

A close-up photograph of a person's hand pointing at a laptop screen. The laptop is on a wooden table, and there are sunglasses and a smartphone nearby. The background is blurred, showing an outdoor setting with greenery.

EXPERT

PROGRAMME

70

20

INSTITUTE

10

*Taking the right steps towards
optimal performance*

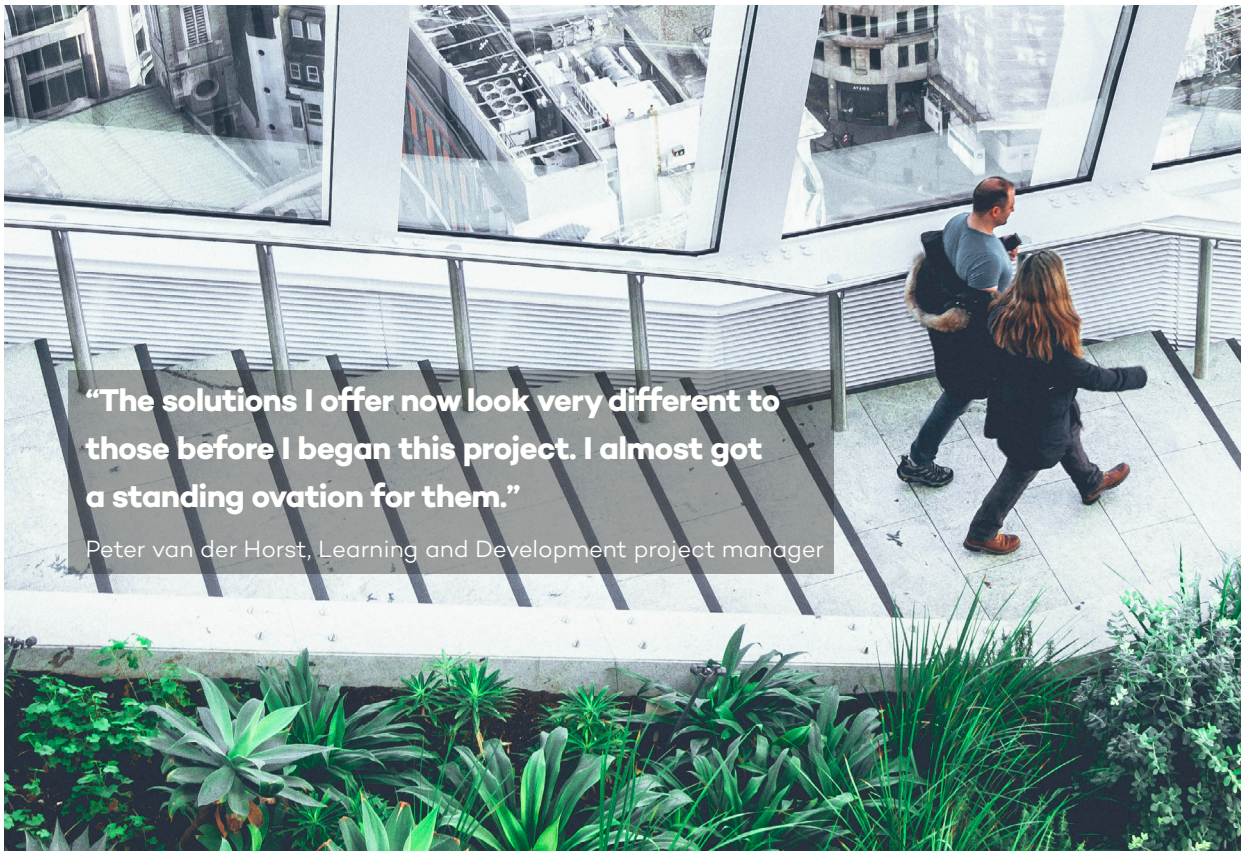
Help change the future of learning and development!

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 business objectives. 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.

