



Maximizing Adoption:

How to Optimize Session Logistics to Make Learning Stick

2026 Actionable Insights



Letter from Chris

Make Learning Stick

It seems like everyone's talking about "how to prove impact" these days.

I get it.

I'm right there with you.

At Actionable, we believe that well executed people development programs have the power to change the world for the better. It's time the rest of the world had evidence of what we (you and I) have known for a long time.

And what we learned years ago is that *measuring* impact and *improving* impact are two sides to the same coin.

When you give participants tools to make it easier for them to make change happen, they will happily provide you with data around the impact the learning is having.

Actionable's Habit Builder technology has now been deployed on close to 9,000 corporate learning programs, improving **and** measuring change; providing insight into what works (and what doesn't) in maximizing the impact of a learning session.

Our focus is on all elements of behavior change: improving it, measuring it, and linking it to business impact.

To improve behavior change, two things need to be true:

- 1. We need participants to commit to behavior change after a session.** When we measure this, we call it "Adoption"; specifically, what percentage of learning session attendees publicly committed to a specific behavior they wanted to improve.
- 2. Those participants need to take repeated action on that commitment.** We measure this through "Engagement"; how often they reflect on their behavior change progress via the Habit Builder platform.

Across 8900+ programs we've collected over 3 million data points that tell an undeniable story – **the greater the adoption and engagement, the greater the impact of a session.**



This report is a deeper dive into **Adoption on a regional level**, and the simple **logistical** changes you can make to improve the percentage of learning participants that commit to change following **your** workshops.

Our most recent Annual Insights Report (where we zoom out and review key factors for Adoption, Engagement and demonstrable Impact, on a global level) can be found [here](#).

Tinkering with logistics will only get you so far, of course (*though it is fascinating what a difference they can make!*). For a deeper dive into Discovery, Design, Deployment and Debrief best practices, check out the [Behavior Change Toolkit](#), a free resource with short trainings on how to optimize the impact of your programs.

The toolkit starts with a self-assessment of your current processes, then points you to the right resources. I hope you find it useful.

And hey – if you're reading this, **thank you**.

Thank you for leaning in. For seeking out ways to drive even greater impact with your programs.

Keep going. Your work matters.

Chris Taylor

Founder | Actionable.co



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An Overview of this Report

In this report, we're focused on maximizing **adoption** (the number of participants who commit to behavior change following a learning session).

Our goal is to provide insight into the impact of key logistics, *regardless of content theme*.

We've pulled data from learning sessions that utilized Actionable's "Habit Builder" technology.

We found compelling insights across four key areas:

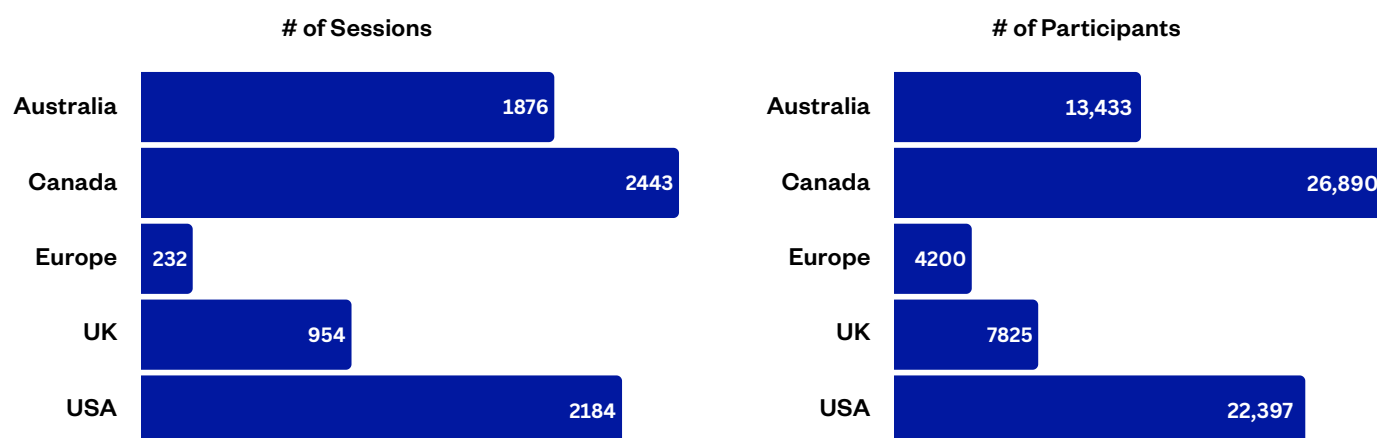
- **Day of the week**
- **Time of Day**
- **Duration of Session**
- **Session Cohort Size**

Appreciating different cultures and work rhythms, we organized the data by region, including only regions with a statistically significant sample size (100+ sessions and 1500+ participants).

