your organisation by using 70:20:10 performance projects, including business cases.
- **Contribute to your organisation's goals** and increase the profile of the L&D department.
- **Receive a 70:20:10 expert certification** from the 70:20:10 Institute when you complete the project and meet the criteria.
- **Minimise learning-related absence costs** by working on projects from your own L&D agenda.
- **Gain unique insights** into the experience of working and learning with 70:20:10. There's no better way of keeping your skills as a L&D professional relevant and up-to-date.



“The advantage of the 70:20:10 Expert Programme is that you put what you’ve learned straight into practice, so you remember it better.”

Sonja Joustra-Pengel, learning and development advisor



The Expert Programme is itself 70:20:10-compatible

A traditional course about 70:20:10 would be a contradiction in terms, because it would include only the 10. In the Expert Programme you'll work right from the outset on a case that's relevant to your own work and learn by working in a 70:20:10-compatible way. You'll find practical applications for the five new roles of the 70:20:10 Expert and present a positive business case to be approved by the key client at the end of the programme.

The six-month programme includes the following opportunities to learn by working:

- Five days are reserved for formal learning interventions in the form of workshops. This is the 10 component of the programme.
- Learning by working on your own business case. This is the 70.
- Learning by working with colleagues, other participants and exemplary performers. This is the 20.
- An online performance support community, social learning, and access to the world's largest database of articles on 70:20:10.
- Online support in the form of 70:20:10 consultancy vouchers to help you work on your own business case if this is necessary or desirable.

PROGRAMME OUTLINES

The five roles of the 70:20:10 Expert are the central focus of the programme. You'll work on the critical tasks for each role and have a chance to carry these out yourself at least once.

The programme lasts six months but you can continue developing and presenting your own cases after it's over.

70:20:10 INSTITUTE CERTIFICATION

You have to describe and present your own case study in accordance with the required 70:20:10 standards, either during the programme or within twelve months of the end, you'll be awarded a certificate by the 70:20:10 Institute.

This entitles you to describe yourself as a 70:20:10 Expert and is valid worldwide.



PREPARING FOR WORKSHOPS 1 AND 2

- Study chapters 1, 2 and 3 of the book.
- Familiarise yourself with the online performance support available to the Performance Detective.
- Think about possible subjects for your case study.

PREPARING FOR WORKSHOPS 3 AND 4

- Study chapters 4 and 5 of the book.
- Familiarise yourself with the online performance support for the Architect and Master Builder.
- Prepare and present your case study.

PREPARING FOR WORKSHOP 5

- Study chapters 6 and 7 of the book.
- Familiarise yourself with the online support available to the Game Changer and Tracker.
- Prepare and present your case study.

WORKSHOPS 1 AND 2: PERFORMANCE DETECTIVE

As well as introducing you to the 70:20:10 concept, these workshops focus primarily on performance consulting. You'll discuss subjects such as:

- The background to 70:20:10.
- Its possibilities and limitations.
- Connecting with stakeholders and the core business.
- The performance and learning paradigms.
- Carrying out the Performance

Detective's analysis.

- Using the right tools to assess organisations, people and processes consistently.
- Analysing tasks to provide performance support for the 70.
- Working methodically to quantify the performance gap and its underlying causes.

You'll work on your own case study which we'll use to add structure and content to the 20 and 70.

WORKSHOPS 3 AND 4: PERFORMANCE ARCHITECT AND MASTER BUILDER

The design process is based consistently on the 70:20:10 performance consulting and design principles. We'll discuss the following subjects:

- How to design the 70:20:10.
- Using the 70:20:10 design principles.
- Using the 70:20:10 intervention matrix.
- Designing and developing performance support.
- Designing solutions for a 70:20:10 project from your own practice.

WORKSHOP 5: PERFORMANCE GAME CHANGER

Implementing 70:20:10 requires close co-operation with relevant stakeholders, and monitoring and adjusting as you go along. We'll consider the following issues, among others:

- The principles of implementing a 70:20:10 project.
- Liaising with the organisation's decision maker and sponsor.
- Implementation with particular reference to your own case study.

WORKSHOP 5: PERFORMANCE TRACKER

There are various ways of tracking whether the desired results have been achieved. So we'll discuss the following topics, among others:

- Evaluation methodologies.
- Monitoring and adjusting the project's progress.
- Measuring its business impact.

WORKSHOP 5: PRESENTING YOUR CASE

During the programme you'll use your own case study as a practical example

of workplace learning and focus on demonstrating its positive business impact.

COST PER PARTICIPANT

The cost per participant is €3,900. This excludes VAT and travel, accommodation and optional performance consultancy vouchers for online advice on your case study. Each group will comprise a minimum of twelve and a maximum of twenty-five participants.

