

The Business Case for Training

There is one widely held misconception that training activities come right off the bottom line especially in the current business climate. The reality is that if you approach training in a random adhoc fashion it may well end up as a cost. If you approach training using flexible, timely, needs based approach and focus on development that enhances the participant's skills base it will ultimately add to the profitability of the business.

In periods of employee uncertainty training can be a great stabiliser. Now is the time to focus on increasing the productivity of your workforce, this will need training to be effective. In a recent study it was found the top four barriers to productivity were, *i. An inability to recruit suitable employees ii. Lack of management skills iii. Employee attitudes & commitment and iv. Poor organisational communications.* Don't let low productivity endanger your business aim for improved productivity and employee effectiveness through training.

On completion of this workshop you will be able to

- Confidently maintain your influence and impact on the business in difficult times.
- Establish a flexible Training Needs Analysis (TNA) process that can react to a fast changing environment.
- Put the 80/20 principle into effective use within your TNA.
- Identify and deal with barriers to training in your workplace.
- Establish ambassadors in your workplace that actively and loudly support your training activity.
- Produce a basic Return On Investment (ROI) analysis for training activities to help support your business case with senior management.
- Design and deliver effective and flexible training in your business ensuring transfer of learning into the workplace.