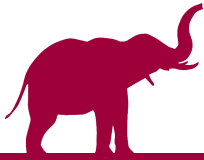


BevermannAcademy

**ELEPHANT
IN THE ROOM**

With passion to success and RoE's!



Ed. 4

A lesson at and from Ski School

It is the second ski season for a 4-years old boy, happening once a year for a week. For obvious reasons, it is vital to make the most out of this time. His dad notifies the ski school with clear instructions: detailing existing skills (sort of advanced) and objectives (boy shall join his father for a ski-run from the top of the mountain on the last day). With the OK of the ski school, all seemed to be fine and dad is looking forward.

Dad is looking out for the boy, unluckily it doesn't work on the first day. Asking the boy on how it went on day one, he only gets an "yeah, ok" back. In the afternoon on day two, finally, dad sees the boy: standing with a crowd of some 20 other kids on a small piece of snow with a downhill gradient of some 0,1% - it was literally flat. All newbies. Training? Yup: queueing on flat land.

Dad was outraged. No guiltiness from the ski school. After all, the boy was just one of some 100 other kids. "...*Wrong assignment, well, can happen...*" Can it? NOT AT ALL.

Boy has been taken out, got a private coach for the remaining days. Quite an investment, but such a good one. Boy was thrilled as was dad on the last day, skiing downhill with his son in a way you would think it was the 6th season already.

What's the catch? Those things happen much to often, also in business life. On average, employees get provided with 4 days¹ of training per year: naturally, it is crucial to max out this time. A training has to be needs-oriented, specific, inspiring, relevant with a clear, measurable result. **Bevermann Academy calls that Return-on-Enablement, with passion to success.**

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1: German Institute of
Economic Research

BA



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