

TRANSFER MATRIX

Transfer Design Tool for 12 Levels of Transfer Effectiveness®



Institute for
Transfer Effectiveness

Transfer tools for promoting the effectiveness of the program:

Powersell Sales Academy

Transfer Tools ↓

		Levers for TRAINING DESIGN				Levers for TRAINEES			Levers for the ORGANIZATION				
		Clarity of Expectations	Content Relevance	Active Practice	Transfer Planning	Transfer Motivation	Self-Efficacy	Transfer Volition	Support from Supervisors	Support from Peers	Opportunities for Application	Personal Transfer Capacity	Transfer Expectations in the Organization
		7	9	8	10	14	8	13	15	9	6	9	12
Transfer-Agreement for Trainers	10		+++	+++	+++							+	
Invitation from CEO (incl. business impact & critical behaviour)	5	+++				+							+
Pre-training assessment (self- & manager)	9	+++				+		+	+++				+
Pre-training discussion with manager in Kick-Off incl. defining 'customer cases'	11	+	+	+		+			+++		+++	+	
Module 1-3 (with Case Work, examples from within the company and 30% active practicing with real customers)			+++	+++	+++		+++					+	
Development Book in every Module	11		+		+++	+		+++				+++	
Executive Summary for manager incl. guiding questions for informal reflection with participant after every module	8					+		+	+++		+	+	+
Collegial Transfer Coaching	7				+	+	+	+		+++			
Doer News	8					+++	+	+		+++			
Implementation Café with Critical incidents (participants' customer cases)	12		+	+		+	+++	+		+++		+	+
Post-training meeting with manager	7					+		+	+++		+		+
Evaluation meeting with manager	7					+		+	+++		+		+
Implementation pitches	8					+		+++				+	+++
Certificate (from CEO)	4					+							+++