



Elevate Your Training Impact

Actionable Annual Insights Report: 2025

2025 Actionable Insights



Letter from Chris

L&D is on a precipice

Actionable's first Insights Report was released in 2020.

Back then, I was thrilled if 50 people requested it. Like you, perhaps, I've been toiling away in relative obscurity, convinced that the world of corporate training served a greater purpose than collecting strong evaluation forms.

Then, in 2024, interest exploded.

32,000 people saw last year's report (maybe you were one of them?)

In 2025, we expanded on the three key levers of measurable behavior change - Adoption, Engagement & Impact - with dedicated reports on each.

Over 100,000 have viewed those deeper dives.

I'd love to say that the quality of my writing and Actionable's data were responsible for the jump, but (thankfully) there's something much larger at play.

Virtually every L&D conference in 2025 included "*how do we prove impact?*" as a key theme.

The conversation has shifted, and it's not going back.

I often compare L&D today to where Marketing was 25 years ago.

I spent a whirlwind 3 years in corporate marketing back in the early 2000s. I remember the old guard that resisted online marketing as something less "pure" or less creative. I also remember the heady rush of having real time data the business leaders cared about. Not just self-congratulatory validation, but - for the first time - predictive data that allowed us to make smarter business decisions.

It was a seismic shift that completely transformed an industry.

We're experiencing that in L&D. Right now.

And there is a very real opportunity for you - for me - for all of us, to take a hand in shaping the future of *this* industry.

The opportunity is not just to "prove impact", but to strategically *inform* impact.



Not just to create and deliver sticky learning programs, but to be the bridge between those programs and the strategic priorities that matter to the organization.

Which comes down to behavior change.

Just like the purpose of marketing was never to win industry awards, the purpose of learning has never been to collect 5-star feedback forms.

In both cases, the goal is to inspire action.

In the case of learning, the hill I'll die on is that it's also our responsibility to **sustain** action.

To create new normals.

To know where behaviors are shifting in the organization, what drives those shifts and how they can be recreated elsewhere in alignment with strategic objectives.

That's the future of the L&D industry.

The fact that you're here - reading this - means you're already on the leading edge of the transformation. I applaud you for that. Your work matters. Keep going.

I remain convinced that people development is *the* single greatest lever for achieving an organization's strategic priorities.

On a personal note, 2025 was a milestone year for Actionable, as over 100,000 learning participants have now been exposed to the Undeniable Impact methodology and technology that makes it stick.

This report includes findings from all 112,286 participants, as well as a tighter snapshot on what's happened in the last 12 months (*after all, it's been... a year*).

While 100,000 is just a number (and certainly the beginning for us), it represents the commitment of hundreds of consultants and thousands of organizations to ensuring training programs aren't just "content, well delivered", but are true drivers of meaningful change.

Thanks for being on the journey.

And here's to a 2026 of continued impact.

Chris Taylor

Founder | Actionable.co



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How This Report is Structured (and Why it Matters)

112,286 participants.
3,572 programs.
(It's all here)

Over the last 5 years, we've learned — empirically — what it takes to turn a learning program into a measurable driver of organizational priorities.

To be strategically relevant to the organization, we need three things to be true:

- **Adoption.** Participants need to commit to action (i.e. practice new behaviors) after each workshop.
- **Engagement.** They need to stick with those commitments, long enough to see real change.
- **Impact.** That change needs to be connected back to the strategic priorities of the organization.

This report starts by looking at Adoption: how to increase the percentage of participants who make a commitment to behavior change at the end of a workshop.

It would be understandable if that feels a little like starting in the middle.

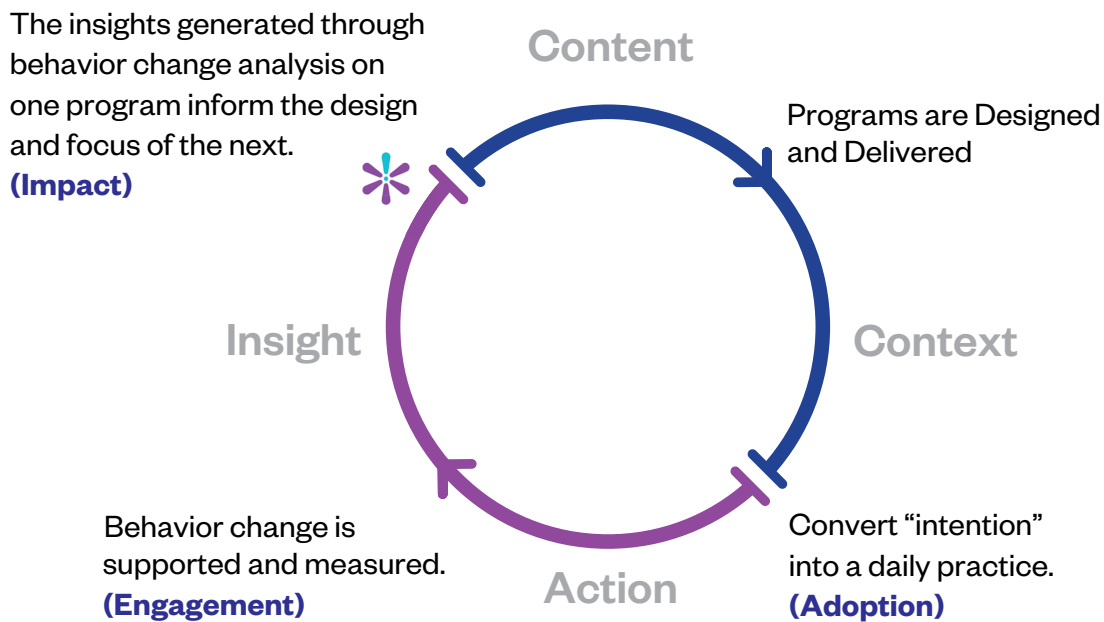
Shouldn't we start by determining what participants should be committing to in the first place?

As an industry, we've conditioned ourselves to think linearly when it comes to learning programs: identify the need → build the program → deliver → validate.

But there's a better way.



Impact Consultants think of people development as a behavior change **cycle**, or what we call the *Insight-Action Flywheel*[™]:



Each cycle enriches the organization’s training impact proficiency.

Each cycle enhances clarity around progress and opportunities.

So we’re starting the report with Adoption best practices, but you can jump into the flywheel at any point, even on an in-progress program.

What you *can’t* do (at least not easily) is measure the behavior change impact of a training program without having set the program up to support change in the first place.



So What?

Aka “You’re busy. Why should you bother reading, let alone applying anything in this report?”

This report shares the highest leverage tactics you can apply to ensure your programs drive measurable behavior change.

Where appropriate, we’ve also included:

- **Links to access the “deeper dive” reports around Adoption, Engagement and Impact**
- **Quick tips on how to put it into practice**
- **Links to micro trainings on specific concepts**

Consider it a choose your own adventure. This report acts as your primary table of contents, with the various links enabling you to scratch the itch around any specific concept that you want to explore more fully.

Just don’t get too lost in the theory. The key point is this:

It works.

