



The Advantage WaySM System

Guaranteed Business Impact From Training

Research shows that 85% of all training has zero impact on job performance. Advantage Performance Group and BTS decided to help its clients beat those odds.

Our solution is *The Advantage WaySM* system. We guarantee that when you implement *The Advantage Way* system, your organization will achieve documented business results as well as improved job performance. And for the first time, you will be able to measure the business impact of training - solid proof of its value to your organization.

Introducing The Advantage WaySM System


The Advantage Way system is a unique training effectiveness methodology that ensures your training creates measurable business impact. This scientifically robust methodology is the result of our strategic alliance with Robert O. Brinkerhoff, Ed.D., a world-renowned authority on training effectiveness and evaluation. It is based on more than 30 years of research and practice, and has been proven with organizations that include Dell, 3M, Pfizer, Verizon, Limited Brands, Boeing, Anheuser-Busch, Children's Healthcare of Atlanta, and many others.

The Advantage Way system is an innovative, high-impact conceptual framework for building learning and business impact throughout your organization. It creates a clear linkage between your learning interventions and business objectives. It incorporates our proprietary *Success Case Evaluation Method[®]*, a practical way to measure and demonstrate both behavioral and bottom-line results. The system includes strategic components for HRD professionals, managers, and learners—all aimed at the goal of delivering better business results from learning initiatives. *The Advantage Way* is also easy to implement, enabling your organization to convert learning consistently, quickly, and effectively to maximize that business result.

How Your Organization Benefits

The Advantage Way system enhances the results of any training program, and thus acts as a best practice methodology for all learning initiatives. When this system becomes an integral part of their training culture, organizations find that:

- The business impact derived from training consistently doubles or triples
- Training is more tightly aligned to specific business challenges and achieves targeted and measurable business results
- Training professionals are sought as valued business partner consultants, and evaluated on their contribution to the success of their organizations
- Learners and managers are involved, committed, and focused before training takes place
- Cultural or systemic obstacles that may impede learners' success back on the job are identified and removed
- There is organization-wide commitment to the strategies and processes that reinforce new behaviors after training, including coaching and measurement



When you implement
The Advantage WaySM
system, your training
will create measurable
business impact.
We guarantee it.

[Read an *Advantage Way*
Success Case on our site](#)



The Advantage Way User Group members have consistently doubled and tripled the business impact of their learning interventions by using the proven process and tools.

System Components

The Advantage Way system includes a full suite of processes, tools and techniques that support the entire learning and performance management lifecycle. Key system components include:

1. **Impact Map methodology**—a breakthrough concept and tools for rapidly identifying training needs, evaluating options, and prototyping innovative solutions
2. **Success Case Evaluation Method®**—a proprietary process that rapidly measures and documents the bottom-line value of training and identifies what is and isn't working back on the job
3. **Certification workshops and technology transfer**—a powerful and highly engaging workshop for even the most seasoned Learning and Development professional. This developmental process will help HRD professionals crystallize the link between training and business results. Participants will walk away with cutting-edge and highly practical skills and tools for implementing the system.
4. **Impact Booster sessions**—tools for helping managers increase their business units' performance, results, and ROI from training
5. **iBooster**—a web-based tool and learning module for learners and managers to ensure that all training participants have clear expectations on how they should apply the learning to produce important business results
6. **The Advantage Way Library**—access to a “best practice” library of tools, surveys, impact maps, manager job aids and guides, and evaluation studies used by other organizations in their implementations to achieve business results from training
7. **Consulting and implementation support**—implementation coaching and support by a senior Advantage Performance consultant

Program Snapshots

Training achieves the greatest business impact when HRD professionals and managers work in concert. For this reason, organizations are best served by implementing both *The Advantage Way Certification for HRD Professionals™* and the *Impact Booster for Managers™*.

This implementation strategy enables training professionals to be leaders in their organizations. It then lays the groundwork for more successful training interventions by clarifying for managers how this initiative will help them and their units accomplish important business goals and the simple, but critical, steps they can take to ensure that the results are achieved

For Your HRD Organization:

The Advantage Way Certification for HRD Professionals is the first step for your Learning and Development team to become certified in this proven technology. In a three-day experiential learning format, the workshop provides a thorough grounding in the key elements underlying *The Advantage Way*. Your HRD organization benefits from:

- Training that is tightly aligned to business goals and achieves targeted business results
- The creation of critical partnerships between training professionals and managers, necessary to turn new learning into valuable on-the-job performance
- HRD professionals who are sought as valued business partner consultants
- HRD professionals who are evaluated on their contribution to the success of their organizations, rather than on the amount of training conducted



HRD Professionals learn to help their customers achieve targeting business results through planning and delivering training that is tightly aligned to specific business goals.