Where the data comes from

This report analyzes 8,455 corporate learning workshops conducted between January 1, 2020 and December 31st, 2025. It includes data on 78,141 participants from 1,663 organizations across globe, with a regional breakdown of Australia, Canada, Europe, UK and USA. The data was collected via Actionable.co's [Habit Builder Platform](#).

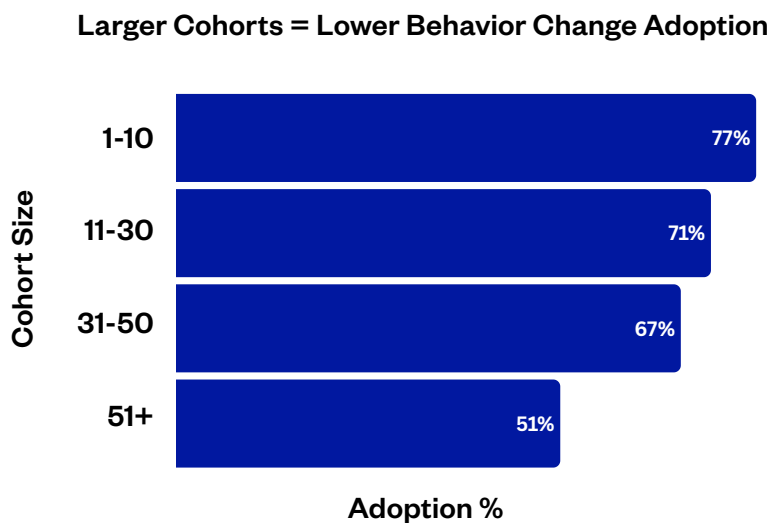
This Report Leverages Data from 5 Distinct Regions



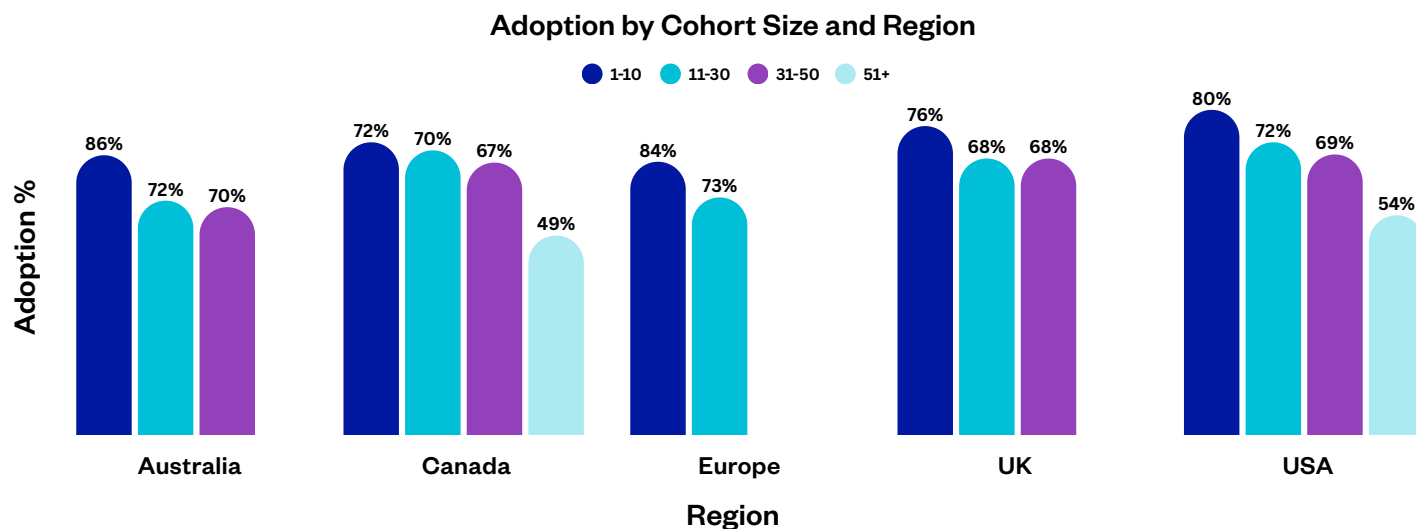


Cohort Size

By far, the most consistent element in determining behavior change adoption over time *and* region is the **size of the cohort**.