Those who apply the methodology shared within these pages see:

- ✓ **35% more participants committing to change,**
- ✓ **66% greater follow through, and**
- ✓ **21% greater measurable impact.**

We call those who embrace and apply the methodology “Impact Consultants,” and they stand apart from their content-centric counterparts in a time when content is rapidly becoming commoditized.

And, for those running their own consulting or training companies:

It’s worth it.





Impact Consultants (those who apply the methodology) benefit through:

- **Higher win rates** – *the investment is de-risked for clients*
- **Premium pricing** – *they provide more than facilitated content*
- **Longer programs** – *demonstrable behavior change begets program extensions*
- **Deeper relationships** – *strategically aligned data earns executive relationships*
- **Brand recognition** – *Undeniable Impact distinguishes you from general facilitation*

There's never been a better time to demonstrate the impact your programs create and tie it to the larger strategic objectives of your client's business.

If you want the system to make that happen faster and more elegantly, you can [learn more about the Impact Consultant System here](#).

In the meantime, let's get into the key levers that make it happen.





Adoption

Participants must take action (practice new behaviors) after each workshop.



Adoption

We measure a participant's commitment to action by their selection and configuration of a specific behavior change they want to make following a workshop.

For an explanation of how those commitments are structured, watch the [Turn “good intentions” into lasting Behavior Change](#) micro training (9-min).

As a high-level summary, we want to convert the action or outcome based intentions participants so often have (i.e., “I’m going to talk to Dave and clear the air,” or “I’m going to be a better leader”) into a **daily practice** that enables them to build new patterns of behavior (habits).

While lots has been written about habits over the last 15 years, we hold to Michael Bungay Stanier’s simple-yet-elegant New Habit Formula™ for our commitment structure of:

When...

Instead of...

I will...

Because...

When participants commit to a well-structured daily practice, they give themselves a fighting chance of realizing lasting change.

The percentage of participants that commit to a daily practice via The Habit Builder™ platform is what we call **adoption**.

The top three factors impacting adoption are:

- 1. Cohort Size**
- 2. Session Duration**
- 3. Alignment to stated business objectives**

There are more, and you can go deeper on Adoption elements in [February’s report](#).

Why Best Practices Matter

Facilitators who apply the best practices shared here see 35% more participants committing to change at the end of each workshop:

Impact Consultants: 84%, Baseline: 63%





Cohort Size

It's perhaps true that people find anonymity in a crowd.

The smaller the cohort size, typically, the better the adoption.

This has been especially true in the past 24 months, where the percentage of participants committing to change in **cohorts of less than 10 people** has surged.

Adoption by Cohort Size

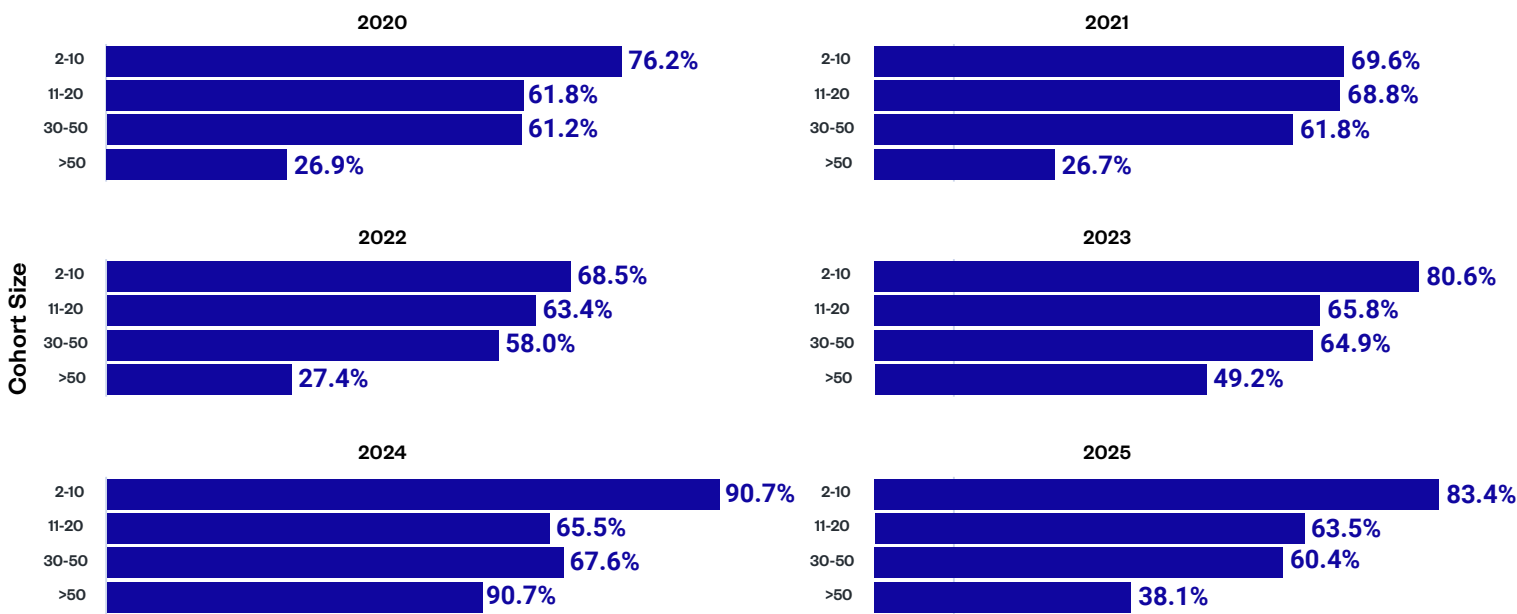


Average Adoption

Speculating here, but this might speak to a greater need for intimate connection over the last two years.

While it's not always possible to limit cohort sizes to single digits, it's worth being aware of the substantial advantages that such decisions can have. Where smaller cohorts aren't possible, consider how you might intentionally build in opportunities for those smaller, more intimate group conversations to take place.

Adoption by Cohort Size and Year



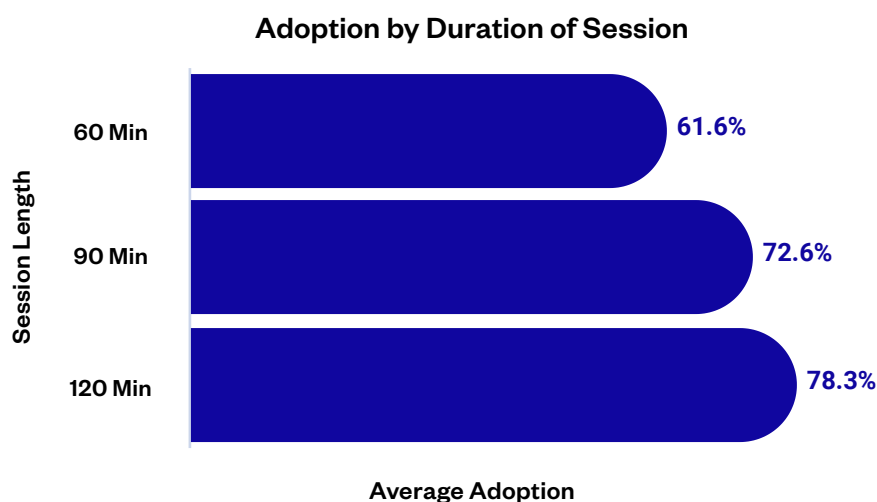
Average Adoption





Session Duration

Considering a 60-minute learning session? Bump it to 90 minutes and increase the percentage of participants committing to change by 18%. Even better if you can move to 2 hours.