Learning Outcomes

The Advantage Way Certification for HRD Professionals develops training professionals who:

- Understand a new, high-impact conceptual framework for building organizational learning and business impact
- Can apply Impact Map tools to increase and clarify business linkage, and help earn management support
- Are able to strategically engage managers and sell the business benefits of key learning initiatives using Impact Booster sessions
- Are able to use the *Success Case Evaluation Method* to measure business impact and ROI, and leverage successful applications of the learning

Program Description

This workshop is implemented as a three-day program using case studies, application exercises, discovery learning, and action learning to build competence in *The Advantage Way*.

- Day 1** Participants experience the Learning-to-Performance paradigm as they work through a simulated leadership program implementation—starting with the request for training and ending with the evaluation study. Through this engaging case study they discover why most training fails to produce results and the elegantly simple process and tools that *The Advantage Way* provides to consistently deliver measurable results for their organizations.
- Day 2** Participants focus on the strategic uses for Impact Maps - how and why they are used, and the different types of maps that can be developed. Participants learn to conduct Impact Map interviews and analysis. They learn how to use maps to identify critical needs and business linkage to learning outcomes, and to communicate the value of the map to managers and other stakeholders. Participants practice creating different types of Impact Maps. Lastly, they apply impact map principles and methods to their own situations.
- Day 3** Participants learn the steps in the *Success Case Method*. They practice several of the skills (including writing survey questions and interviewing training participants) and begin to plan their first evaluation study. The second part of the day focuses on the Impact Booster (the component for winning the hearts and minds of managers). They learn about the various options and tools that are available to them, when to use each approach, and experience the iBooster.

Managers make sure that each employee understands why he/she is attending training, and why it is important to fully use the new skills and knowledge back on the job.

For Your Managers:

The Impact Booster

The Impact Booster (the Advantage Way component for managers) provides managers and supervisors with tools and skills to ensure that the training their employees receive is tightly aligned to the specific business goals of their unit. This process also enables managers to be better coaches and more performance-focused.

They understand in business terms why the organization is investing in the learning intervention, the goals that need to be achieved, and the critical role they play in ensuring their employees are putting the new capabilities to work on issues that are important to the business.



Impact Boosters equip managers with tools for increasing their business units' performance, results, and training ROI.

Learning Outcomes

The Impact Booster equips managers with the simple but vital steps they can take to turn employee learning into business results and help their units achieve:

- Improved employee and business unit productivity
- Increased alignment of employee performance with business needs and goals
- Increased ROI from learning and training expenditures
- Employees better able to guide their own learning and performance

Program Description

The Impact Booster can be conducted as a virtual session (approximately 75 minutes) or as a classroom session (2-3 hours), which includes more skill practice in coaching. It is also available in a web-based version for both managers and learners. The module creates alignment around the training initiative and captures the “hearts and minds” of managers for turning training into business results. The workshop prepares managers and trainees to identify and agree on clear business outcomes that trainees should produce as a result of attending training. Also, managers discover what they must do to support performance to produce those results.

The Advantage Way System Licensing

The System License provides access to all the tools and support needed for success :

- Access to the iBooster, a web-based module for building manager engagement and learner focus
- Access to DEVELOPER™, a powerful on-line “just-in-time” coaching system for managers
- Business Action and Results Maps, a simple and visual tool for turning learning into action
- 8 hours of implementation coaching and support by an Advantage Performance consultant
- 1 seat per year in a public certification workshop (years 2 and 3)
- No conference fee to attend the Advantage Way User Conference
- Access to *The Advantage Way Library* which allows you to benefit from proven best practices of other leading companies

This comprehensive library contains the electronic files for all system tools, forms, surveys, facilitator guides, manager booklets, etc. And your license gives you the right to reproduce and use all of these tools within your organization. A sampling of these electronic files includes:

- Templates (e.g., Impact Map, Action Plan, Obstacles Survey)
- Impact Booster Facilitator's Guide
- Impact Booster PowerPoint Slides
- Manager's Guide
- Learner's Guide
- Success Case Evaluation Method Tools