

# Basic Principles of IEBL

The approach to Sales Academy's educational principles at CCS Nordic

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*The concept **Integrated Experience-Based Learning (IEBL)** supports two essential learning conditions throughout the development process in our offered courses:*

- 1) We work to place the participants' experience at the center of the learning process*
- 2) We integrate both the individual student's learning and their company's strategic goals*

*Our ambition is to create learning that directly translates to changes in personal practice, that are in turn immediately reflected in commercial objectives.*

## ***The participants' own experiences are in the center***

*The courses are built upon the participants' own experiences, challenges, ambitions, and the daily tasks they work with in their businesses. These practical experiences are systematically examined in the courses, and they regularly rely on the feedback from participants on the subject of each training program.*

*The learning environment of the courses consists of:*

- Training the participants' own challenges within sales*
- Individual and collective feedback from the instructor*
- Short, targeted, perspective presentations from the instructor*
- Ongoing reflection and learning compilations*
- Clarification of the participants 'next practice' in sales*
- Clear links to the participants' commercial objectives*

## ***Learning is an integral part of strategy realization***

*It is our goal to establish a dialogue between the participants and the company they represent completely throughout the learning process: before, during, and after the courses are finished. This dialogue is intended as a continuous area for development, and encourages participants with new experiences, skills, and insights incorporated into daily business operations. It contributes to the participants' learning directly in value creation in the company.*

*More precisely, we focus on support and realize that the value creation behind the company's current strategy, sales efforts, and the participant's continuous learning process.*