3125 Build a Learning Culture Not a Training Culture

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There's a fundamental difference between a training culture and a learning culture, and most operators have no idea the distinction even exists. They use the words interchangeably. They don't mean the same thing. The gap between them is where most of your problems live.

A training culture is instructor-focused. Event-based — — something that happens during onboarding and then disappears. Centralized, siloed, static. It assumes information transfer equals development.

A learning culture is learner-focused. Continuous. Decentralized, collaborative, dynamic. It assumes development is ongoing and that the cast member is an active participant in their own growth.

A training culture improves business outcomes transactionally. A learning culture improves individual outcomes — — which, in turn, improves everything else. One lives in binders and classrooms. The other lives on the stage, in real interactions, in the daily one-on-one, in the moment a leader catches someone doing something right and names it out loud.

If you want to deliver modern development to your cast, you have to build the environment where it happens — — not the document that describes it. People aren't apps. You can't update them with a software patch and call it training.

The operators who figure this out are the ones whose casts don't just perform — — they grow. And a cast that grows compounds. Every month they're there, they're worth more to the business than they were the month before. That's not a soft argument. That's your competitive moat.