



So, what is **elli**?

ELLI is an innovative and ground-breaking tool for the assessment of Learning Power. It is the result of more than 15 years of research carried out within the Graduate School of Education, University of Bristol, and Penn State University, USA. The research has profiled the Learning Power of more than 100,000 people globally and most importantly, finds that the power to learn has 7 very distinctive dimensions. Not only that, an understanding of how people learn, and why some find learning more difficult than others, has revolutionised the life chances of countless people from many walks of life.

Why is **elli** so different?

ELLI should never be confused with conventional psychometric testing. ELLI does not pigeon-hole participants, it is dynamic and has the power and authority to take each and every learner on a personal learning journey that enables them to change their starting position and thereby, make a step-change in their performance.

elli attacks lack of confidence and is sensitive to undue stress or newly formed relationships, all driven by a spider graph profile, the result of answering a simple on-line questionnaire. The spider graph reveals the learner's particular strengths and weaknesses and provides the focus for training and other interventions that will create a propensity for change. Successive completions of the on-line questionnaire provide the necessary evidence of improvement. However, ELLI is found to be much more than a 'messaging' tool in the assessment of Learning Power because changes recorded by a series of completions have also been found to be sensitive to changes in personal circumstances such as undue stress, an undermining of personal confidence or breakdowns in relationships.

elli is an acronym and stands for the Effective Lifelong Learning Inventory. ELLI not only prescribes the learning journey but is also able to take on its management. We now know that the Learning Power that ELLI assesses, reflects the learner's willingness to change and by directing those behaviours that influence and underpin performance, is as relevant to the full-time student as it is to those challenged by a failure to sustain personal relationships.

Why is the power to learn so important? It is the essential ingredient in the implementation of strategies for change, whether emancipating the individual or engaging the energies and enterprise of the organisation as a whole. Learning Power allows those that strive to acquire new learning competencies, the skill to absorb the lessons of past endeavour and put them to good use.

ELLI empathises with the cultural and learning environment in which the learner finds him or herself at the point of profiling, and enables the prescription of a learning journey designed to meet either, or both, individual need and organisational circumstance and requirement.

elli is fast becoming the instrument and tool of choice in a variety of situations as it replaces the use of the static typologies of psychometric testing. Among ELLI's successes have been:

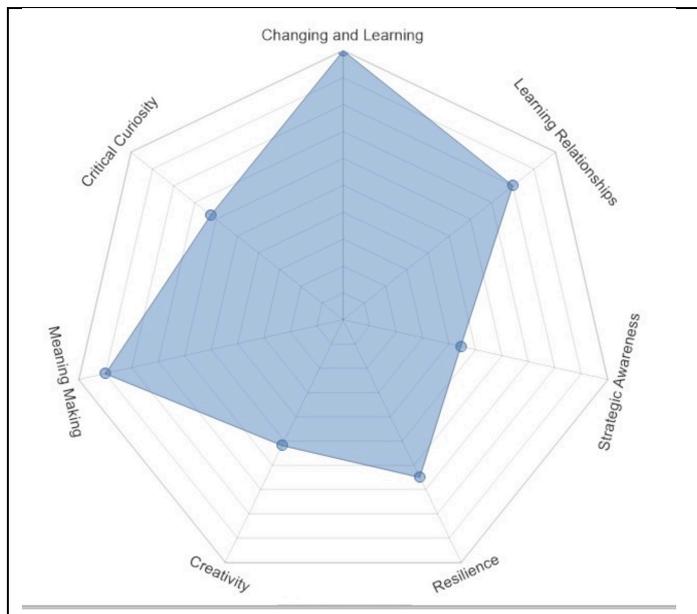
- Improvement of learning capacity among schoolchildren battling with underperformance;
- Providing serial and convicted offenders with the confidence and motivation to manage their transition to the acquisition of the skills, knowledge and qualifications that bring a new life and future employment;
- Creating a recognisable pathway for Aborigines and other disenfranchised peoples to accept integration into, to them, the alien conventions and cultures of 21st Century society;
- Giving universities and colleges a tool with which to vary teaching methods and ways of working to suit students of different learning capacities;
- Profiling applicants at all levels within major companies from the specific requirements of a newly to be appointed multinational group chairman to the selection of apprentices and graduate trainees;
- Finding those machinists and shop floor workers in manufacturing with the learning attributes that make them candidates to become supervisors and team leaders;
- Developing teamwork among senior operating theatre clinicians in the NHS;
- Mapping direction for Continuous Personal Development in all manner of organisations across the public, private and voluntary sectors. By assessing Learning Power, ELLI assists in the determination of training and development requirement as well as monitoring the value added by specified courses and programmes.

elli has consistently proved that the power to learn changes over time. It responds to the qualities of learning environments, be they in the home, the workplace or in social situations. As environmental circumstances change, those changes can become either constructive or destructive influences on Learning Power. However, interventions informed by ELLI can significantly enhance confidence or play a role in mitigating the negative impact of uncertainty and distress.

Importantly, **elli** gives learning a language.