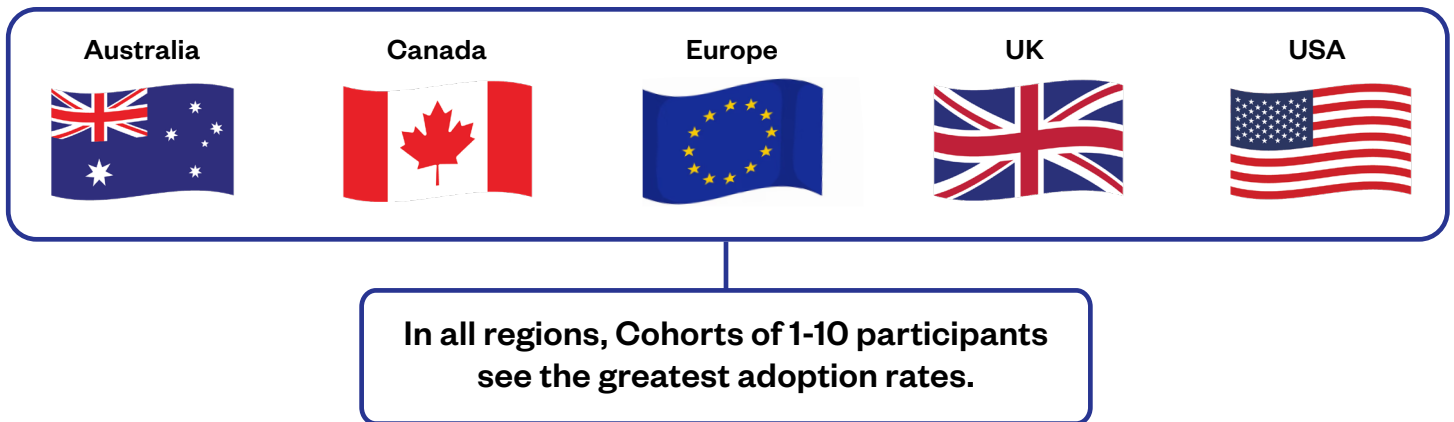
In every market we studied, “bigger cohort” means “lower adoption”.



**There weren't enough 30+ participant sessions run in Europe or 50+ in the UK to provide statistical significance. Still, based on the trends in all other markets, we can safely assume the trend continues globally.*



Based on the data, this is the one element that remains consistent across all regions, that cohorts of 1-10 lead to the greatest adoption rates:



Takeaway: While there's always a very real constraint of budget and time, try wherever possible to limit your workshop audience sizes to a max of 10 participants. Where that's *not* possible, consider how you can break larger groups into smaller "pods" within the larger setting.



Day of Week

Logic would tell us that, some days, people are more open to learning (and applying what they learned). Other days, they're so slammed with deliverables (or mentally thinking forward to the weekend) that they're less inclined to take on something new.

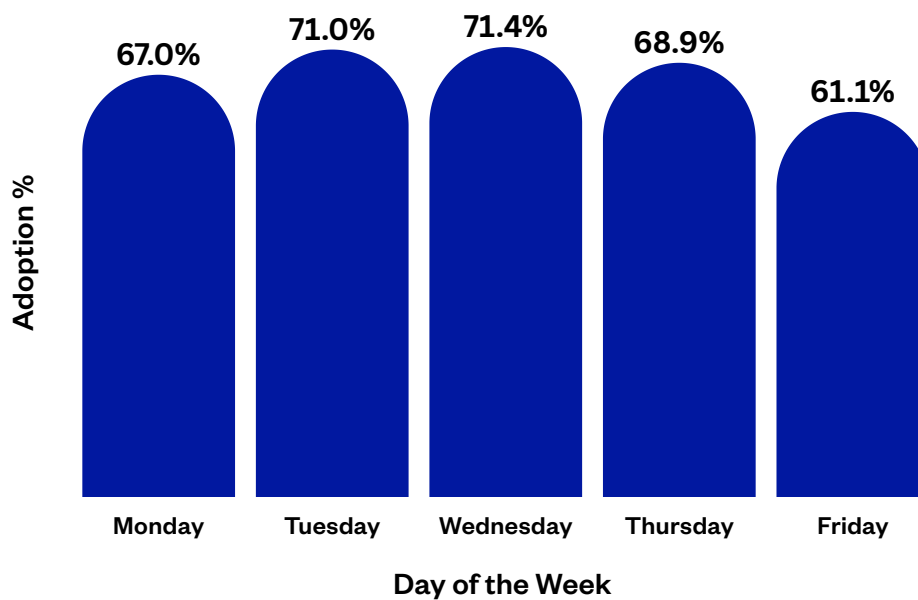
In past analysis we'd identified certain days of the week as more (or less) effective for soliciting behavior change.

What we're seeing now, (with an expanded data set) is that the day of the week matters substantially *less* than the participant cohort size.

For example:

Here's what we see re. Adoption across our entire data set:

