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The 5 major challenges in using the 70:20:10 model in business education

Challenges of using the business model 70:20:10.

The 70:20:10 training model was developed in the 1980s by the Center for Creative Leadership (CCL). Researchers Morgan McCall, Michael M. Lombardo and Robert W. Eichinger interviewed 200 managers about their training. From the answers received, they divided the training into three categories:

- **70% experiential learning**, which takes place through the completion of daily activities, challenges and practices. This learning is self-directed and allows employees to learn through work experiences.
- **20% social learning** that allows an employee to learn with and through others, completing tasks and overcoming challenges together.
- **10% formal learning**, which can be achieved through classroom training or via online, webinar and video training.

The learning model is relatively simple, but it may not be practical. What are the five major challenges related to it and how can they be overcome?

1. Lack of a learning culture

To implement the 70:20:10 model it is necessary to ensure that your company has a good learning culture, open and collaborative. This culture should support learning and adapt to changes for this purpose. A strong learning culture is not born in a short time and must be cultivated by everyone in the company.

In a favorable work environment collaboration is born, which is essential to allow employees to learn with and from others. Employees should not be afraid to ask questions and learn from their mistakes and confrontation, on the contrary!

2. Senior management is not involved

If you are the only one in the organization to decide at the table to change the ways of learning in the company you have little chance of succeeding in the enterprise.

Think of the experiential side of the model: how will your employees learn from others, if others are not willing to answer their questions?

What are the benefits of involving senior management? Your managers should be fully involved and lead by example, before the 70:20:10 model is distributed to the organization. This is to demonstrate firsthand that they themselves need to learn in order to improve their performance.

Likewise, management should be able to provide input on the creation of training and content for formal training programs, for example by indicating what their team needs to learn more about.

3. Employees do not have easy access to training tools

Employees need to be able to work from the start with the tools they need to train.

It could be a messaging software, where you can share knowledge, solve problems and learn from each other. Or a project management system, in which you can collaborate to follow a project from concept to completion. However, the most important

tool you need to train your employees is a learning management system (LMS). An LMS allows you to easily manage, distribute and track learning within your organization, but you also need a plan.

4. Training plan 70:20:10

It is important to evaluate the ways in which your organization is currently learning, detecting areas of strength and weakness. This information can be created with a strategic business training plan: how are you going to decline the 70:20:10 model?

5. Implementation strategy 70:20:10

To successfully implement the 70:20:10 training plan you must ensure that:

- the corporate learning culture is open and adaptable to change,
- all employees, regardless of seniority, are involved and ready to support these new learning methods,
- the tools and plans to successfully facilitate this change are already in place.

Article taken from eLearningIndustry