



Creating a Learning Culture

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*Coaching
Package*



THE BUSINESS CASE FOR A LEARNING CULTURE

According to Deloitte's 2019 Global Human Capital Trends report, reskilling is now a growth imperative, which means learning must be built into the flow of work and culture, not just the typical training programs. This is because:

- Changes in business models, technology, and job requirements combined with disruption as "the new normal" require new skills to meet the demands.
- According to the World Economic Forum's 2020 Future of Jobs report, automation and COVID-19 have created a 'double-disruption' scenario for workers, and technological adoption by companies will transform tasks, jobs and skills by 2025. The result is a skill gap that must be addressed.



Why a Learning Culture?

- People and organizations must adapt to a continuous state of reinvention.
- Longer life expectancies mean longer careers and frequent job changes, and combined with the accelerating rate of skills obsolescence, means new approaches to learning are needed to support the workforce through multiple disruptions in jobs and industry.
- Complex business challenges don't lend themselves to simple solutions, so a culture of experimentation is imperative to find what works. Learning is an essential competency in experimentation.

WHAT DOES A LEARNING CULTURE LOOK LIKE?

A learning culture is a collection of organizational customs, values, practices and rituals that encourage employees and organizations to do the following:

- Learn continuously, in the flow of the work, not just through events.
- Learn from experience, and apply that learning to future experiences.
- Adopt and practice the behaviors from a profile of a successful learner (see below).
- Experiment (using the right amount of structure and guidance).
- Speak up to address concerns, elephants in the room, and diverse perspectives.
- Ask questions and practice curiosity.
- Withhold judgment when necessary.
- Accept failure as part of the high performer's path, deal with it non-punitively and learn from it.
- Discuss differences in speaking up, perceptions of failure, and experimentation.
- Design meetings to learn rather than inform.
- Unlearn when necessary, to re-learn something new.
- Reflect as an ongoing practice to learn and take different actions.

The Profile of a Successful Learner



WHAT SKILLS DO YOU BUILD IN THIS COACHING PACKAGE?

1

How to create psychological safety and promote openness, inclusion, and diverse perspectives.

2

How to lead from a place of not knowing the answers, and get comfortable with that.

3

How to make learning a core organizational value and embed it into the culture.

4

How to model curiosity and manage related unconscious biases.

5

How to build learning into the flow of everyday work and experience.



WHAT DO YOU RECEIVE IN THIS COACHING PACKAGE?

Unlimited coaching sessions, 3-month time-limited

Ten checklists, tools and infographics to help you build a learning culture

A 2-hour, coach-facilitated team meeting to learn how to be a Successful Learner in the daily flow of work

Articles to build a psychologically safe culture that promotes experimentation and addresses failure to promote learning

A chart to design meetings to learn, rather than inform.

A "Habit of a Master Learner" chart to use to improve specific skills through the use of deliberate practice.

A LITTLE BIT ABOUT ANNETTE



Annette has over twenty years experience working with large organizations including Edward Jones, Boeing, BJC HealthCare, HSBC and Sprint as a leadership development coach and consultant. She is an expert in learning and development, an ACE-certified executive coach and member of an invitation-only Virtuoso coaching community where she keeps learning with and as one of the "best of the best."