Tuesday and Wednesday see Highest Adoption across all Cohort Sizes

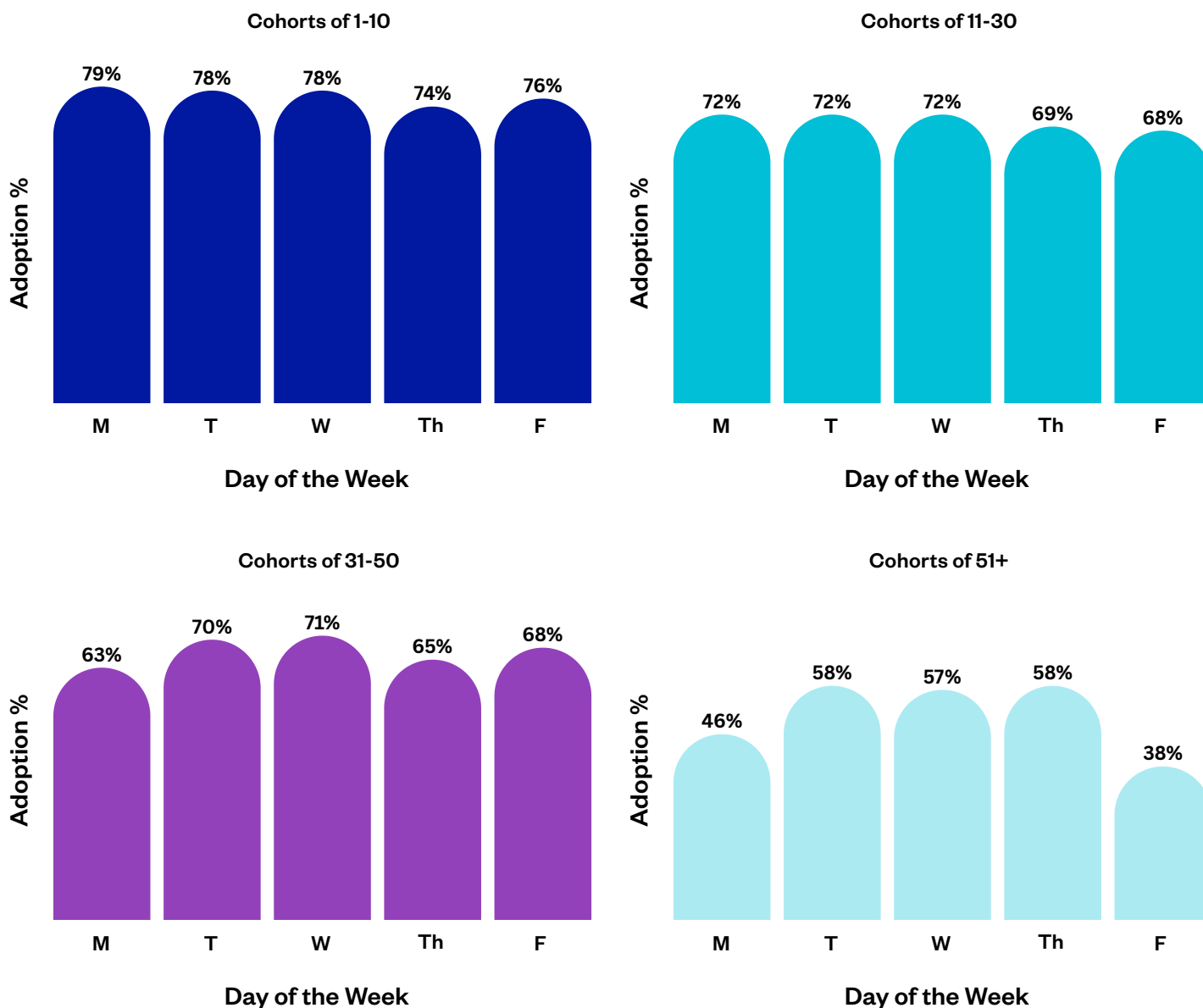


From this visual, we could assume that Fridays are the “worst” days for encouraging behavior change.



But the aggregate data only tells part of the story. When we segment the data by cohort size, we see a very different trend:

Cohorts of 50+ see more Adoption Variation by Day of Week

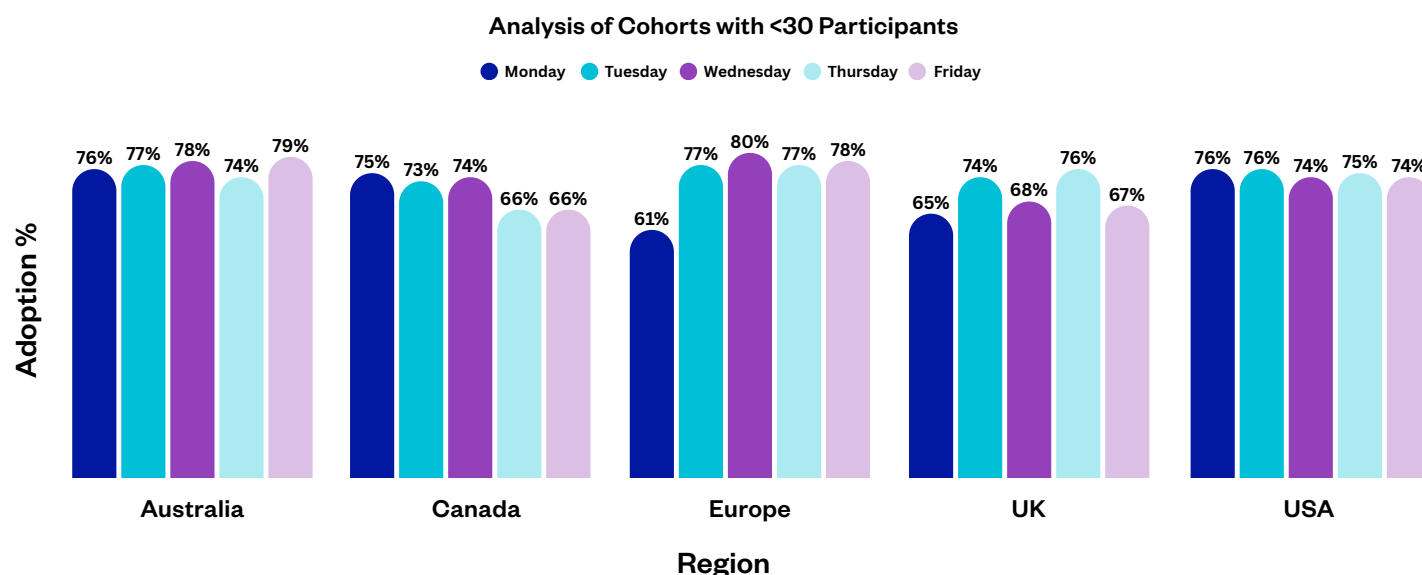


For cohorts of less than 30 people, we see a fairly nominal variation by day of week.

The biggest variance comes with the cohorts of 50+.

And while we don't have quite large enough of a data set to slice by cohort size *and* region, we can see some statistically relevant regional variance when we look at cohorts of less than 30 people:

Each Region has it's own "Highest Adoption" Day of the Week



Through that lens, we can't make a blanket statement as to the "best" day of the week by region. Again, cohort size matters most. That said, if your cohort is less than 30 participants, the most consistently high adoption days by region are as follows:

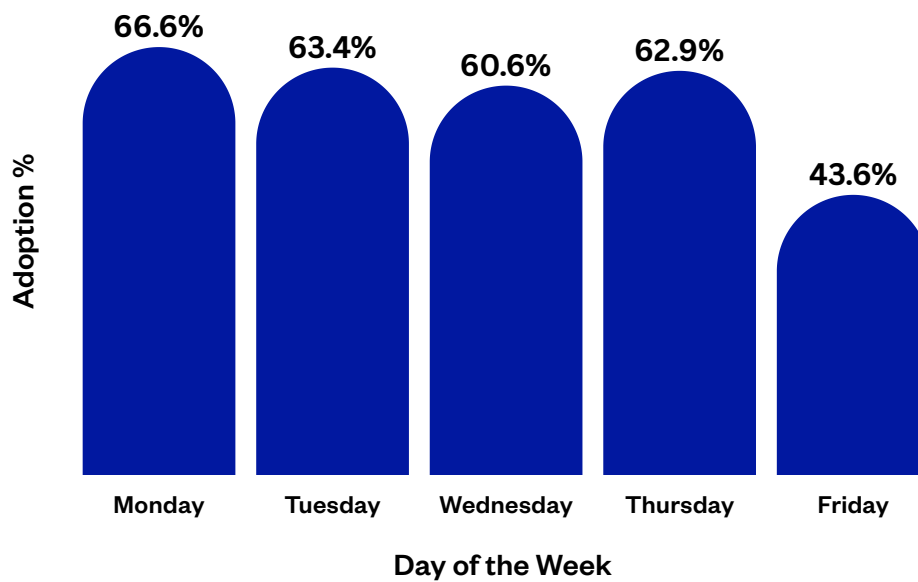


Takeaway: Consider the learners' head space and competing priorities when scheduling your session. Where possible, choose a day where they have the mental space to be open to new ideas, and the appetite for committing to shifting behaviors as a result.



And if you're running a large cohort (31+ participants), the data would suggest it's best to have them commit to change on Monday or Tuesday.