The argument for shorter sessions is “everyone’s busy”.

But a precursor question should be: **What’s the goal of this session?**

If it’s to share as much content as possible in as little time as possible, then pushing for reduced duration makes sense.

But if the goal is to create the greatest **change** possible, then we need to look at what the minimum viable duration is.

At Actionable, we’ve increased the duration of all learning sessions to 90 minutes at a minimum and — where possible — 2 hours.

What would it mean to your organization or your clients if 20 - 25% more of the population applied the concepts from the workshop?



Put it into practice: The next time you’re asked to deliver a program, pause to consider the cohort size and session schedule. Are they optimized for maximum behavior change? If not, consider sharing the data and exploring with the stakeholder what options might be available to increase commitment adoption.



Alignment to Stated Business Objectives

August's [Demonstrating Impact](#) report was our most popular to date, for good reason. Across the globe, L&D teams (and the consultants that serve them) are on a mission to prove the impact of their learning programs.

The biggest insight I pulled from the report was (understandably) missed by many, as it was buried on the bottom of page 6:

Programs that [were designed in alignment with strategic business objectives] experienced 9.6% greater behavior change commitment from participants. That effect was compounded by the 9.7% increase in participant behavior change engagement post workshop.

We call the process of aligning learning programs to business priorities “Impact Mapping,” and the effect on **participant** adoption is telling.

Impact Mapping	Adoption	Total Commitments
With Impact Mapping	78.4%	10,692
No Impact Mapping	68.7%	51,591

As we expanded our data set to look back over the last several years, we found that **14% more participants** commit to a daily practice when they understand how those behaviors advance business priorities.

We'll talk more about Impact Mapping in section [three](#) (Impact). In the meantime (and as it pertains to increasing Adoption), the key message is:

Simply prioritizing the time to share **why** the program (and resulting behavior changes) matter has a galvanizing effect on participants who might otherwise be “too busy” to apply what they learned.





Adoption Summary & Next Steps

Of the various strategies for increasing the percentage of participants who commit to change at the end of a learning session, the most consistently impactful are:

- **Limit** audience sizes where possible.
- **Expand** the duration of the session where possible.
- **Share** the business objective of the program with participants.

Go Deeper: [February's Adoption Report](#) shares regional insights on optimal cohort size, time of day, duration of session and more.





Engagement

**Participants must stick with their commitments,
so they see real change.**



Engagement

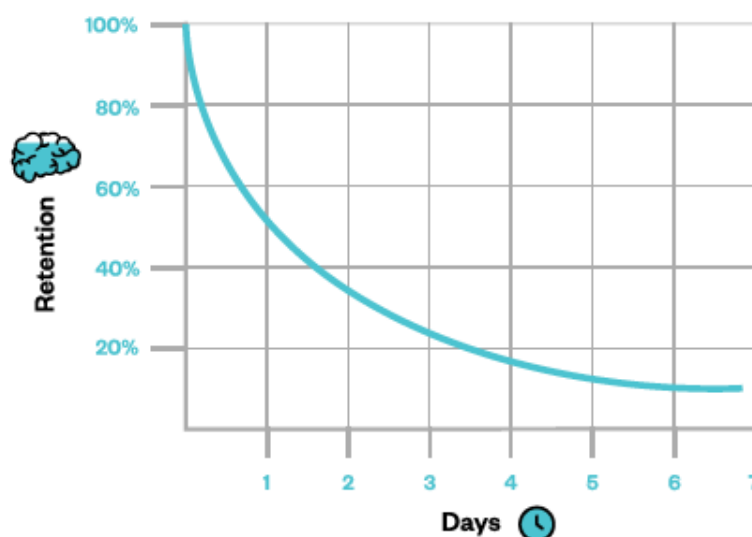
We measure a participant's "stick-with-it-ness" by how frequently they reflect on their progress over the month following a workshop.

Years ago, we identified 12 levers that increase stickiness. The three most impactful are shared in the following pages. For the latest full analysis of How to Make Learning Stick, download our most recent report of the same name, [here](#).

You're likely familiar with Ebbinghaus's Forgetting Curve. As a refresher:

The Ebbinghaus Curve of Forgetting shows how learned information rapidly escapes a person's memory over time unless there is distinct action taken to preserve it.

Without intervention, this is the natural trajectory experienced by most participants after a learning and development session.



After a participant has committed to a specific daily practice (Adoption), the next goal is for them to practice (and reflect on their progress) as often as possible.

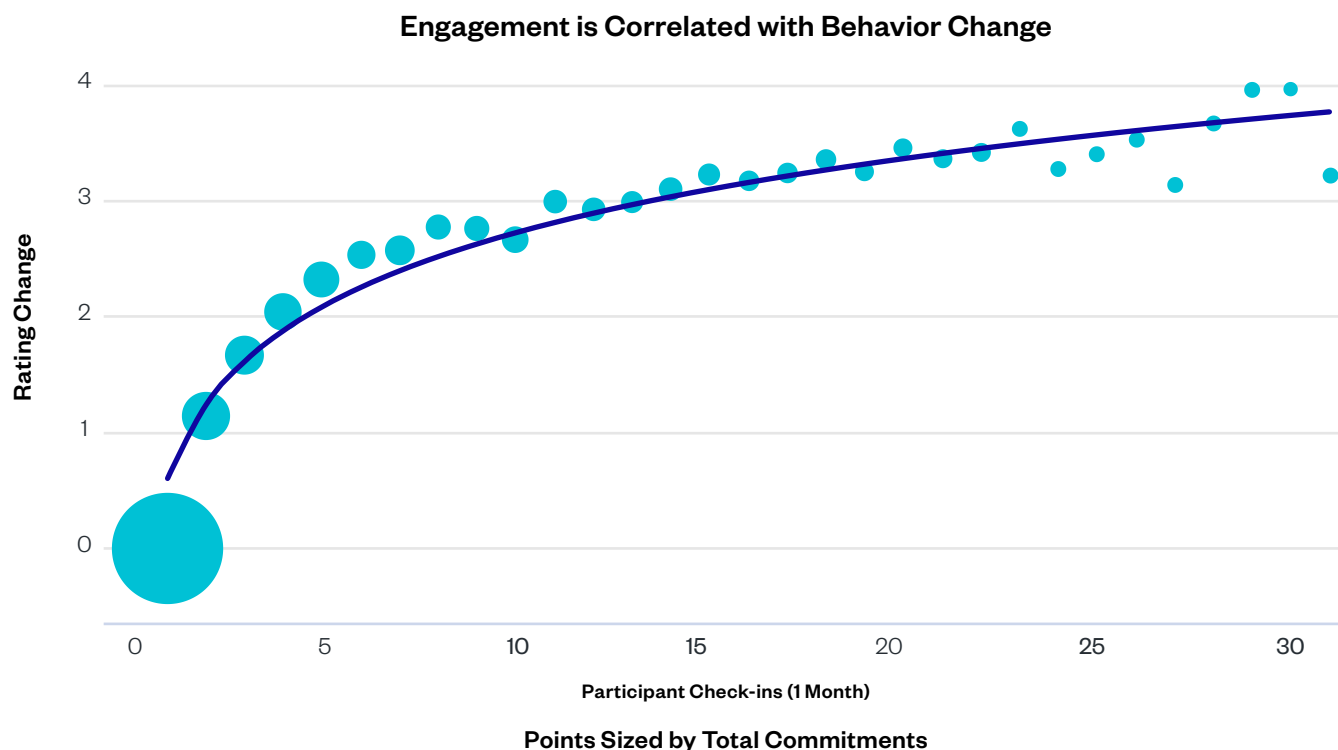
Daily practice combats the Forgetting Curve and makes learning stick.

