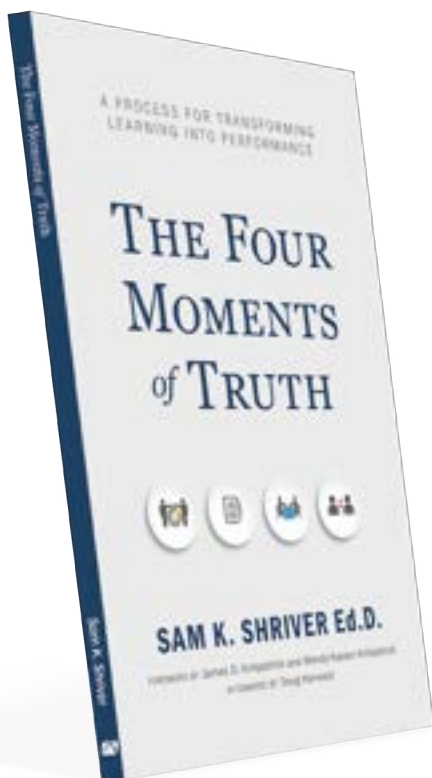




# THE FOUR MOMENTS *of* TRUTH™



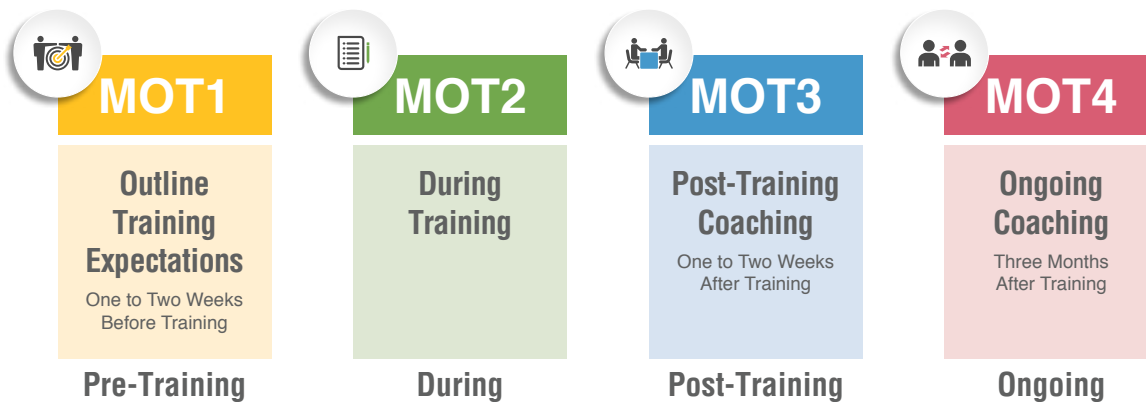
## A Process for Transforming Learning Into Performance

*“The Four Moments of Truth”* is a practitioner’s guide to training transfer and sustainment grounded in time-tested fundamentals of evaluation strategy. This book is the product of over three decades of design experience by author Dr. Sam Shriver. In a concise and easy-to-follow narrative, Shriver reviews pioneering research in the fields of training evaluation, measurement and impact analysis, and then walks the reader through the details associated with successful implementation of The Four Moments of Truth™ (4MOT™) process. In essence, 4MOT™ is a straightforward blueprint that connects learning to behavior change, and behavior change to tangible results.

# The Four Moments of Truth™

A simple, practical sustainment solution designed to support the Trainee's success and engagement before, during and after a training event

There is an almost endless list of variables to account for (and stakeholders to consider) if you are responsible for measuring the impact of training in your organization. But, one thing is for certain, if the Trainee, Trainer and Next-Level Manager (of the Trainee) aren't all on the same page, the probability of ongoing skill application and targeted behavior change is low.



## Three Key Stakeholders

Each moment in the 4MOT™ represents an integrated subset of the training-transfer process where the Next-Level Manager, Trainee and Trainer execute roles that will, ultimately, determine the training's impact on performance.



### The Next-Level Manager (NLM)

The person who is the immediate supervisor or manager of the Trainee on the learning journey; the NLM is the single most important driver of training transfer



### The Trainee

The person who will engage with the formal learning directly and then attempt to implement what was learned in a real-world setting for the express purpose of delivering targeted results



### The Trainer

The person delivering the training, to include the team that designed and developed the experience

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