Large Cohorts (>30 participants) see Greater Adoption on Mondays and Tuesdays

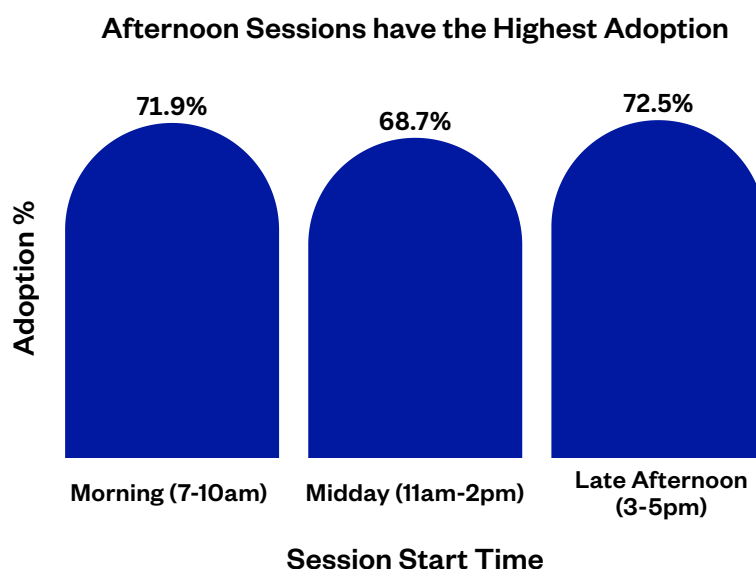




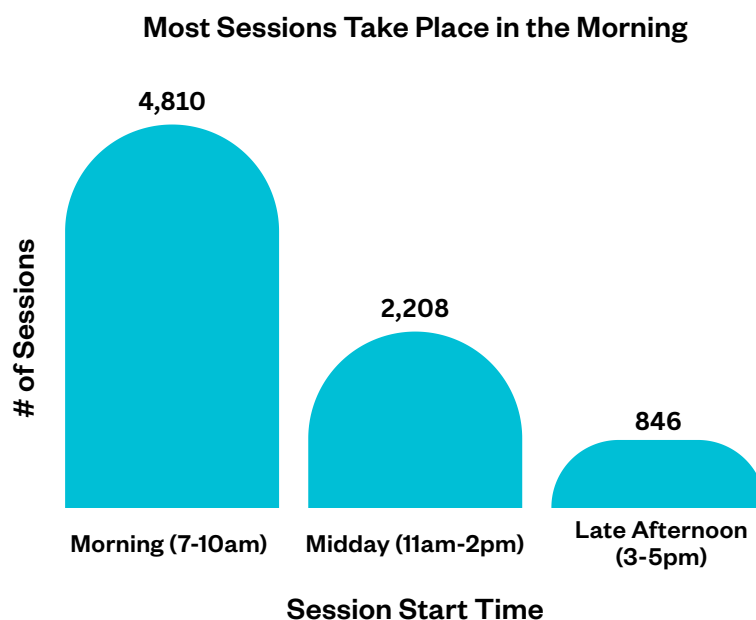
Time of Day

Another consideration when designing your sessions for optimal behavior change is **what time of day** to conduct them.

Across the Actionable data set, we see a slightly higher percentage of participants committing to behavior change when sessions happen at the beginning or end of the workday (versus over lunch), with **afternoon** sessions driving the highest overall behavior change adoption *globally*.

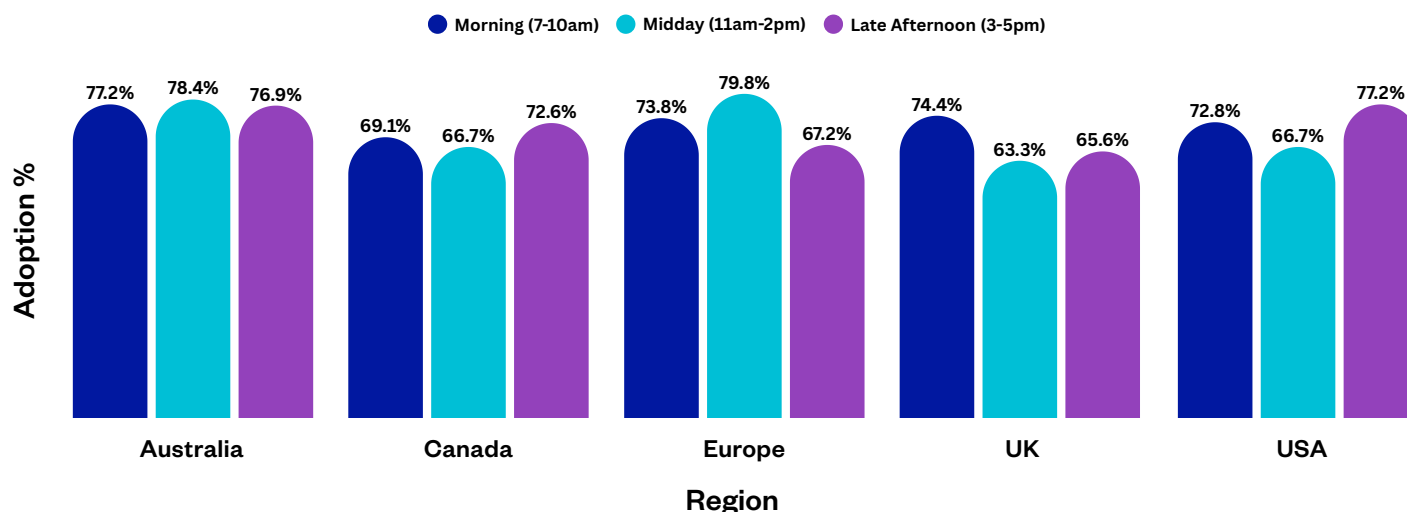


What makes this “afternoons have the highest global adoption rate” statistic more interesting is how *few* sessions take place in the afternoons:



But when we break it down by region (again, focusing on sessions of less than 30 participants to gather large enough data sets for statistical relevance), we find that not all markets are created equal:

Each Market has Different Ideal Time for Maximizing Adoption



Each Market has a different ideal time for maximizing Adoption:

Australia



Negligible difference. Any time is fine.

