



You Say People Are Important But How Much Training Do You REALLY Provide?

Most companies don't have a formal or informal system to develop their people. It is the bosses' responsibility to identify and schedule training for his or her employees. But, it should be a collaborative effort. Sit with your employee and discuss what specific training they need or want.

I would recommend that every key staff person attend at least one off site training experience annually. In the current economic climate, training budgets are among the first to get cut. If your goal is to develop your people and be cost-effective, consider the following:

- Have those who do attend an offsite conduct a session where they share lessons learned with others.
- Look for webinars offered by any number of resources.
- Look to local colleges, professional organizations and Chambers of Commerce for programs.
- Have staff members spend a day on site with customers not selling but looking to see how they run their businesses and how their best practices could be applied.
- Cross train among departments and functions within your own organization.
- Leverage the skills in your organization by sponsoring "lunch & learn" sessions where staff members can learn about budgeting or computer software applications or selling

Whatever you do, I would suggest that one person in your organization be responsible for identifying and publicizing training events.

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