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

World class product management

Training | **Leadership Support** | **Resources** info@productfocus.com | www.productfocus.com

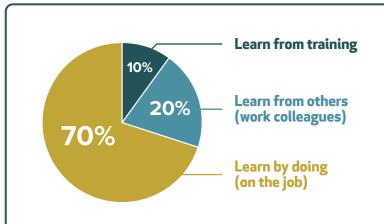


Training THE LEARNING-TRANSFER GAP Training often doesn't translate into business impact because there is a: Lack of post-training reinforcement and activation Limited opportunities to apply new skills Absence of leadership support and follow-up



• Higher turnover of talented product managers





• Daily pressures pushing aside new learning

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

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



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