Daily is ideal, but really, more = better.





As data in the Habit Builder has proven for over 10 years, there is a direct and linear correlation between # of reflections and overall behavior change.



The top three factors impacting engagement are:

1. **Nudge Frequency (*with a caveat*)**
2. **Week 1 Activity**
3. **Leveraging Accountability Partners**

Why Best Practices Matter

Facilitators who apply the best practices see 65% greater “stickiness”; participants reflecting more frequently on their behavior change progress. This, in turn, leads to greater impact and more useful insights to share with clients.

Impact Consultants:	10.7 reflections/month
Baseline:	6.5 reflections/month

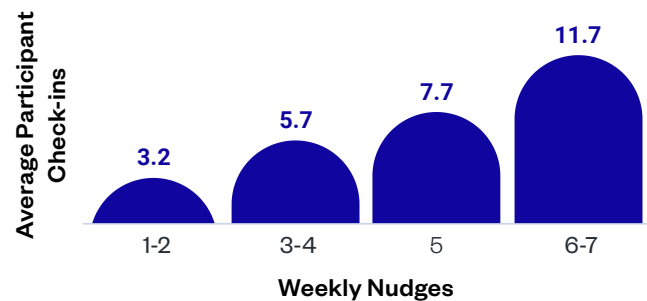




Nudge Frequency (with a caveat)

A core component of Actionable's *Habit Builder™* technology is the “nudge”. Participants choose how often to receive nudges, when and how they want to receive them (email, text, Whatsapp, etc).

Participant Engagement by Weekly Nudges



We know that more nudges = greater engagement.

So you'd be forgiven for thinking we should just nudge participants every day.

But the secret is in participants committing to behaviors they can *actually practice every day*.

Which is **not** where most people default to.

Consider a workshop on navigating difficult conversations.

The logical commitment would be to practice one of the newly learned tactics **the next time a difficult conversation occurs**.

But that's not how we establish a new behavior.

That would be like an athlete learning a new play, then mentally shelving it away until game day. Game day is a *terrible* time to practice something new*.

It's also not conducive to a daily nudge.

If we really want to embed the learnings from the workshop, we take the time to find the underlying **foundational behavior** that can be practiced in lower stakes moments and, ideally, on a close-to-daily basis.

When we can legitimately practice something daily — and we care enough about the commitment to *want* to change — then we **invite** daily nudges. After all, the more regularly we practice, the faster we acquire the new skill.

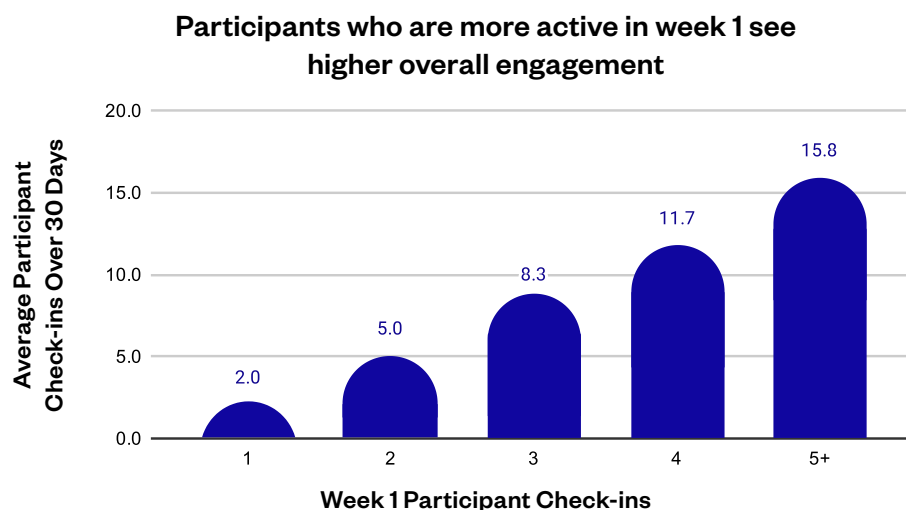
Go Deeper:*In a recent podcast episode of *Change Signal* with Michael Bungay Stanier, Chris discussed the power of a subtle shift from “Situational” commitments to “Foundational” ones, which can literally 3x the number of times a participant checks-in on their commitment. Which, as noted, improves the behavior change impact. Listen to **[Chris and Michael's conversation here](#)**.





Week 1 Activity

The value of a commitment that participants can practice daily becomes increasingly evident when we look at what happens if they reflect more often in the **first week** following a training session.



5+ check-ins in week 1 translates to 90% greater engagement over the following month than 3 check-ins and a staggering 216% greater engagement than just 2 week 1 check-ins.

We want to encourage participants to check in on their progress as often as possible (target of daily) during that critical first week, when their knowledge and motivations are most fresh.

As an added bonus, it's more manageable for participants to mentally commit to one week worth of daily practice than a longer (or indefinite) period.



