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FOR IMMEDIATE RELEASE

Value-based L&D secures budgets in the tough times

Value based L&D is a new approach that protects budgets and boosts learning professionals' credibility with business leaders. So says new research conducted by The Mind Gym.

The research proposes 15 tenets for value-based L&D including:

- **Use historic data** - L&D leaders who'd seen their budgets increase were three times more likely to have used historic data than those whose budget decreased.
- **Say it with numbers, ideally in £, \$ or Euros** – Sales and Operations directors were much more inclined to fund L&D investments which had a quantified financial upside.
- **Talk more about outcomes and benefits** - and less about courses, competencies or career paths. Business leaders want to know what they're getting. Not what L&D is doing.
- **Spot false economies** – those cited in the research included learning portals, truncated apprenticeships and too-tailored leadership programmes.
- **Switch from day long to bite-size** - comparative research shows the same impact for 1/5th the time.
- **Know your business leaders' KPIs** – not what they want from L&D but what they want, full stop. This way we can come with solutions to their challenges.

"As the economic turbulence increases, we need to act more like business people and less like training people. The Mind Gym's value based approach to L&D provides the 15 tenets that will make that shift. I'd recommend them to anyone in OD or Talent who wants to shine, or simply protect their budget."

Paul Peplow, Talent Development-Consumer, O2 (UK) Limited.

The Mind Gym will give a **free** consultation and personalised L&D value map for any organisation or division with over 2,000 employees, until 30 June 2008.

For the full report see www.themindgym.com/insights

The research was conducted with 42 Heads of L&D/Talent/OD in FTSE 250 companies.

About The Mind Gym

The Mind Gym has helped over 1/3 of FTSE 100 boost their performance by changing the way employees think, feel and behave.

To find out more, visit www.themindgym.com