The 70:20:10 Expert Programme is part of the 70:20:10 roadmap.

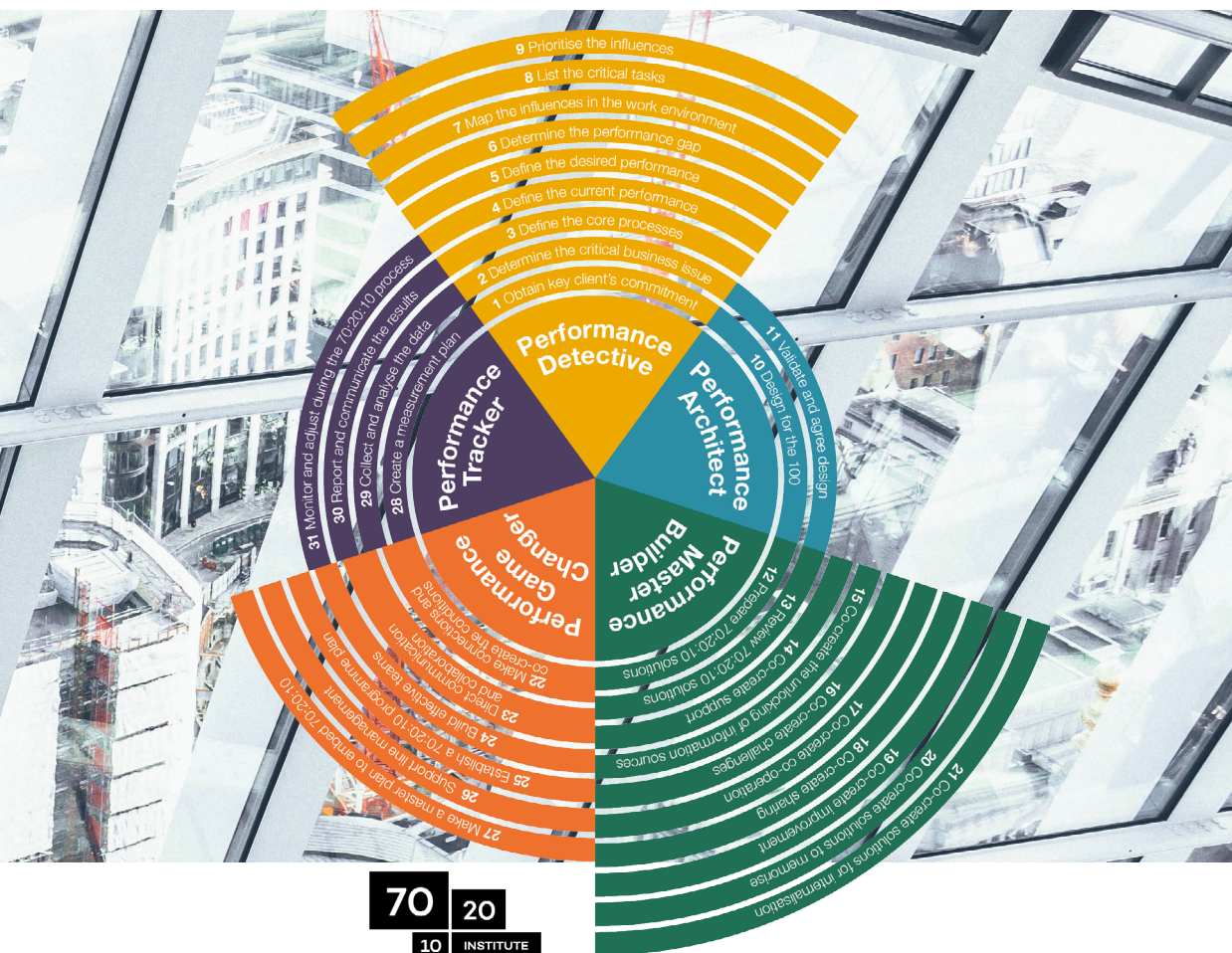
The Programme is most effective when it is embedded in L&D professionals' regular work processes. 70:20:10 implies a different way of working and thus a different set of processes. With 70:20:10, L&D professionals need to work more collaboratively with their internal clients to co-create solutions that have measurable impact.