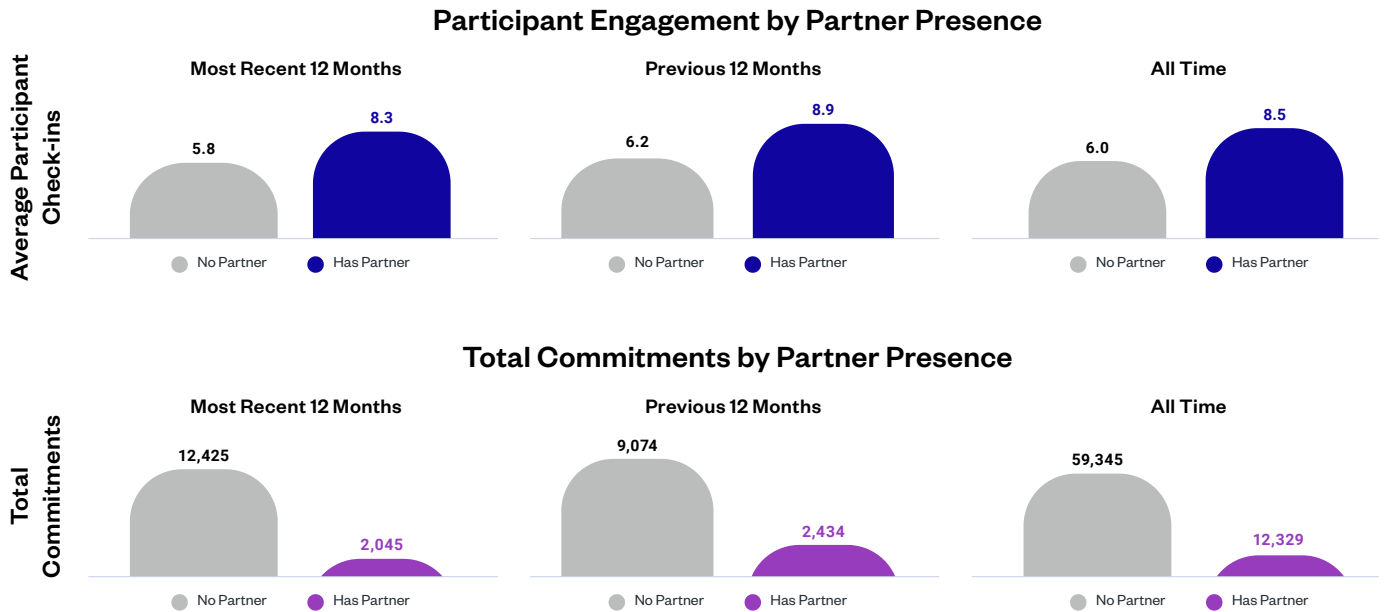
Put it into practice: On your next facilitation, set up a challenge for your participants to practice daily for 7 days following the workshop. Create a feedback loop where they can see the regularity with which their peers have practiced. *Nothing like a little healthy competition to keep people motivated in the early days.*





Accountability Partners

Accountability partners are a powerful (and free) way to bolster participant behavior change engagement.



There are a number of social support levers that keep participants on track. The most effective (and easiest to incorporate into your training) is the accountability partner.

There are two parts to an effective accountability partner practice:

1. Have them buddy up in the room.

They tell their partner what they're committing to practice, and why it matters.

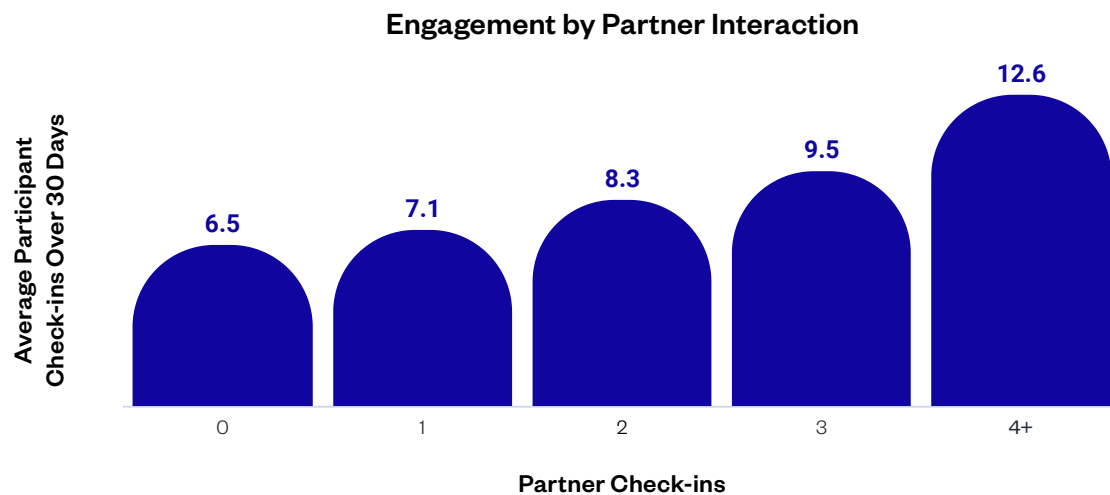
2. Have them calendar a check in for the end of the first week.

We know the first week is critical for lasting behavior change. Having a checkpoint with someone will increase the likelihood they stick with it.



While a powerful first step, the end-of-week-one check in shouldn't be the end of their support. Ideally, they'd reconnect weekly, if only for a few minutes (or even asynchronously) to ask what's working and what impact it's having.

As we can see, the more frequent the Accountability Partner interaction, the greater the participant engagement.



Put it into practice: On your next facilitation, build in 5 minutes for participants to identify and “invite” an accountability partner to support them on their behavior change journey. Have them schedule a 2-minute check-in for 2 weeks after the session. For bonus points, create a mechanism for them to report back on how supportive their partner has been, and the impact that support has had on their follow through.



Engagement Summary & Next Steps

Of all the strategies for increasing the participant engagement (and there are many!) the most consistently impactful are:

- **Foundation:** Suggest behavior change commitments that can be practiced daily
- **Sprint:** Encourage heavier Week 1 check-in & reflection activity
- **Support:** Set up Accountability Partners for bi-weekly check-ins

If you want to explore other strategies to *Make Learning Stick*, check out the deep dive report of the same name, [here](#).





Impact

Measured behavior change must connect back to the strategic priorities of the organization.



Impact

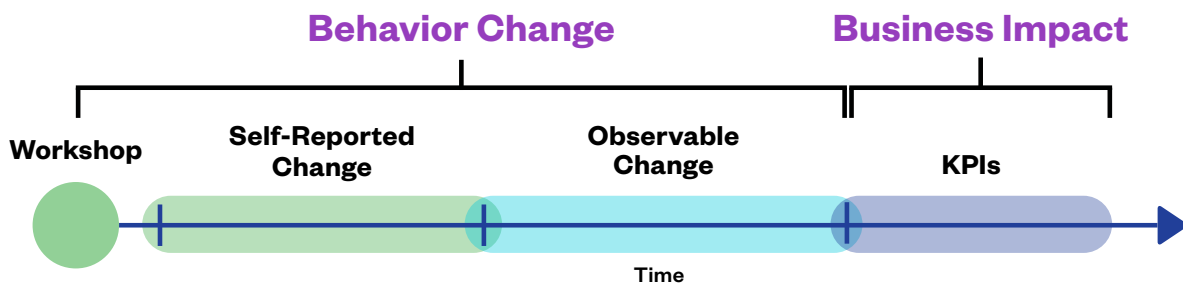
Measuring the “ROI of Learning” has been the holy grail of the L&D industry for decades.

In 2025, that general desire has sharpened to a point of focus in most contract discussions.

But there’s a problem; Time.

Because people are analog (change over time) and not digital (switch on/off), the impact of a learning program happens over time.

Movement on KPIs is a great goal, but also a *lagging* indicator of whether a program was successful or not. The time delay between “they learned something” and “it moved the needle on a metric the business cares about” can be so great that (a) it’s difficult to confidently attribute the change to a specific event and (b) it’s too late to do anything about it anyway.