PLANNING AND ORGANISATION

Given the level of interest, the 70:20:10 Expert Programme will be held on various dates and in various locations throughout the world.

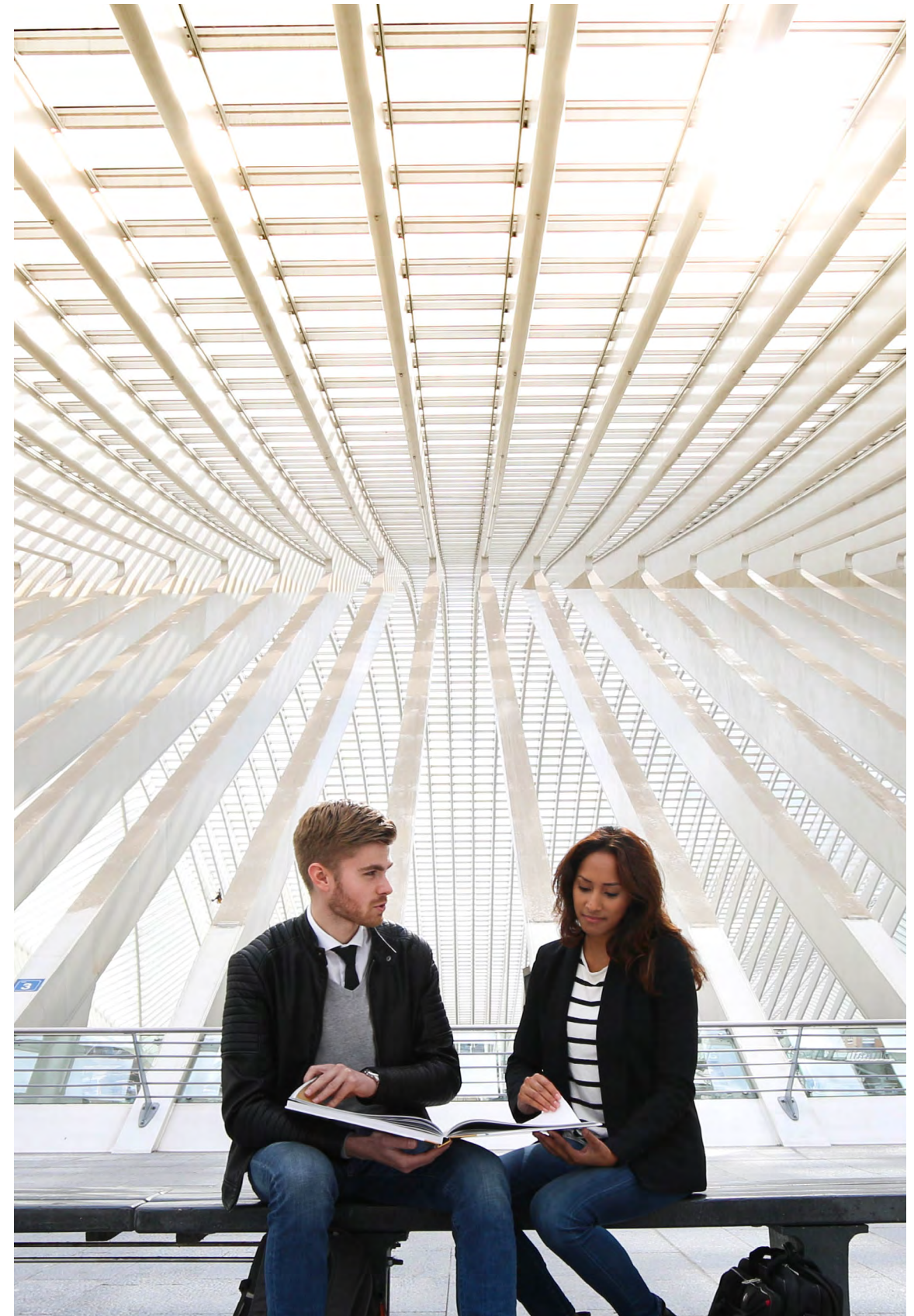
We can also offer made-to-measure programmes for your organisation, based on your own specific cases.