The result that the (internal) customer needs to achieve is always paramount. These are results in the areas of production, quality, safety, financing and/or HR. The 70:20:10 methodology helps achieve these results.



"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



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

The 70:20:10 methodology comprises five new roles and 31 critical tasks for L&D professionals. For each role, critical tasks have been designed that are derived from the required results, see the figure above. The five roles are dynamically connected to each other and do not have to be executed sequentially. Participants in the 70:20:10 Expert Programme apply the five roles and the 31 tasks in their own daily workflow and practice, working with real internal customer requests. This is carried out in a structured way, but is always built around the context of the customer.

Examples of results that can be achieved using the 70:20:10 methodology.

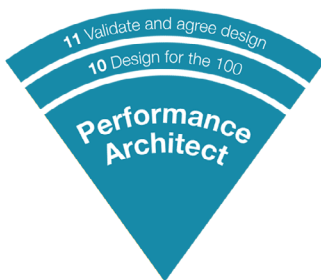
- Sales growth
- Error reduction
- Productivity increase
- Improved customer satisfaction
- Lower rates of non-compliance incidents
- Reduced absenteeism
- Lower employee attrition rates
- Faster onboarding and reduced time to performance

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.



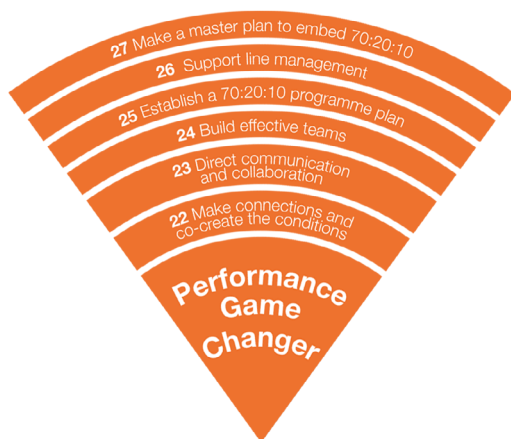
THE PERFORMANCE ARCHITECT

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.



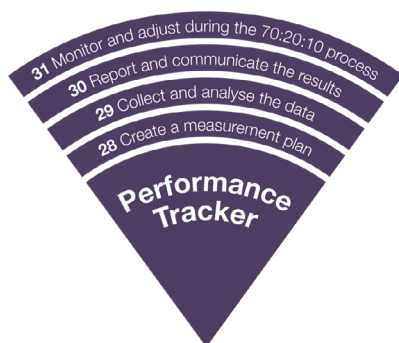
THE PERFORMANCE MASTER BUILDER

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 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 benefits of the 70:20:10 expert programme

Benefits for your L&D team/ your organisation

- The 70:20:10 Expert Programme a key activity that contributes to the development of a high performing L&D department. It helps L&D become a real value creator for the organisation.
- The 70:20:10 Expert Programme will deliver measurable business impact because services built on 70:20:10 principles contribute to an increase in productivity and quality/safety of work.
- The 70:20:10 Expert Programme will ensure L&D department services are future-proofed.
- The 70:20:10 Expert Programme will provide tangible return on investment because it will deliver a positive business case compared with traditional training.
- The 70:20:10 Expert Programme is designed to deliver results with less time lost and lower costs compared to traditional formal learning solutions.

Benefits for participants

- Working methodically using the five processes and 31 critical tasks.
- Shared language within the L&D team and with the other parts of the organisation.
- More co-operation and connection with the business because the services delivered in the 70 and the 20 fit more closely with the needs of the workplace and are closely linked to workplace practices.
- Increased skills for L&D professionals and others through the application of the 70:20:10 methodology.
- Additional benefits through development of new skills: consultancy skills, change management skills and project management skills.