When we “turn on the lights” and start to measure behavior change, we are able to intervene earlier *and* more easily connect the dots between the training event(s) and the (eventual) business impact.

The top three factors to consider when shaping and telling the impact story:

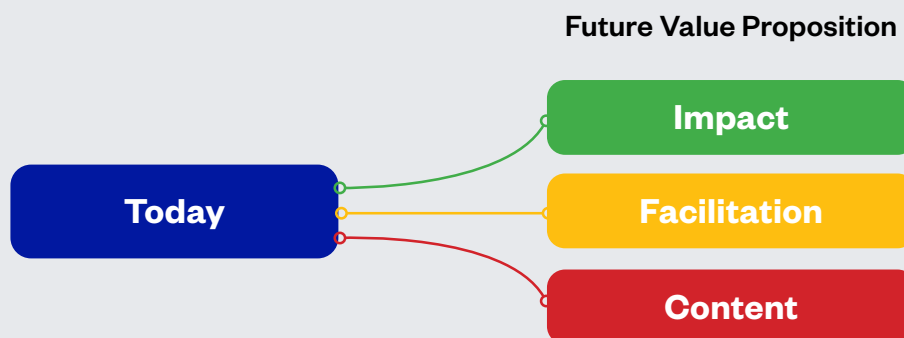
- **Know where you’re going**
- **Measure the right things at the right time**
- **Speak the language your audience understands**

We’re cherry picking from the 46-page *Demonstrating Impact* report here. For a deeper exploration of what to capture, when and how to organize it – along with examples - download the latest *Demonstrating Impact* report, [here](#).



✦ Why Best Practices Matter

There's an existential risk to facilitators looming.



Excellent Content is commoditized, thanks largely to AI and a flood of service providers in the market over the last 5 years.

Excellent Facilitation, — particularly virtual facilitation — is the new baseline and, with AI Avatars and Digital Coaching evolving at a staggering rate, also at risk.

Impact Consultants understand that they elevate their strategic value to clients by demonstrating **impact**; by connecting people development initiatives to the shifting priorities of the organization.

As noted at the outset, there's substantial commercial benefit to having systems to amplify and demonstrate impact.

Impact Consultants (those who apply the methodology) benefit through:

- **Higher win rates** – the investment is de-risked for clients
- **Premium pricing** – they provide more than “content, well delivered”
- **Longer programs** – demonstrable behavior change begets program extensions
- **Deeper relationships** – strategically aligned data engages executives
- **Brand recognition** – undeniable impact gets noticed

If you want the system to make that happen faster and more elegantly, you can [learn more about the Impact Consultant System here.](#)



Know Where You're Going

96% of business stakeholders believe impact should be measured, and 74% expect ROI analysis.¹

In other words: **The primary purpose of learning experiences is to drive change** (*at least in the minds of the budget holders*).

Which means it's our responsibility to show the connection between the learning experiences we're designing/delivering and the business outcomes the organization is looking to achieve.

We need to fill the gap between “workshop” and “business outcome”:



We do that through an **Impact focused discovery process** and a **visual mapping** exercise.

¹ ATD and the ROI Institute *Measuring for Success: What CEOs Really Think About Learning Investments*



Impact Focused Discovery Questions

Far too often, our pre-proposal conversations center around who, what and when. We get clear on where we're going by staying focused on **why** & **why now**, longer.

Here are the questions Impact Consultants use with prospects:

1. Are you looking for someone to deliver content or are we trying to drive real change with this program?
2. How will people be acting differently when this program is a success?
3. How far off is that reality from how people are currently acting?
4. Why is that a problem?
5. What happens if that doesn't change?
6. What else have you tried?

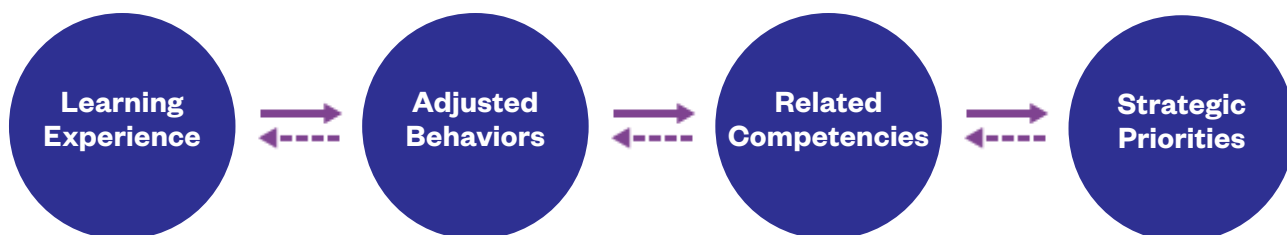
Questions 1 - 4 connect the learning program to the business objective "**why**."

Questions 5 & 6 establish the business case for "**why now**."



Visual Mapping

The Impact Value Chain™ is a clear, visual sequence that connects learning activity to organizational outcomes:



If this doesn't look like your typical workshop flowchart, it's because it's not.

The Impact Value Chain™ reflects what happens *after* a learning experience.

When learning is explicitly tied to desired behaviors, and those behaviors are mapped to competencies and KPIs, we gain three powerful benefits:

- 1. Clarity:** We know what we're trying to change, and more easily secure budget.
- 2. Focus:** We prioritize the learning that drives the change we most care about, and get less push-back on program design specifics.
- 3. Alignment:** We get greater participant buy-in, as noted in section 1 on Adoption.

We also “fill in the gap” between workshop and business outcome, as we'll cover next.



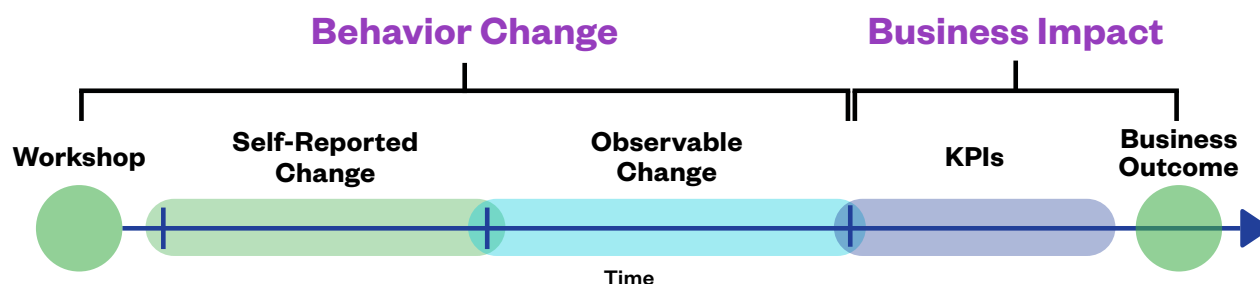
Measure the Right Things at the Right Time

The business impact of a learning program can take months (or longer) to manifest.

We can accelerate the timeline to demonstrable impact by measuring earlier links in the change process, specifically **behavior change**.

In two parts:

- **Self Reported Change** - what are participants working on, and how do they feel they're doing?
- **Observable Change** - what's the experience of those who work with the participant? Are they seeing the change?



