

## REACH BRIEFING

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REACH Consulting Services (RCS) and the OrgDev Institute (ODI) collaborated to study the implications of training styles on learner satisfaction. Key applications from this study are highlighted below, with implications for training, coaching and leadership professionals.

- ODI gathered end-of-course surveys from 4637 learners, involving 39 trainers and 46 courses over a 2-year period. Learners reported satisfaction with each course via a 1-100% rating.
- Both trainers and learners completed the REACH Profile, a psychometric assessment of preferences and competencies among four distinct profiles: Counselor, Coach, Driver and Advisor. Participants completed the REACH Profile in advance of their respective courses.
- Higher course satisfaction ratings were indicated by learners who preferred the same REACH Profile as their trainers preferred. For example, learners preferring the Advisor Profile tended to provide higher course satisfaction ratings if their trainers also preferred the Advisor Profile. Overall, the closer the learners' plots to the trainers' plots on the REACH Profile Matrix, the higher the average course satisfaction ratings.
- It is important to note that learners were not aware of their trainers' REACH Profile results, and they did not know their trainers' preferences and competencies based on the REACH Profile Matrix. However, trainers were aware of their learners' profiles. In fact, trainers were provided a Trainer's Companion document with tips and techniques to engage learners based on profile preferences. Trainers also had been taught to apply the REACH concept.
- Trainers' agility in engaging learners from different profiles was measured by the REACH Quotient (RQ), a 16-competency model yielding a 1-5 average score. There was a positive, statistically significant correlation between the trainers' RQ and the course satisfaction ratings provided by their learners. Specifically, the average course satisfaction rating for trainers with an RQ of 4 or higher was 83.74%, compared to an average of 71.84% for trainers with RQ of less than 4. This difference of 11.9% was statistically significant.

The results of this study suggest that learner satisfaction can be increased by recognizing and applying the insights provided via the REACH Ecosystem – to *know* and *grow*.

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