The approach

The performance journey

The 70:20:10 Expert Programme is not a traditional training or development approach. Participants identify and work on a real internal customer or stakeholder demand in their own organisation.

The customer/stakeholder demand that is selected should have a certain urgency. For example, he they need to solve a problem, change or apply a new process in order to improve organisational performance. Usually the customer approaches the L&D team with a learning question, and may have already decided about the solution. The Expert Programme participant starts with this question.

Within the Expert Programme, we call this a project because there is usually a starting point and an end point (achieving the desired result) which must be achieved within a defined period. The project is central throughout the programme. 70: 20:10 Institute experts support participants throughout the project. The participant, in effect, follows a performance journey. In contrast to a learning journey, in a performance journey focus is on the result and the participant learns by applying the methodology in practice.



The elements of the Programme

- **The project**

Prior to the programme, we will discuss with the main client (usually the L&D leader) which projects are best suited for the application of the 70:20:10 methodology.

- **Kick-off**

The 70:20:10 Expert Programme starts with a kick-off session, either online or on location in your organisation.

- **Online performance support and the app**

The five roles break down into 31 tasks that participants carry out as part of their project. There is performance support for all tasks, plus online checklists with expert tips. This performance support is available via a browser and an app.

- **The book**

The book '70:20:10 towards 100% performance' (Arets, Jennings, Heijnen, 2015) forms the body of knowledge for the 70:20:10 methodology. Each participant receives a copy of the book prior to the start of the programme.

- **The work accelerators**

Throughout the entire process, there are a number of 'work accelerator' sessions. The principal work accelerators are the face-to-face workshops that focus on the five roles and details of the task flows within them. During these accelerators our 70:20:10 experts provide guidance to help with the execution of the projects and, where necessary, give more background information on available options, such as ways to conduct difficult conversations with a client in a safe environment.

- **Presentation of results (half-day)**

In some cases, with in-company programmes, we plan a half-day at the end of the programme where everyone presents the results of their project. Where possible, we invite internal clients to these sessions.

- **Online community**

We provide a 70:20:10 online community platform as part of the programme. In the community participants share the progress of their projects in both structured formats and in notes of conversations. Other participants and the 70:20:10 Institute experts provide feedback and help throughout the programme.

- **Structured online advice from experts**

Online advice is structured for each project. This is in the form of 'check-ins'. These check-ins last for 15-30 minutes. Issues such as bottlenecks in the projects are addressed and possible solutions suggested. Support via email and video conversations are available in addition to the online community.



Customer request
Start project



Work accelerators 1-2

Online advice

Work accelerator 3

Online advice

Work accelerator 4

Online advice

Work accelerator 5

Completed project
Happy customer



“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



COST PER PARTICIPANT

Minimum number of participants per cohort:
13

Cost per participant:
EURO 3,900

Total Cost for one 6-month programme:
EURO 50,700*

** One cohort can contain up to 20 participants.*

The price is held at EURO 50,700 but this reduces the per participant rate.

Where 15 or more participants are enrolled, the Institute's Organisational Partnership membership is included for two years.

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

- Organisations that want to adopt the 70:20:10 framework in a structured way
- L&D-professionals who want to make the transition to 70:20:10 experts.
- L&D managers who are responsible for the learning function in their organisations.
- People involved in performance strategy implementation in organisations.
- HR people involved in delivering improved people performance in organisations.