Self Reported Change is too often dismissed as being subjective and unlikely to be accurate.

And yet, we've found there to be a 92% correlation between self reported and observable behavior change when measured across 60,000+ participant data sets.





We find a 92% correlation between self reported and observed change.

Participant Rating Change											
Partner Rating Change		0	1	2	3	4	5	6	7	8	9
	9	3	2	1	1	1	3	2	5	5	4
	8	4	2	2	2	1	1		3	7	3
	7		1	5	4	8	11	8	13	6	3
	6	8	3	8	11	9	24	17	17	8	
	5	23	6	10	21	33	46	28	24	14	10
	4	20	15	31	58	81	59	37	19	12	6
	3	45	52	91	145	97	68	42	34	16	8
	2	88	98	211	175	116	92	49	41	19	12
	1	152	202	237	228	143	88	61	31	13	10
	0	180	148	170	132	107	75	32	30	24	19

Each Box Shows Number of Commitments

The key is *when* each is measured.

- **Self Reported Change (weeks 1 - 4, post session)**
- **Observable Change (weeks 4 - 8, post session)**
- **KPI / Business Impact (months 3 - 9, post session)**

In most cases, change happens between the ears before it's observable to others. And we tend to be... not very good at something the first time we try it. It's important to abstain from capturing observable change until *after* the participant has had an opportunity to do the reps of building a new behavior.

But once you do, you **increase** the perceived value of self reported data, as it now (assuming it's consistent with observed change) becomes recognized as the **earliest possible indicator of whether (or not) change is on track.**





Speak the Language your Audience Understands

Measurement doesn't end with the right data - it ends with the right translation.

Data Alone Doesn't Convince. Narrative Does.

To earn trust from decision-makers, your insights must speak their language:

- **Performance**
- **Engagement**
- **Strategic alignment**
- **Risk and ROI**

We don't just need numbers. We need stories that signal change.

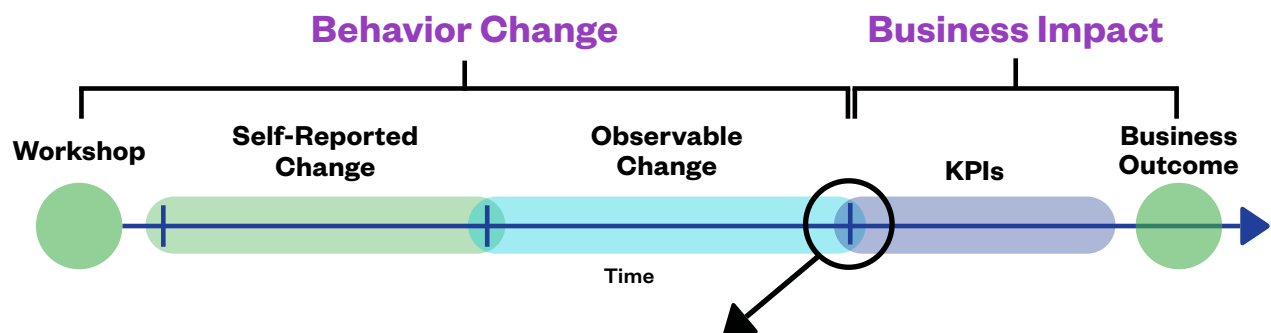
The challenge is that in most organizations, the language used by learning teams is disconnected from the language executives care about.

We need to shift from HR / L&D language to Executive language in two areas:

The people: Who changed, and where do they show up in the org chart?

The change: What changed, and how does it relate to our strategic priorities?

We do this through Impact Mapping.



Modules & Cohorts → Business Units & Seniority
Behavior Change → Strategies Priorities & Competencies



 Impact Mapping Case Example: Casino Leadership Development Impact

A casino partnered with a leadership development firm to reduce voluntary turnover among frontline employees by strengthening leadership effectiveness. The program included 176 frontline leaders.

For Impact Reporting purposes, those leaders:

Were organized into six clusters based on function (food and beverage or gaming) and shift (AM, PM, or graveyard).

(People)

Measured which specific behaviors they made improvements in, relative to the overall group.

(Change)

After four months, voluntary turnover decreased in two of the six clusters. Reviewing these groups' earlier behavior changes revealed outsized improvement in specific behaviors (that could be mapped to specific competencies).

Building on these insights, the consultant (and casino) adjusted the next cycle of the program to focus more heavily on the competencies linked to lower turnover, making future iterations of the program more efficient and effective.



Impact Summary & Next Steps

The top three factors to consider when shaping and telling the impact story:

- **Know** where you're going - the business outcomes the program is designed to support.
- **Measure** the right things at the right time - using behavior change measurement to speed up "time to insight".
- **Speak** the language your audience understands - convert learning language into executive language to secure exec sponsorship.

For a deeper exploration of what to capture, when and how to organize it – along with examples - download our latest *Demonstrating Impact* report, [here](#).





Your Right Next Thing

When we work with consultants to install the Impact Consultant System into their own practices, we regularly encourage them to simply focus on the “Right Next Thing.” One step at a time, brick by brick.

Using the chart below, self-identify how well your programs currently leverage best practices. Green = great, Red = opportunity, Yellow = in progress.

As you look at your own work and the insights laid out in the previous pages, *what’s your Right Next Thing?*

Adoption (Page 5)		
Limit audience sizes where possible	Limit group sizes to single digit populations, where possible.	R Y G
Expand the duration of the session where possible	Aim for 2 hour workshops vs 1 hour or full day	R Y G
Share the business objective of the program with participants	Show participants how the session content connects to business priorities.	R Y G
Engagement (Page 11)		
Frame your participants behavior change commitments as a daily practice	Signpost what a “good” commitment to behavior change looks like (daily, singular, something they care about)	R Y G
Sprint Encourage heavier Week 1 activity	Establish a challenge to practice the new habit daily for 7 days.	R Y G
Support Leverage Accountability Partners	Build time into your sessions for participants to invite and build a plan.	R Y G
Impact (Page 19)		
Know where you’re going	Define the business outcomes the program is designed to support	R Y G
Measure the right things at the right time	Use behavior change measurement to speed up “time to insight”	R Y G
Speak the language your audience understands	Convert learning language into executive language to secure exec sponsorship	R Y G

And, if you want to know how 500+ other consultants have installed the Impact Consultant System into their own client work, [watch the video where Chris unpacks it.](#)





Resources

The report you've just reviewed provides a summary of starting points to enhance Adoption, Engagement, and Impact on your people development programs. We have three other reports – with updates published annually – that go deeper on each section.



Adoption Report How to Drive Early Commitment



Engagement Report How to Increase Follow-Through



Impact Report How to Tell the Business Impact Story



The Behavior Change Toolkit starts with a 13 Question Self Assessment, and then provides the specific trainings and tools to sharpen your own programs through the Impact Consultant framework. Completely Free.



Start the Assessment





About Actionable

Since 2008, Actionable.co has been focused on solving just one problem: “How do we reliably translate new learning into value-creating behavior change?”

