

Choosing the Right Learning and Development (L&D) Professional

Getting the right L&D professional is critical to getting the results you want from your learning initiatives. Here are six areas to investigate that will help you make the right choice.

1

Currency of professional development

For any serious professional, it is important to continually develop their knowledge and skills and keep on top of the latest trends.

Ask

How do you keep on top of all the latest trends regarding [topic]?

How many hours have you spent on professional development in the last 12 months?

2

Industry experience

Although the L&D professional may have run similar programs before, if they are not familiar with your industry, the content may not be as relevant.

Ask

What do you know about our industry?

How would you tailor the materials to suit our learners in this industry?

3

Outcomes achieved from their learning initiative

The focus of any learning initiative is to improve business results and enhance performance.

Ask

How have you measured the success of similar programs you have conducted?

4

Actions for influencing the transfer of learning

A training program delivered in isolation will not deliver the same results you expect if certain transfer strategies are not in place.

Ask

What transfer strategies would you use to ensure the learning from your program is applied back in the workplace?

5

Examples of work

The layout of the materials used says a lot about the L&D professional, including their attention to detail and whether the session is going to be interactive or an information dump.

Ask

What transfer strategies would you use to ensure the learning from your program is applied back in the workplace?

6

Testimonials

Clients who have been impressed with training provided are usually happy to provide a testimonial.

Ask

Can you supply two testimonials and referrer details about similar work you have delivered recently?