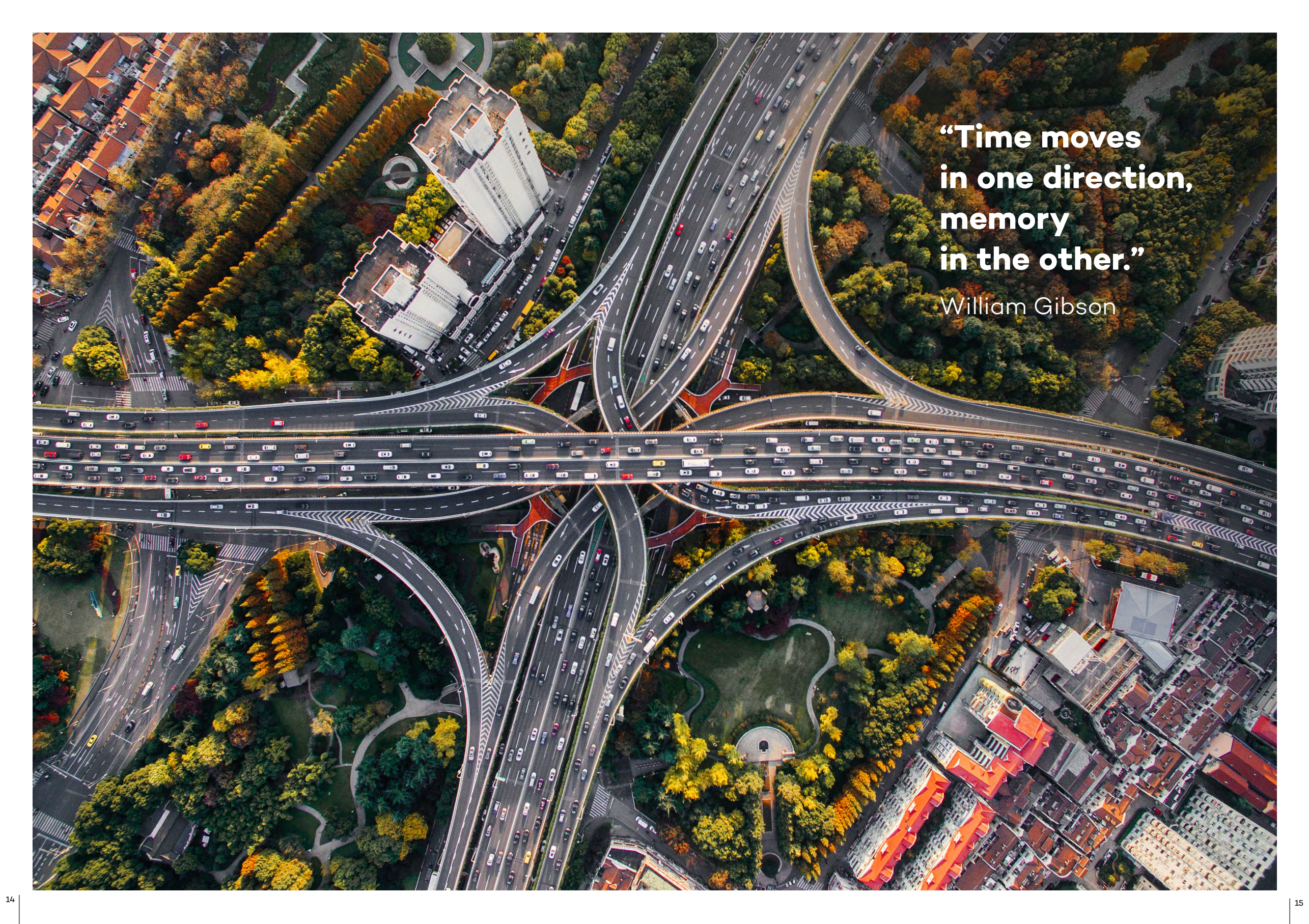
WHO THE 70:20:10 EXPERT PROGRAMME IS FOR

- L&D professionals seeking to make the transition to 70:20:10. Both internal and external advisers are welcome.
- L&D managers responsible for organisational learning.
- In-house advisers involved in implementing strategic issues within organisations.

“The solutions I offer now look very different to those before I began this project. I almost got a standing ovation for them.”

Peter van der Horst, Learning and Development project manager





**“Time moves
in one direction,
memory
in the other.”**

William Gibson

70:20:10 INSTITUTE

Charles Jennings, Vivian Heijnen and Jos Arets each have many years experience with 70:20:10, including its theory, practice and vision, the services it provides, and ways of sharing their knowledge internationally to bring about structural reinforcement of the L&D profession. They founded the 70:20:10 Institute in response to widespread international demand from organisations for

information about how 70:20:10 works, and how it can be used. They began by writing a book intended to provide renewed impetus for organisational learning by expanding it to the 70 and 20 and linking it to performance paradigms. This ensures that organisational learning remains connected with, and relevant to, senior management.

MORE INFORMATION

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