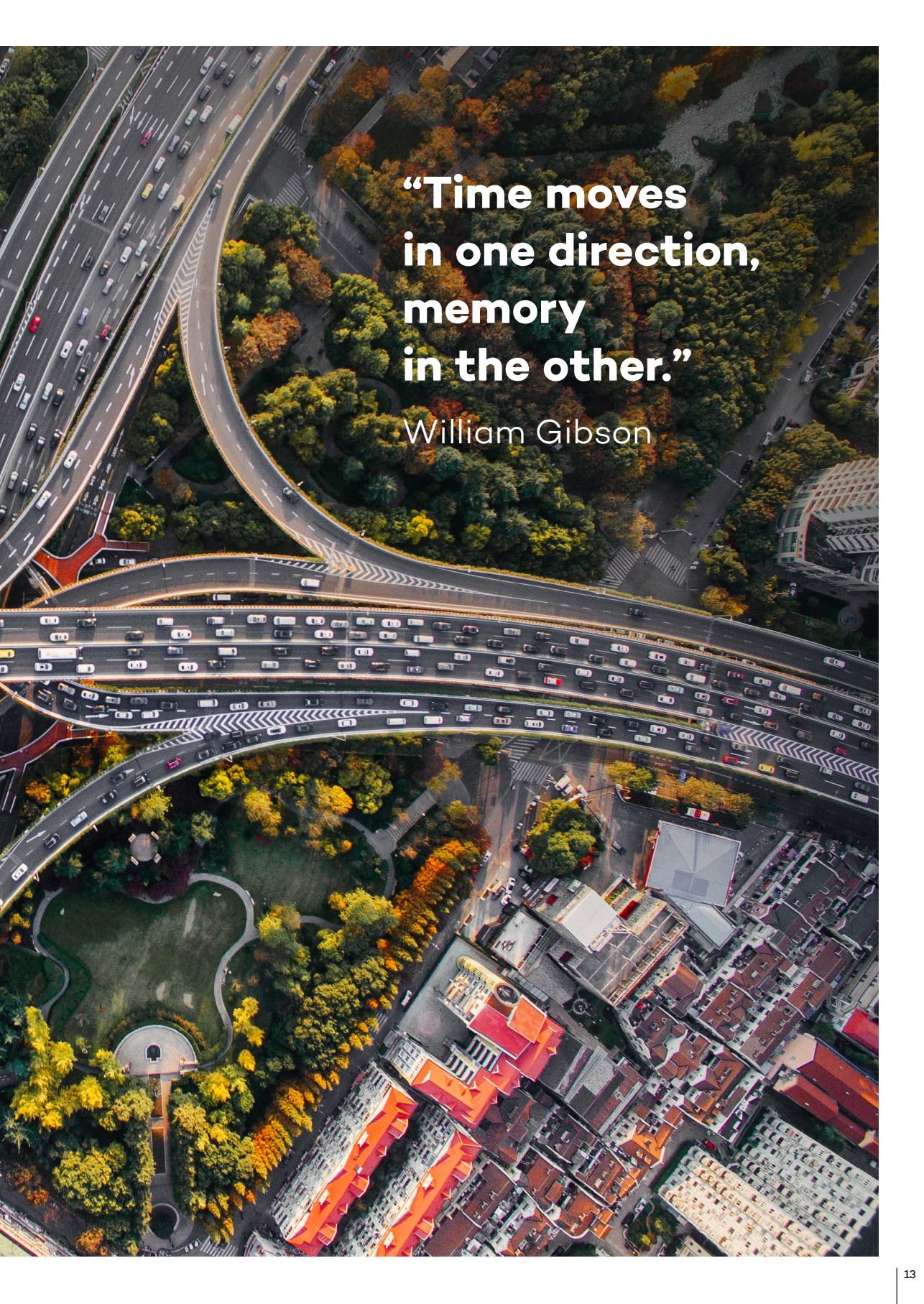
INCOMPANY

For the time being, we offer this program only in-company. We recommend that 2-3 people from the L&D team work together on a project because this is the most effective for both the participant and the internal client.

CERTIFICATION

The 70:20:10 Institute provides a certificate to participants who:
can demonstrate they have applied the five roles and 31 tasks in their own project
have delivered positive results in their project (and the client has confirmed this in writing) have recorded the application of the 31 tasks and the achievement of the result in a fixed reporting format.





**“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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