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5 REASONS TRAINING DOESN'T TRANSLATE INTO BEHAVIOUR CHANGE



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THE LEARNING DOESN'T FEEL REAL

Managers understand the idea and the theory in the training room, but real conversations are emotional, messy, and unpredictable.

When learning doesn't resemble the reality of work, behaviour collapses under pressure.

In the moment, stress narrows thinking, habits take over, and managers revert to what feels safest, even when they know it's not effective.

Without demonstration or practice that mirrors real conditions, training remains theoretical rather than usable.

Under pressure, people don't rise to the level of training – they fall back on habit.



DISCOMFORT OVERRIDES INTENTION

Most managers don't avoid difficult conversations because they don't care — they avoid them because discomfort feels risky.

In the moment, the brain prioritises emotional safety over learning, leading managers to soften messages, delay conversations, or avoid them altogether.

Training that doesn't address emotional discomfort leaves behaviour unchanged.

In discomfort, avoidance feels safer than action.

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THE MANAGERS HAVEN'T PRACTICED UNDER REALISTIC CONDITIONS

Understanding a skill is very different from being able to perform it well when someone challenges you, becomes defensive, or reacts emotionally.

Without practice that includes interruption, pushback, and emotional response, managers are unprepared for the reality of the moment.

When reality doesn't match rehearsal, confidence drops and old habits return.

Practice that lacks realism doesn't hold up under pressure.

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AFTER TRAINING MANAGERS KNOW WHAT TO DO BUT DON'T DO IT

Many programmes end once participants can describe a model or framework, assuming behaviour will follow.

But without translating insight into observable actions:

- what to say
- how to respond
- how to show empathy

Managers are left with knowledge they can't apply.

Behaviour change requires practice, feedback, and repetition, not just understanding.

Insight alone doesn't change behaviour — practice does.

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THERE'S NO SAFE SPACE TO GET IT WRONG

Managers need somewhere to experiment, make mistakes, and adjust their approach without real-world consequences.

When learning environments feel judgmental or artificial and people have to do the dreaded roleplay with one another, managers play it safe rather than try something new.

Without a psychologically safe place to practice, managers default to familiar behaviours – even if they're ineffective.

Change only happens when it feels safe to try.

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ACTOR-LED TRAINING FOR REAL BEHAVIOUR CHANGE

We help learning translate into behaviour change.

We take time to understand your business environment, then create realistic scenarios that learners immediately recognise.

Using professional actors and expert facilitation, we bring these situations to life and create safe, authentic practice environments.

Learners coach, experiment, and practice leadership behaviours in real time, building confidence and habits that transfer directly back to the workplace.

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Email Clare for more
information
as to how we can support you

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