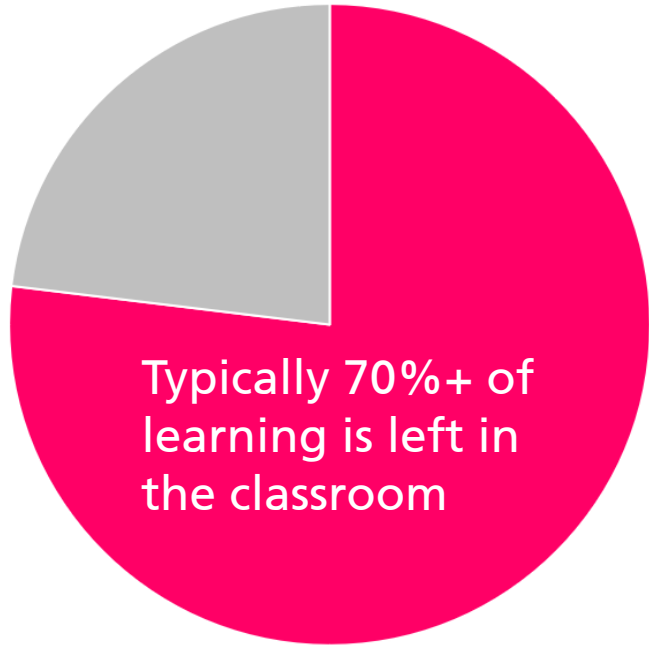


STEP 3 | EMBED – turning learned behaviour into BAU



The answer to lack of transfer is

SAFE EXPERIMENTS

where your people run (& are accountable for running) experiments which applies their learning to everyday business practice

Safe

If the results aren't what they hope for there's no real harm done

Significant

The results are measurable & matter

Shared

The experiment & results are shared



[Click to watch Safe Experiments Video](#)