Canada



Afternoons are more impactful. Mornings work, too.

Europe



Aim for Midday when you can. *This is an outlier - every other market sees the lowest behavior change adoption rate over the lunch hour.*

UK



Morning sessions drive the highest behavior change adoption, by far.

USA



Afternoon sessions are the winner.



Takeaway: Host your workshops at a time when learners aren't rushing back to something immediately afterwards. This will increase the likelihood that they'll sit with the content a moment longer, and commit to a specific behavior change before leaving the session.

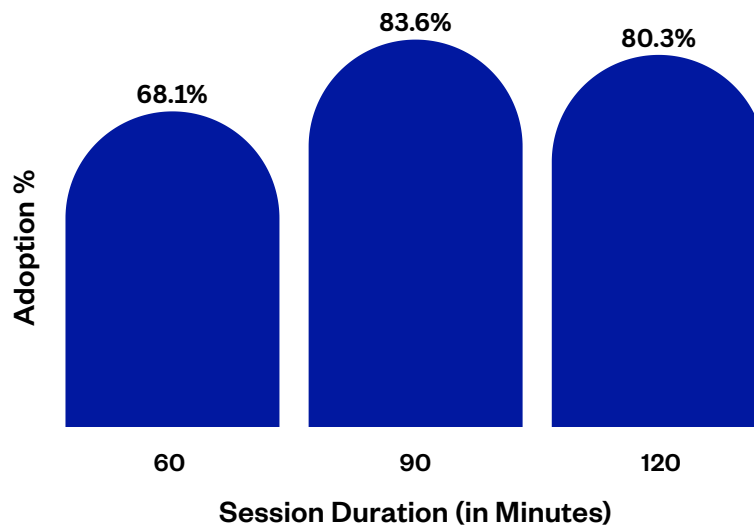


Session Duration

The one-hour learning session sounds good (fast and less-disruptive to the workday), but we must ask ourselves, *what's the goal with the session?*

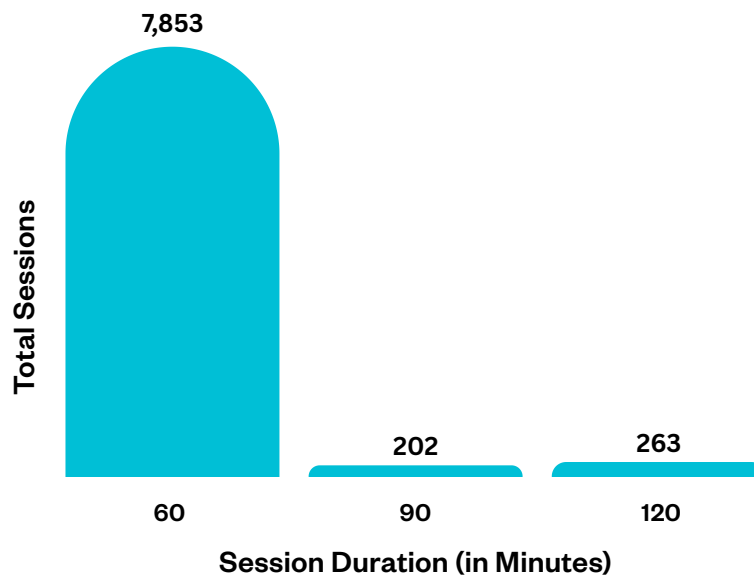
If it's strictly communicating information, then perhaps an hour is fine. But if we want learners to be inspired enough to want to change, the data shows that longer is better.

