

4. Reflect on Levels of Transfer

There are six levels of transfer that are easily recognizable in most professional development or coaching situations for adult learners. These include progressive stages of overlooking transfer, duplicating the idea exactly, replicating the idea by changing something, integrating the idea with an existing repertoire, mapping the ideas to use in specific ways, and innovating creatively with an idea to take it above and beyond the original idea.

Using a set of bird metaphorical birds to represent the six levels of transfer both visually and verbally, the following levels are included:

Head in the Sand Ostrich: *Overlooks-does nothing*

Dan, the Drilling Woodpecker: *Duplicates-Copies exactly as modeled*

Laura, the Look-Alike Penguin-Replicates-*Change for relevance, uses same way always*

Jonathan Livingston Seagull-Integrates-*Already does; raised consciousness with new use*

Cathy, the Carrier Pigeon- Propagates-*Carries this strategy everywhere, multiple uses*

Sam, the Soaring Eagle-Innovates-*Creative, inventive, novel application*

These levels of transfer are for awareness, not judgment and are fully discussed in more detail in the pages include the bird images.