In other words:

**How do you make learning stick,
in a way that’s measurable?**

What started as business book summaries (2008) evolved into corporate training (2011), a team based learning methodology (2014) and, ultimately, behavior change technology for corporate trainers and organizations (2019).

In partnership with a small network of boutique consulting firms, Actionable has supported over 8000 corporate change initiatives, resulting in over 2,000,000 data points related to behavior change in a corporate setting.

In addition to Insights reports (like this one), we’ve leveraged our experience to provide consultants with technology, methodology, playbooks and a robust community to help them consistently (and demonstrably) drive lasting behavior change for their clients.

Do you lead a consulting practice? We’d be happy to provide a deeper understanding of the Habit Builder technology and explore how we might work together to amplify and measure your behavior change impact.

Working with Actionable provides consultants with access to:

- Playbooks and best practices for immediately amplifying impact
- Technology to support learners in their application of learning
- Standard and custom report templates to efficiently communicate impact
- Machine learning generated recommendations
- Global benchmarking for you and your clients
- Private access to a global peer forum of like-minded consultancy owners
- Unlimited coaching and hands-on support





Consultants interested in leveraging Actionable in their own work can visit [Actionable.co](https://actionable.co) or [book a call](#) to explore possibilities.

Actionable's models and technology wouldn't exist were it not for the exceptional research and publications of BJ Fogg, Charles Duhigg, Robert Keegan, Lisa Lahey, Michael Bungay Stanier, Daniel Pink, Daniel Kahneman, Sir Ken Robinson, Simon Sinek, James Clear, Dan Heath, Chip Heath, Mihaly Csikszentmihalyi, Katy Milkman, Angela Duckworth, John Kotter and many, many more.

This report, in particular, would not have been possible without the collaboration and innovative spirit of the over-300 consulting firms and 500+ consultants we've worked with in bringing a behavior change focus to corporate learning programs across the globe.

While behavior change and "habits," specifically, have become popular topics in the public zeitgeist over the last 10 years, these consultants (and their clients) have been the pioneers in believing "more is possible" when it comes to supporting and proving impact.

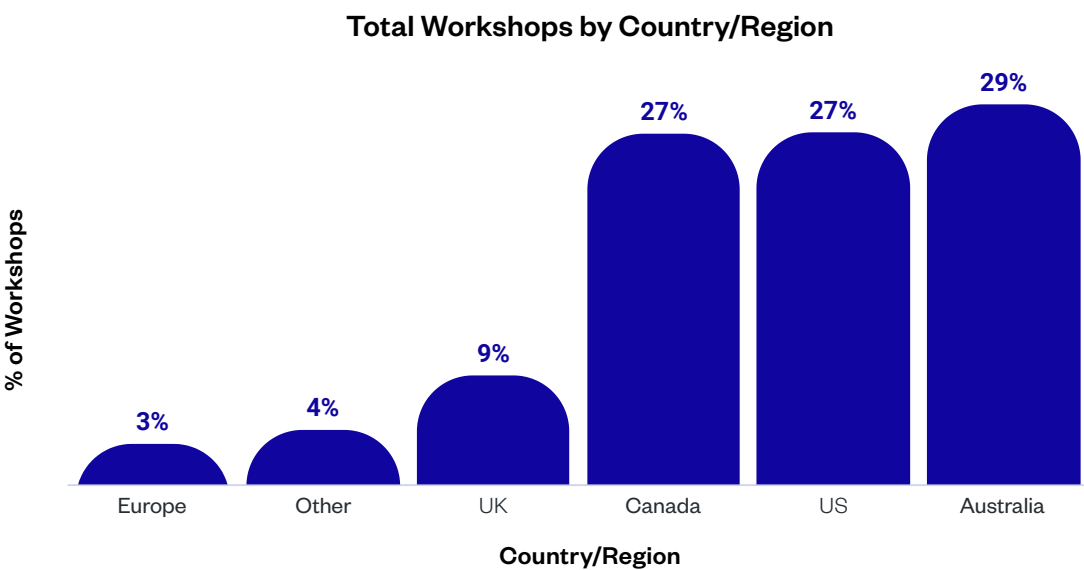
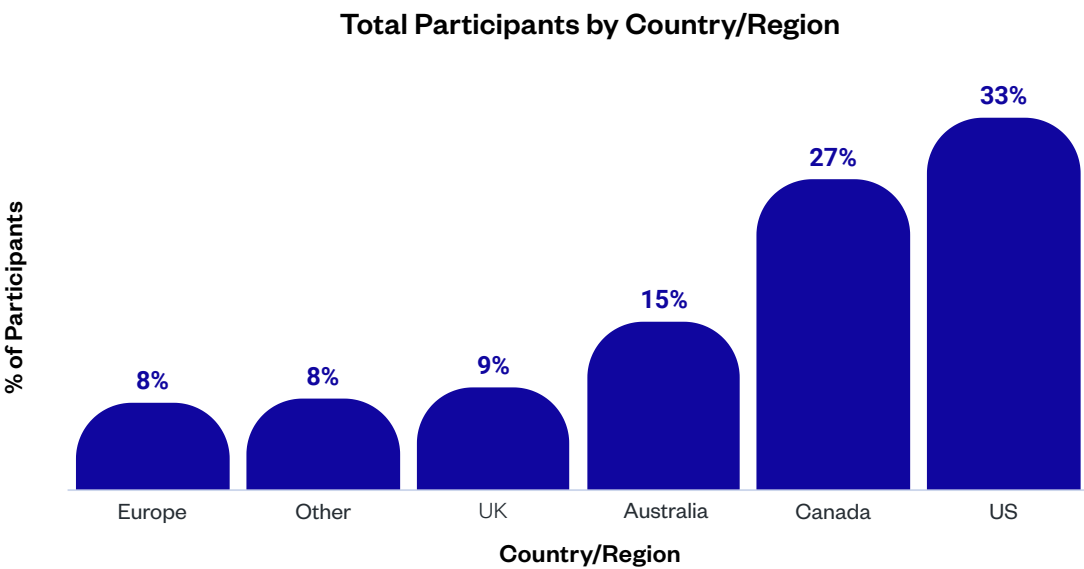
Let's continue to move the needle. The work matters.





Where the Data Comes From

This report analyzes 8,654 corporate learning workshops conducted between 09/15/19 and 09/12/25. It includes data on 112,286 participants from 1,735 organizations across the US, Canada, Australia, Europe, the UK and beyond. The data was collected via the Habit Builder™ Platform.





Contributors



Chris Taylor

As Founder and President at Actionable.co, Chris helps facilitators, consultants and coaches ensure transfer of learning & proving the behavior change impact of their programming. When he's not growing Actionable.co, Chris can be found ensconced in the kitchen, music studio, or on the playground with his two young boys.



Leah Patriarco

Leah helps organizations with meaningful missions use data intentionally and effectively in order to tell their story and positively impact their communities. She is dedicated to helping Actionable.co's consultants, clients, and staff have access to clear and compelling data. When she's not delving into data she can be found baking for friends, hosting games nights, or picking up a new hobby to add to the already long list.



Actionable.

2025