ELLI profiles its participants by using an on-line questionnaire which is future-proofed by its repetition as the learning journey progresses. A spider graph plots results and records scores against 7 critical dimensions, namely: Changing through Learning; Meaning Making; Critical Curiosity; Creativity; Strategic Awareness, Learning Relationships and Resilience. There are no right or wrong profiles. Learning Power profiles are read and reviewed

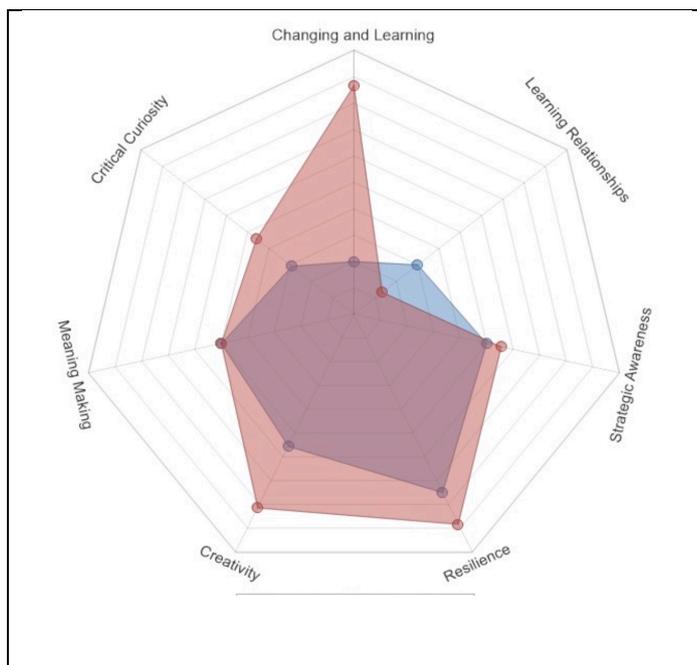
according to strategic objective, role requirement, environmental circumstance and the personal development opportunities offered by job description, appraisal, performance review, available curriculum and the consequences of managerial intervention.



Pathfinder Profile 7

Recruitment profile of a candidate seeking a senior appointment in banking

Requirement was for particular strengths in Critical Curiosity and Creativity with candidates having strong personal awareness whilst showing the humility and respect of confident learners and good team players in a high profile leadership role. This candidate was unsuccessful. Critical Curiosity was important in overcoming an organisational tendency never to question received wisdom. Creativity would be required in the attendant problem solving.



Pathfinder Profile 8

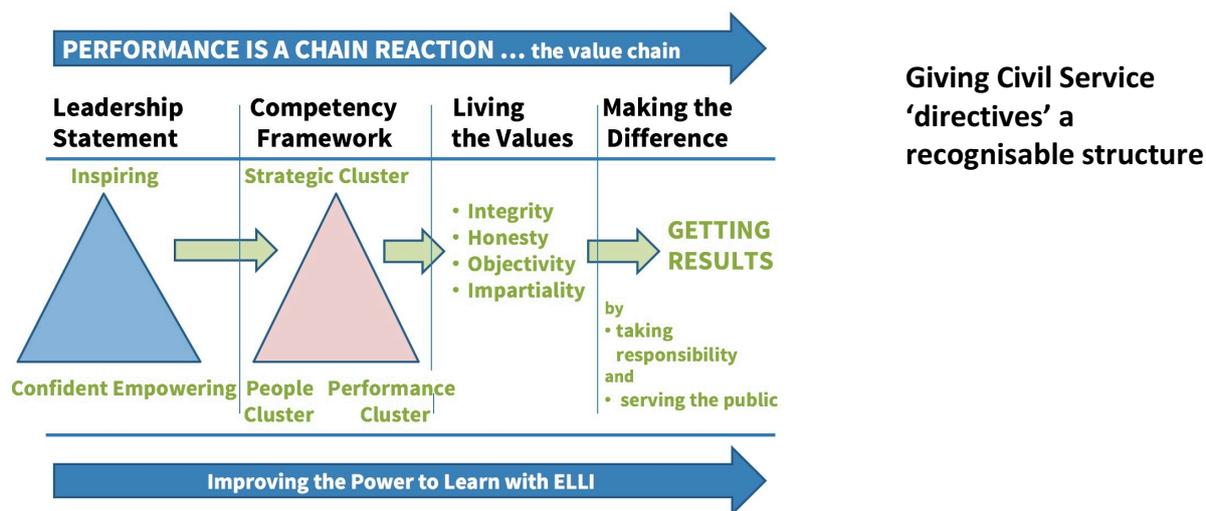
Graduate trainee within a multinational Corporate. Second profile taken after 6 months of induction/bespoke training

Trainees were inducted through peer 'buddying' and training supervised 'on the job'. However, this trainee was subsequently found to be most responsive if left to trust his own judgement. He was quick to put his observations into practice. His creativity gained the confidence of his work team as a 'critical friend' and he was soon responsible for improved productivity and product quality. His manager had recognised his attributes by monthly conversations with the work team.

elli was adopted by a Government Department as the platform upon which to build the Learning and Development programmes that would preface the 2016 overhaul of the Civil Service. Uncertainty and the prospect of redundancy were new experiences for many but their futures would rely on their ability to adapt to their changed circumstances. They would

need to learn to recognise the market value of their past experience and in many cases, harness their inherent marketability for the first time.