90 Minute Sessions have Highest Adoption

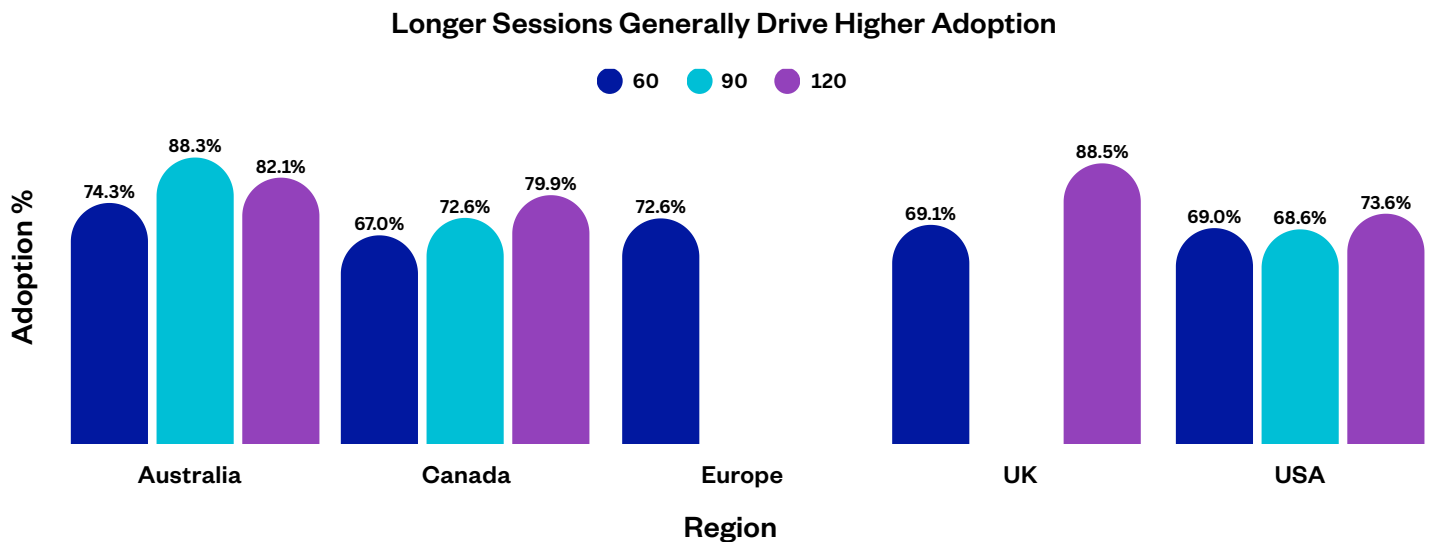


Yet, most sessions are still being scheduled as 60 minute workshops:

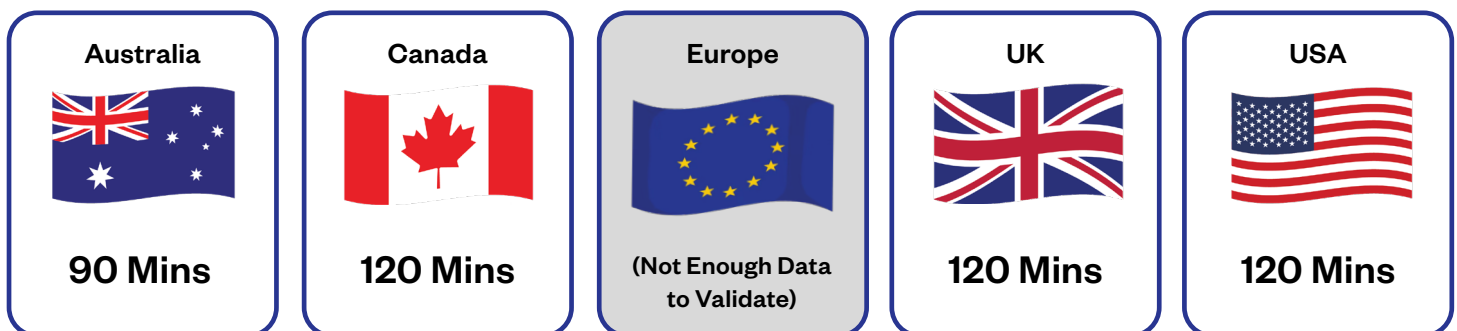
The Vast Majority of Sessions are Scheduled for 60 Minutes



And while the positive impact of longer sessions is *generally* true, it's most accurate for Australia and Canada, while workshops conducted for United States audiences found the impact to be nominal (and the data set wasn't large enough to validate in Europe or the UK).



Based on this information, here's the recommendation as provided by the data to utilize in each market:



Takeaway: Where possible, design your sessions to run at least 90 minutes. This allows participants the time and space to find enough relevance in the content to find their own reason to want to commit to behavior change in the weeks following.



What's Next

As we discussed at the outset, having participants **commit** to change is only one part of the impact story. From there, we need them to stick with their commitments (the analysis of which you can find [here](#))

And... commitment **is** the first step.

To increase behavior change adoption on your own sessions, try filling in this table with your geographically relevant data:

I can increase the number of learners who commit to change by:	
Hosting workshops on this day of the week	
At this time of day	
My optimal session duration is	
And I'll try to keep my group size to a max of	

If you're want to change a number of factors, the data suggests you'll want to focus on them in his order:

- 1. Cohort Size
- 2. Session Duration
- 3. Time of Day
- 4. Day of Week

You're delivering excellent content, professionally facilitated. Don't let something as mundane as logistics negatively affect your ability to drive meaningful change.

Your work matters. Let's make it count.

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 insight into the role logistics play in increasing participant commitment to behavior change leaving a workshop. Chris covers what to do **in** session to increase Adoption, [here](#). And, if you want to dig into how to make the change commitment stick - and then prove the impact of your programs - we have deeper dive reports below.



Engagement Report How to Increase Follow-Through



Impact Report How to Tell the Business Impact Story



2025 Insight Report Elevate Your Training Impact



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.





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.

2026

