



FRESH PERSPECTIVES VS. CRITIQUES

A Business Training White Paper From 360Solutions

The business training and consulting industry is evolving. Traditionally, the industry has been mainly called upon to handle issues with toxic leaders. Currently, 48% of the business is devoted to facilitating transitions and developing employees. The reason for this is simple; companies are forced to make changes in order to survive the current economic trend, and they need help.

Poorly executed adaptations, new procedures and high turnover are costly. New IT processes, for example, are constantly thought to save time and money however, a report in Finance Week, specifically relating to IT implementation, discovered that only one-third of organizations in the UK evaluate the effectiveness of the implementation process. Only 39% address the human issues after a project is completed. The financial loss stemming from inadequate IT training and management is estimated to be in the billions. The UK is not the only country with this problem, the US also reports similar problems with similar losses.

Company leaders wishing to avoid this financial loss look to outside trainers and consultants for guidance. This shift in business focus creates an unique opportunity. Instead of concentrating mainly on executives, these trainers have the ability to shape a company at every level, from the ground up. Outside trainers have an advantage over HR employees. They are unbiased and any opinions that differ from company leaders will not be held against them. For any training to be effective, however, business leaders must carefully examine different training options before choosing a plan of action.

Before embarking on a training course, "consider whether the organization is committed to supporting the training efforts. If not, any attempt to develop a solid training program will fail." Dedication needs to exist from the beginning, both personally and financially. Training is a goal, not a lofty ideal. Treat it like any other business venture. The results of any training are largely determined by the level of commitment to the training program. Once committed, identify specific needs. This can be accomplished through customer feedback, employee feedback and internal audits. A single catchall training program does not exist.

Training varies according to skill level, and a good training company will be able to adapt courses for different needs. Understanding exactly what the company's weaknesses are will determine the type of training that should be implemented and also help identify who should be trained.

In an ideal world, every employee would embrace the training invested in them. Unfortunately, this is not always the case. Choose people who support the company's values and will welcome training as an opportunity. Let us call them "rubber band employees," those resilient people who stretch and adapt to different situations, yet always return their focus toward main goals.

They will be more likely to adopt the necessary changes and have a stronger loyalty to the organization. When the areas that need improvement and the employees who need training have been identified, it is time to choose the best course.

Outside training companies all have different teaching methods. There are advantages and disadvantages to each. Here are just a few examples:

Benefits of Online Training

- Little to no travel costs
- Accommodating schedules

Disadvantages of Online Training

- Lack of on-site teachers to engage the class
- Demands self-discipline of every student

Benefits of On-Site Training

- Little to no travel costs
- Expert teachers can engage the class
- Employees work in their own environment

Disadvantages of On-Site Training

- Costs a little more than on-line
- The facilities may not be adequate for a large training class

Advantages of Off-Site Training

- The ability to often mix online and personal classes
- Expert teachers engage the class
- No daily work distractions

Disadvantages of Off-Site Training

- Travel costs
- People might not apply changes when they return

No matter which company or what type of training is chosen, constant evaluation needs to happen. Monitor the learning process and make adjustments as necessary. Do not wait until the end of a training to evaluate its effectiveness. Keep track of every stage of development.

On the other hand, these trainers are experienced and they should be allowed to do their jobs without interference. Do not hover and scrutinize every action. Simply ask questions and address any concerns you have. They will appreciate the feedback. Even if a training session is successful, there is always room for improvement.

Businesses are facing changes. These changes can be daunting, but they also present opportunities for organizations to grow and become stronger than ever.

Here at 360Solutions, we blend our years of experience with current market research to provide the most effective curriculum possible, which we then customize for our clients. The proper training ensures smooth transitions and, in the long run, increases the bottom line. Now is the perfect time to reap the rewards of having well-trained employees. Action must be swift. Your competitors are training their people. Are you training yours?

Works Consulted

Finance Week, "Poor IT implementation costs companies billions," February 8, 2006, <http://www.financeweek.co.uk/item/3095>.

Harvard Business Review, "What Can Coaches Do for You," January 2009, <http://hbr.harvardbusiness.org/2009/01/what-can-coaches-do-for-you/ar/1>

Work Quoted

"Employee Training and Development" <http://www.bizmove.com/personnel/m4d.htm>