WHITE PAPER 08 · MATCHMAKING AND VENDORS

Matching the Programme to the Problem

What learning matchmaking since 2010 teaches about choosing training

Industry Cross-industry, since 2010 **Function** L&D and HR

Author Cheryl Lourdes, Founder and CEO

AT A GLANCE

INDUSTRY

GLCs, MNCs and SMEs since 2010

PROBLEM

Programmes chosen by topic, not by problem

FRAMEWORK

The Matchmaking Path

CHANGE

The right method and trainer for the business problem

EXECUTIVE SUMMARY

The Learning MatchMaker has matched more than 2,800 programmes for 379 organisations, and the lesson is

consistent across every sector, the same topic needs a different programme for a different problem. This paper sets out the matchmaking path TLMM uses so clients buy the solution to their problem, not the most popular course on the topic.

2,800+	379	2010	3
programmes matched	organisations	going strong since	options per need

Two companies asking for the same topic rarely have the same problem.

INDUSTRY AND PROBLEM OBSERVED

The problem

Clients usually arrive with a topic, leadership, sales, values, AI, and a date, and providers are happy to sell the topic.

The services group in this series asked for Balanced Scorecard and Core Values, and what it needed was performance alignment across 3,000 people at the lowest cost to productivity.

What we observed

- Topic first, problem second
- Trainer chosen by availability or price
- Method assumed, usually a classroom

THE FRAMEWORK PROCESS

The Matchmaking Path

1

Diagnose

Name the business problem and who it affects

2

Design

Choose the method, the sequence and the measure

3

Match

Shortlist trainers and programmes against the design

4

Choose

Three options, compared on fit, proof and cost

HOW IT WAS SOLVED

The solution

TLMM diagnoses before it designs and designs before it matches, hence the client sees three options built for the same problem, and the trainer is chosen because their proof fits the design, not because they were free on the date.

BEFORE

- Topic and date
- First available trainer
- Classroom by default

AFTER

- Problem and measure
- Trainer matched to the design
- Method chosen for the business

WHAT L&D LEADERS SHOULD DO

Your checklist

- Can we state the problem without naming a topic?
- Have we chosen the method before the trainer?
- Do we have three comparable options?
- Does the chosen trainer have proof that fits the design?

Match the problem first, and the programme follows.

ABOUT THE LEARNING MATCHMAKER

The Learning MatchMaker has been a trusted advisor to HR and L&D leaders since 2010, matching organisations with the right learning design, the right delivery method and the right trainers for their business problem. Clients in this paper are named by sector and function only.

Talk to us: Cheryl, 017-397 8748 · cheryl@tlmm.com.my · tlmm.com.my

REFERENCES AND DATA NOTES

- TLMM matchmaking records, thematic view only.