In this instance, ELLI had a dual function, to bring greater depth of understanding to the inter-relationships between the Civil Service’s own Leadership and Values Statements and its Curriculum and Competency Framework and second, to engage those vulnerable to redundancy in a learning journey that would, subsequently, lead to the confidence to secure future opportunity.



elli has emerged as an essential driver of the management of change in individuals and in organisations, in education, in companies, in communities and in the wider society.

In 2017 change is inevitable with the impending consequences of Brexit, with the challenges surrounding the management of multiculturalism and with pressures on public funds throughout the NHS and across the educational establishment.

elli has now become integral to the future management of reduced funding as an essential platform for learner engagement in 'blended' learning. Our new Learning Management System creatively blends on- and off-line experiences and has led us into constructive discussion with Further Education’s *Blended Learning Consortium*. More than 40 colleges are currently in membership as they struggle to balance their books.

Strategies and plans for change, their management and implementation

Research by *Manchester Business School* found that inadequacies in individual employee Learning Power and the inability of organisations to manage the transmission of new knowledge and its application, in order to give enhanced meaning to existing data, lay at the very heart of a 'stalling' of organisational sustainability and growth.

230 among 390 companies investigated by postgraduate students at *Northwestern University, USA*, during the 1990s, were found to be frustrated by their inability to tackle demotivation within the workforce despite the internal marketing of rousing mission statements. The research concluded that efforts to facilitate change had been confounded

by insufficient credence having been given to Learning Power, and the consequent lack of a robust foundation for the management of personal growth.

elli'S POSITIVE and NEGATIVE POLES, ITS PRINCIPAL CHARACTERISTICS AND IDENTIFIERS

THE 7 DIMENSIONS	Positive Pole	Principal Characteristics and Identifiers	Negative Pole
Changing and Learning	Intuitively using new knowledge purposefully	Having a positive approach to learning and being self-aware as someone who uses learning to bring about change over time	Being stuck and static. Often disinterested
Critical Curiosity	A determination to get to the root cause	With an orientation towards getting under the surface of an issue, not prepared to accept an interim solution or paper over the cracks	Passive and detached
Meaning Making	Combining previous and new knowledge to create different ideas and concepts	Making connections comes naturally and results from both a propensity for learning and the fact that learning matters to me!	New information or knowledge is simply treated as a collection of data fragments
Creativity	Naturally thinking and acting outside the box, a risk taker	Unphased by apparently difficult situations, a natural risk taker, often playful and constantly calling on imagination and intuition to offer new solutions to perennial problems	Bound by the rules and usually without the motivation to think outside them
Resilience	Readiness to persevere whatever the circumstances and constantly looking for new challenges	A recognisable spectrum of underlying thoughts, feelings and actions that enable the individual to remain unmoved in diversity and show personal strength when the going gets tough	Fragile, dependent and often unable to move beyond the comfort zone. Gives up easily faced with obstacles and escapes to the known
Strategic Awareness	Strong personal awareness as a learner and able to use it to create direction by assessing opportunities and threats and acting on them	Being sufficiently aware of one's self and one's learning power to deconstruct and reconstruct situations. Able to apply personal attributes, thoughts, feelings and actions to manage learning processes through the strength of self-awareness	Robotic and restricted by a tendency to a preoccupation with detail and with tactic
Learning Relationships	Natural versatility and able to adopt the most appropriate learning method, whether working alone or learning from others	Moving easily from one set of circumstances or environment to another with ease and confidence. Happy to rely on personal characteristics but open to the thoughts and contributions of others with a willingness to compromise	Either naturally isolated or utterly dependent on the support and contributions of others

elli is Learning Power's SatNav!

Both Individual and team profiles have the power to kick-start a learning journey that can be specifically designed to meet not only personal, but organisational, requirement.

Change touches every aspect of human life mental, physical, domestic, social, political and economic. ELLI has a unique authority over responsiveness because it deconstructs Learning Power to provide a profile from which the learning journey can be prescribed and mapped. ELLI does not rely on the typologies and pigeon-holing of the psychometric tools. ELLI works with participants and in partnership with teachers, trainers, friends and family to reach a Learning Power that underpins confidence, and influences performance, in every aspect of everyday life.

We ask a critical question ... **Are you prepared for the future?**

ELLI's assessment protocol has the power to bring realism to every person's future choices. Young people have no alternative but to remain marketable for 50 years, shortage of public funds and uncharted business models have driven education and learning at every stage of life to seek new and more cost-effective solutions. Blended on-and off-line programmes are fast coming to the rescue.

The answer ... **Discover and explore you hidden mind-set**

Learning is a way of life, intuitive, an unwritten signature to our personalities. Some embrace it, some resist it, but regardless, the power to learn dictates our physical and mental well-being, the evolution of our relationships, our performance and our very place in society. **'Learning is the eye of the mind'**.

DON'T DELAY ...

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Or

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