

# Learning by Doing

*... it is by practising skills and applying knowledge that people really learn*

**'I hear, I forget... I see, I remember... I do, I understand'**

*Old Chinese Proverb*

Learning by Doing creates a training environment in which skill development and knowledge application can take place, but without the risk of practising in 'real' situations.

It is not just role-play, but the creation of specific realistic scenarios that reflect the situations that the delegates would experience in the real world, but with the safety of it being within a training event.

By participating in a 'Learning by Doing' event, you can experience a powerful learning approach and understand how this can motivate your team, develop potential, learn how to problem solve, improve communication, develop business acumen and manage for results.

## How a Learning by Doing event is planned:

1. Identify what is the business outcome that needs to be met

### *Example*

- ▶ For a sales team to develop best practice for winning key projects

2. Develop the Learning by Doing event to meet this specific outcome

### *Example*

- ▶ Creating a 'real' project that gives opportunity for the sales team to gain specifications and manage the project through to order

3. Deliver the Learning by Doing event

### *Example*

- ▶ **The Scenario**
  - ▶ A lead comes into the office asking for literature
- ▶ **The Activity**
  - ▶ Responding to the lead and meeting with the specifier, client, contractor and installer to develop the specification and turn it into business
- ▶ **The Review**
  - ▶ Regular pauses in the scenario to discuss what has been learnt so far and how the delegates are tackling the project
- ▶ **The Action**
  - ▶ At the end of the event identifying both team and individual actions that take the learning points and put them into practice in the real world

## Learning by Doing events

Some Learning by Doing events provided by Howitt Consulting have included:

- ▶ Team Building
- ▶ Construction Project Management
- ▶ Account Management
- ▶ Communicating within the Business
- ▶ Conflict Resolution
- ▶ Presentation Skills
- ▶ Sales Skills Development
- ▶ Financial awareness
- ▶ Business acumen
- ▶ New product launches

Each Learning by Doing event is customised to meet the specific needs of the business and the delegates. The focus is always upon business outcomes and the impact upon the organisation and its success as a whole.

Quote from a delegate on a 'Learning by Doing' event:

'I came away from your session and you hadn't taught me anything . . . but I learnt so much!'

Want to know more . . . please contact Brian Boley at Howitt Consulting :

† 01858 540248

f 01858 540249

learning@howittconsulting.co.uk