

The learning-transfer gap in product management

- Training alone isn't enough to transform product management capability
- Consistent application and practice of skills in the workplace is essential to reinforce learning
- Leaders play a critical role to 'bridge the learning-transfer gap' and to turn training into business impact

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1. Why training alone isn't enough

Training

Business impact

THE LEARNING-TRANSFER GAP

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Training often doesn't translate into business impact because there is a:

- Lack of post-training reinforcement and activation
- Limited opportunities to apply new skills
- Absence of leadership support and follow-up
- Daily pressures pushing aside new learning

2. The cost of the learning-transfer gap

Training without reinforcement and practice can lead to:

- Wasted training investment
- Inconsistent product practices
- Missed market opportunities
- Lower team morale and engagement
- Higher turnover of talented product managers

3. Bridging the gap

Training

PRODUCT FOCUS CATALYST

Business impact

Translate training into business impact by bridging the learning-transfer gap with:

- Structured activation after training
- Fostering a continuous learning culture
- Creating skill practice opportunities
- Setting clear expectations and goals
- Regular feedback and coaching
- Leadership involvement and accountability

70% of learning happens on-the-job after training

With reinforcement and practice, your team will retain more knowledge and apply it effectively.

Which path is your company on?

Company A

Training → Minimal follow-up → Fading skills → Limited business impact

Company B

Training → Structured reinforcement → Practice → Coaching → Growing skills → Significant business impact

“ Ask about **Product Focus Catalyst** activation service —to turn training into business impact. ”