

JMReid Group Point of View on Great Design

After spending the majority of our careers attending or working for traditional training firms, we started JMReid Group with a different perspective on what makes for great learning.

Today, we make sure that every design we produce and every program we lead keeps these principles in sight:

- **Context is king.** Participants first need to know, “Is this material relevant to me?” We lead with relevance and context, not models.
- **Powerful learning encourages risk-taking.** The program must open thinking and invite challenge, not close options with ready answers.
- **Get them talking.** Participants believe what they themselves say more than what the facilitator says.
- **Humans are not thinking beings that feel; we’re feeling beings that think.** The best learning excites both emotional understanding and cognitive understanding.
- **Tap the wisdom in the room.** Participants are not empty vessels to fill; draw on their experience to build their commitment.
- **Use movement.** To move participants’ mindsets, get them moving in the classroom. When people are up from behind the table, they attend more closely, and they remember more.
- **Engage the eye.** With materials, the most appealing is the most useful.

These principles are why EY (Ernst and Young), MUFG (Mitsubishi Financial Group), DSM and others look to JMReid Group to create their custom learning solutions.

“It was a bit of a risk selecting JMReid Group over the more traditional training companies and approaches. But the examples of what they’d done in other companies, their strong use of partners and their complete commitment to building a customized MUFG program convinced me: ***I could not be more pleased with the outcome of that choice.*** The participants were completely engaged from the first minute through the end of day four. Throughout the week they shared how impactful the learning was and that they could not wait to go back and use it. Each participant became part of a cohort group with whom they will continue their learning, both through learning webinars and in virtual meetings where they share successes and challenges. ***John and his entire team of project manager, designers and facilitators were great to work with and created a program that rivals anything I’ve been a part of.***” - Denise Ascheri, MUFG