

TAKE A LEAP

How many people, you know, would willingly take this leap without support ?

-- for some, this is the same as sudden death!



What do you need ?

When I was a teacher, I would simulate an experience on the first day of school for all my classes, where I'd teach a challenging math topic, have students take notes, and then immediately announce a test.

The reaction was predictable: "But we just learned this!" they'd protest. I'd reply, "I taught it, so you should be ready." They'd always reply, "Just because you taught it doesn't mean we know it."

I knew they weren't ready for the test. My goal was to help them understand what it takes to truly learn something.

So, I asked them, "What do you need to REALLY understand this material?"

They brainstormed and came up with a list: time, practice, questions, making mistakes, feedback, reteaching... They went on and on and on.

The Difference Between Knowing And Doing

This exercise highlighted a critical gap between “telling and knowing” or to take it further, as it is more professionally termed, “knowing and doing”. Just because you teach someone how to do something does not mean they now know how to do it; and just because we know how to do something doesn’t mean we know how to transfer that knowledge into behavior.

In the business world, we often fall into the same trap—assuming that once something is communicated, it's understood and ready for execution...but like my students, adults need more than just information. They need time, questions, space for mistakes, and practice. We give sessions and workshops, expecting folks to take that information back to their locations and implement flawlessly. But without follow-up, clear expectations, and ongoing support, can we be certain it's happening? Can we be certain it is happening with fidelity?

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We give sessions and workshops, expecting folks to take that information back to their locations and implement flawlessly. But without follow-up, clear expectations, and ongoing support, can we be certain it's happening? Can we be certain it is happening with fidelity? We assume the work is being done, but then things don’t change or get better. Does this mean the approach didn’t work? Not necessarily. Are we truly supporting the behavior change? Are we checking, tracking, measuring, and adapting for our unique context? Are we learning from our mistakes and creating the most powerful scenario where everyone functions toward the same goal?

Without strong performance management and accountability systems, the gap between knowing and doing remains wide. At [Odyssey Alliance](#), we believe in bridging this gap. Our programs focus on setting clear expectations, providing continuous support, and using data to measure what matters. This ensures that knowledge from workshops turns into actionable change, driving real impact within organizations and the communities they serve. Want to ensure your key insights leads to action?

Contact [Odyssey Alliance](#) today and let’s build effective infrastructures and strong accountability systems that measure and support meaningful progress.