



## LearningConnect®

LearningConnect® is about...learning, and connecting. In ways that are dramatically different, and exponentially more effective, than traditional research methods.

In addition to gathering data, our facilitated, multi-day team learning format is designed – using a carefully crafted iterative approach – to build individual capability, enhance collaborative teamwork and generate organizational knowledge and insight.

### How does it work?

- **StartUp** – Using activities that allow team members to align to the project objectives, your team works together to uncover key questions and hypotheses, and share critical issues and success factors. We give your team a framework for thinking together about your current best information and knowledge within the context of your specific project. It's all designed to generate personal commitment and team motivation toward your outcomes and goals – a critical component all too often ignored in traditional processes.
- **Exploration** – LearningConnect employs experiential learning, based on direct face-to-face interaction with your audience. Depending on your project objectives and outcomes, we'll recommend specific exploration/immersion experiences from our vast toolkit to optimize team learning. Each experience is custom-designed and supported with graphic templates that allow for direct and powerful conversations with the people from whom you wish to learn. Field exploration experiences that enhance personal learning may also be included. And don't worry; no moderating or interviewing skills are necessary.
- **Analysis** and reflection allows your team to derive deep and rich insights from your Exploration efforts. We help your team work together to analyze and synthesize your collected data – converging what's been gathered on the graphic templates, analyzing the stories and visuals, and recording reactions to ideas or concepts that were presented. As patterns and themes emerge, your team will build models to capture and communicate both the articulated and unarticulated insights.
- **Action Planning** – During this critical step, your team will immediately put your new knowledge to work. We provide frameworks and tools to support the translation of newfound insights into actionable outcomes: consumer models, concept/idea development, marketing or strategic planning – whatever you need to move your project forward.

### What else should I know?

Be prepared to think and work in new ways. For instance, while all sessions involve the entire team, it's critical for every team member to take part in the Analysis and Action Planning phases. Unlike traditional qualitative research, this is when key learning, insight building and decision-making will happen. And you wouldn't want to miss that.

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**CONNECT CREATE TRANSFORM**

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LearningConnect® Addendum