

Best Practices White Paper



Insights to help move
the performance needle

Assess Needs

Grow Revenue

Satisfy Customers

Create Leaders

Manage People

Optimize Projects

Measure Results



The Exact Expertise to
Ignite and Sustain Performance™

Top 10 Shifts for the Learning & Development Function

by Tris Brown, President & CEO, LSA Global

While many industries have matured and improved over the last decade, we believe that the training industry as a whole and the training function in general, continue to lag behind other business functions in terms of innovation, approach, and business impact.

Many businesses assert that their people are their greatest asset and a key to sustaining a competitive advantage. In spite of all of the rhetoric, we continue to find untapped potential, valid skepticism, and unmet expectations when it comes to getting the rights skills, knowledge, and abilities to the right people at the right time for the right reasons.

If you would like to take your training function to the next level, we recommend you consider the following 10 key trends:

Old Approach	New Approach
Minimal contact with business objectives, planning, and strategy	Ongoing contact, part of the business planning process, equal partners
Focus on cost	Focus on value and business contribution
"One off" training approach to fix problems	Systemic, company-wide approach used as one of many tools with key support systems
Driven and controlled independently by HR as a reactive cost center responsible for business justification	Proactive Business Partner driven by customers, business units, strategic initiatives, and ROI
Internal resources used to train and handle logistics	Internal resources used to understand key business priorities, build relationships, and partner to achieve results
Multiple vendors and cumbersome RFP process	Few single-source, proven solutions based upon cost, quality, fit, and speed
Centralized, internally focused function focused on HR priorities	Dispersed, value-added service focused on enabling customer and business needs
Training Volume and Open Enrollment Implementation	Training Impact and Intact Team Implementation
Participant Satisfaction	Change in Behavior, Results, and ROI
Costly and time consuming assessments	Rapid assessments and best practices combined with continuous improvement and support systems

At a minimum, these trends should be discussed to help trigger potential insights about taking your learning and development services to the next level.

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The Exact Expertise to
Ignite and Sustain Performance™

We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



The Exact Expertise to
Ignite and Sustain Performance™

Our clients tells us that we are different.

Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.

Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

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LSA Client wins 2010.. Learning LEADERS

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Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts