The Great Training Robbery

An invitation to TruePoint’s seminars on the recently released Harvard Business Review article: "Why Leadership Training Fails - and What to Do About It"

31 ST JAN 2017 GOTHENBURG 1 ST FEB 2017 STOCKHOLM
SCANIASALEN CHALMERS ATELIER 23
CHALMERSPLATSEN 1 RÅLAMBSVÄGEN 17
412 58 GOTHENBURG 112 59 STOCKHOLM

CORPORATIONS ARE VICTIMS OF THE GREAT TRAINING ROBBERY. AMERICAN COMPANIES SPEND ENORMOUS AMOUNTS OF MONEY ON EMPLOYEE TRAINING AND EDUCATION - $160 BILLION IN THE UNITED STATES AND CLOSE TO $356 BILLION GLOBALLY IN 2015 ALONE. EUROPEAN COMPANIES SPEND A SIMILAR AMOUNT- BUT THEY ARE NOT GETTING A GOOD RETURN ON THEIR INVESTMENT.

In the October ’16 issue of the esteemed Harvard Business Review, Michael Beer, Magnus Finnström and Derek Schrader discuss the great training robbery and describe how to overcome the barriers of change. This spring we will host an interactive seminar focused on how to avoid The Great Training Robbery.

AGENDA
13.30 WELCOME AND INTRODUCTION TO THEME
14.14 THE GREAT TRAINING ROBBERY, MIKHAEL BEER
16.00 BREAK-OUT DISCUSSIONS AROUND THEORY AND ARTICLE
14.30 EXTERNAL CASE PRESENTATION
16.15 BREAK-OUT DISCUSSIONS AROUND APPLICATION
17.00 DE-BRIEF & REFLECTION ON STAGE
18.00 MINGLE

FEE
THERE IS NO FEE FOR THE EVENT – WE ONLY ASK FOR YOUR TIME, INSIGHT AND PERSPECTIVE.

REGISTRATION
RSPV NO LATER THAN 9TH JANUARY 2017. SEND AN EMAIL TO YOUR TRUEPOINT CONTACT, INFO@TRUEPOINT.SE OR SIGN UP AT TRUEPOINT.SE