

Reinforcement After Training: The Difference Between Learning and Lasting Results.

Research is clear. Butler Street's client data confirms it.
Reinforcement turns knowledge into behavior change—and drives measurable business impact.



THE CHALLENGE: LEARNING FADES FAST

Without reinforcement, most of what we learn is lost over time.

The Ebbinghaus Forgetting Curve

Percentage of information retained over time without reinforcement.



Source: Ebbinghaus, H. (1885). Memory: A Contribution to Experimental Psychology.

THE IMPACT: REINFORCEMENT DRIVES RESULTS

Research and Butler Street client data consistently show that reinforcement is the key to stronger outcomes.



BUTLER STREET RESEARCH: REINFORCEMENT DELIVERS

Analysis of our Sales, Account Management and Recruiting Effectiveness programs (2024–April 2026)

HIGHER SKILL CONFIDENCE

Participants who engaged in our Implementation & Execution Series reported significantly higher confidence in applying new skills.



of participants felt more confident 3 months after the program with reinforcement.
n=1,104 participants

BEHAVIOR CHANGE THAT STICKS

Participants reported sustained behavior change when reinforcement was part of the program.



of participants applied new behaviors a month or more after training.
n=1,104 participants

STRONGER ROI

Leaders agree reinforcement is essential to realizing the return on their training investment.



of leaders said reinforcement was critical to achieving their desired results.
n=212 leaders

REINFORCEMENT IS A PRIORITY

Organizations plan to increase or maintain their investment in post-training reinforcement.



plan to maintain or increase their investment in reinforcement activities.
n=212 leaders

Source: Butler Street Client Post-Program Surveys and Leader Surveys (2024–April 2026)

WHAT THE RESEARCH SAYS: REINFORCEMENT MATTERS MOST

Reinforcement is one of the most critical factors in driving learning transfer and long-term performance improvement.

Top Factors That Influence Learning Transfer (Rated by Training Professionals)



Source: Association for Talent Development (ATD) Research, 2021

WHAT WORKS: EFFECTIVE REINFORCEMENT STRATEGIES

The right mix of reinforcement activities creates habits and drives results.



SPACED REINFORCEMENT

Reinforce key concepts multiple times over days and weeks.



MANAGER & PEER REINFORCEMENT

Feedback, coaching and recognition drive application and accountability.



MICROLEARNING & REMINDERS

Short, relevant bursts support recall, confidence and application.



REAL-WORLD PRACTICE

On-the-job application cements learning and builds confidence.



FEEDBACK & MEASUREMENT

Continuous feedback and tracking sustain momentum and improvement.



THE BOTTOM LINE

Training opens the door. Reinforcement keeps it open and drives performance through.

“Formal training programs alone have a relatively small impact on performance. The real impact comes when learning is reinforced and applied on the job.”

– Bersin by Deloitte (2022)



That's why Butler Street builds reinforcement into every solution we deliver.

Diagnose. Develop. Perfect.®

SOURCES:

- Ebbinghaus, H. (1885). Memory: A Contribution to Experimental Psychology.
- Baldwin, T. T., & Ford, J. K. (1988). Transfer of Training: A Review and Directions for Future Research.
- Association for Talent Development (ATD). (2021). The State of the Industry Report.
- Bersin by Deloitte. (2022). High-Impact Learning Culture.
- Butler Street Client Post-Program Surveys and Leader Surveys (2024–April 2026). n=1,316 total respondents.