

# Turning individual insights into organisational learning

## Embedding learning in post-show meetings at RAI Amsterdam through the LOOP method

Organisations today operate in complex, fast-changing environments. Digitalisation, regulation, sustainability transitions, and rising operational pressure demand continuous learning. Yet in dynamic settings like the Event Process at RAI Amsterdam, embedding learning in daily practice remains difficult.

In this context, post-show meetings are meant to support reflection and improvement. In practice, however, learning often stays local. Individuals gain insights in an ad hoc way, but rarely articulate, share, or translate them into action beyond the team. Reflection tends to focus on urgent issues and bottlenecks, reinforcing a reactive approach.

By embedding learning in an existing routine, LOOP does not add workload but reshapes reflection. Clear ownership and follow-up ensure that insights lead to action. LOOP reframes learning as a shared, continuous organisational process. Organisational learning emerges when insights are visible, connected, and sustained over time.

LOOP guides teams through sensemaking, translation, and reinforcement. It shifts the focus from describing issues to articulating underlying learnings. Insights are labelled and positioned, allowing them to travel across teams instead of remaining local and fragmented. The method is supported by a booklet (explanation), a poster (overview), and a SharePoint page (access to learnings).

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**Through the LOOP method learning becomes positively visible and is communicated through the organisation**

