



Grow
Learn
Connect

TOOLKIT



PRINCIPLES FOR LEARNING

Setting the Standards for Training



IFC

International
Finance Corporation
WORLD BANK GROUP

Creating Markets, Creating Opportunities



INTRODUCTION

Welcome!

We are thrilled that you are interested in becoming a Signatory to IFC's Principles for Learning.

This toolkit is designed to enable you to register as a Signatory, nominate others, and promote the Principles for Learning in your network.

In partnership,
The Grow Learn Connect Team (GLC)

WHAT YOU WILL FIND IN THIS TOOLKIT:

- The Principles for Learning
- Steps to becoming a Signatory
- Process for Nominating Others
- Frequently Asked Questions
- Key Messages

CONTACT INFORMATION

For more information about IFC's Principles for Learning, Guide to Training, courses and certifications, please visit: www.GrowLearnConnect.org



IFC's Principles for Learning

The eight principles reflect the four key elements of successful training and learning programs—they need to be impactful, inclusive, scalable, and sustainable.

WHO?

The Principles are designed to be a valuable resource for:

- Individual trainers and learning professionals
- Financial Institutions and organizations that offer a training program
- Multinational organizations that support capacity building in emerging markets

WHY?

Quality learning and training programs can be hard to find, especially in emerging markets. The Principles help improve learning outcomes and build capacity by offering a common framework for trainers and learners alike.

HOW?

The Principles serve as a compass for training providers to deliver impactful learning and training programs for their clients. They also help training providers tackle challenges and deliver consistent, high-quality service.

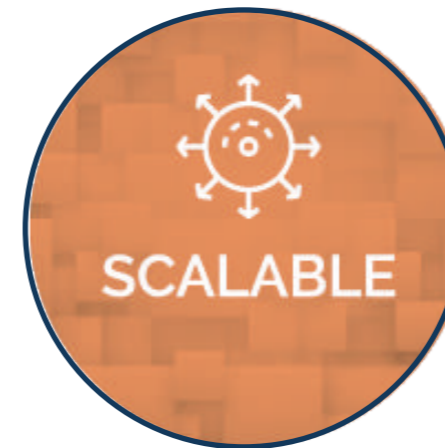
TOOLKIT



- 1 Align learning objectives and evaluation methods with the client's performance needs and business objectives.
- 2 Develop engaging learning programs that address the skills and knowledge gaps of participants and increase their resilience.



- 3 Address performance gaps and challenges specific to emerging markets and fragile and conflict-affected situations.
- 4 Develop gender-inclusive learning solutions that promote equal access to skill building programs and reduce barriers to participation.



- 5 Leverage digital solutions and re-usable components to design interactive learning programs that are cost effective and able to scale.
- 6 Apply a systematic, competency-based approach in the development and delivery of learning programs to ensure quality and consistency.



- 7 Use (or help to develop) qualified local providers to deliver learning programs.
- 8 Effectively transition learning programs to the client to promote sustainability and long-term business resilience.



Endorse the Principles for Learning

Becoming a Signatory to the Principles for Learning and using the Signatory logo signals a commitment to design and implement learning initiatives to the highest standard.

Here's what it means to become a Signatory:



RECOGNIZE EACH OF THE PRINCIPLES FOR LEARNING

Familiarize yourself with the eight Principles reflecting the key elements of successful training and skills development programs.



PROMOTE THE PRINCIPLES IN YOUR PROGRAMS

Consistently improve your training programs to align them with the Principles for Learning.



SHARE THE IMPACT OF APPLYING THE PRINCIPLES IN YOUR PROGRAMS

Let us know the impact of applying the Principles for Learning within your training programs. Email testimonials and anecdotes to: glc_admin@ifc.org



BRING YOUR TRAINERS ONBOARD IFC'S GROW-LEARN-CONNECT PLATFORM

Become a Signatory today!

- 1 Fill in the application form on the GrowLearnConnect.org platform.
- 2 Read through the [General Terms](#) and the [Signatory Letter](#).
- 3 Download the [Signatory Letter](#), sign and email it back to us: glc_admin@ifc.org.

Once you become a Signatory, you will receive the license to use the Signatory logo in your marketing materials.

Promote the Principles for Learning

Become an advocate for the Principles for Learning by explaining the meaning and significance of adhering to the fundamental principles that make a performance improvement project impactful, inclusive, scalable, and sustainable.

Spread the word in three easy steps:

1

NOMINATE ANOTHER ORGANIZATION TO BECOME A SIGNATORY.

If you know of a performance and learning organization that might be interested in becoming a Principles for Learning signatory, please submit your nomination via our [GLC platform](#).

2

INCLUDE A SIGNATORY LOGO IN YOUR MARKETING MATERIAL, ON YOUR SOCIAL MEDIA PLATFORMS AND WEBSITE.



3

SHARE OUR PROMO VIDEO VIA SOCIAL MEDIA/ YOUR WEBSITE.

Please share our promotional video (<https://youtu.be/oocSrKK28GQ>) on the Principles for Learning via your social media channels and website.

Frequently Asked Questions

What functions do the Principles serve?

The Principles can play a variety of roles, including being:

- A compass to navigate the complexities of design and delivery of learning programs in emerging markets.
- A forum to explore and resolve issues confronting training organizations and their clients in emerging markets.
- A lens through which learning providers can analyze, evaluate, and improve their programs.
- A set of building blocks to ensure a strong foundation for learning programs in emerging markets.
- The Principles can also be used by companies and organizations as screening criteria when identifying solutions, work plans, or vendors for their training, learning, and capacity-building projects.

How do the Principles relate to GLC's Guide to Training?

While the Principles are designed to build capacity at scale, an accompanying Guide to Training puts the principles into action. The guide provides a competency-based framework that practitioners can use to design and implement successful learning and training programs, strengthen client companies, and build the skilled workforce of the future.

Why is it important that the Principles support the development of emerging markets?

When people have the skills and knowledge to reach their full potential, their whole community benefits. This investment is also vital to achieving the Sustainable Development Goals of ending extreme poverty and creating more inclusive societies.

Key Messages

You can help spread the word by sharing information about the Principles for Learning and why you became a Signatory on your website or social media platforms.

Draft a promotional message on becoming a Signatory using key points from samples shared below:

- As an organization committed to designing and delivering training projects to the highest standards, we fully concur with IFC's Principles for Learning and are thrilled to become a Signatory.
- We are proud to endorse the Principles for Learning! We believe strongly in leveraging the highest standards to help our clients succeed. IFC's Principles for Learning align with our training philosophy, so endorsing the principles was a natural fit.
- As a Signatory to IFC's Principles for Learning, we are delighted to join an international community of leading trainers, financial institutions and international organizations who subscribe to the highest standards in training.
- Becoming a Signatory to the Principles for Learning adds to our organization's credibility, and lets our clients know that we are committed to international standards of quality and impact.

Social Media Hashtags

Please use the following hashtags when sharing material or information about the GrowLearnConnect program

#GrowLearnConnect

#PrinciplesForLearning

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