

# Strengthen Training Retention Through Corporate Strategy

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Offering training in today's workplace presents the typical hazards of leaving operating staffs short-handed with the associated costs involved with the learning sessions (the facilitators, the meeting rooms etc.) that many organizations are re-defining their criteria for staff development through a "raising of the bar" on what their staffs will learn and what their staffs will retain *after* the training.

More than ever, organizations are in need of updating staff information through training. Companies are looking to invest in their employees' knowledge through any means possible and convenient. This includes interactive classroom instruction as well as high-tech approaches that will meet and maintain a competitive edge (as growing companies) in their industries. Best business practices dictate the importance of well-informed, well-trained staffs as their number one service rating motivator across every ranked company.

However, with that expanding need is the most critical nature of using company time wisely and productively. Staff development is paid as "work", so let's make certain that it is absolutely defined by its connection to the bottom-line. This can be done very effectively, if the organization, the trainers and their participants go into every session with both the mindset and the actions that the training information builds on the company's strategy, that the training improves their individual ability to perform their jobs and that the training, by its very nature, acknowledges the organization's investment in them, as players, in the company's success.

To insure this training end product, several important roles must be played out, as follows:

## *Trainer Role:*

- Be Aware & Organized
- Get & Keep Attention
- Chunk & Link Learning
- Associate Skills
- Use Imagination

## *Participant Role:*

- Training is Work
- Training is Important
- Training is Fun
- Training is Value

## *Organizational Role:*

- Share Vision
- Link Strategy
- Prepare Participants

- Review Learning

There are few absolutes in anything, except that “you should get what you pay for.”

In the business of training employees, it should be no less. Professional trainers may be engaging and entertaining but they must - most of all - be effective. The participants must be able to do something (better) on-the-job to support the business strategy *after* their training has been completed.

By continuously reflecting on the participant skills through methods like in association, chunking and repetition, trainers will advance new learning skills, link their efforts to the company’s business needs, keep participants engaged and help the organization get what it pays for – an improved strategic effect and employees who retain what they learned in training.

Collaboration is the beginning of all good training. Both the trainer and the organization need to get to know what it is that the training should produce. A clear statement of the company’s strategy and the training’s role in its support is essential to transferring training that is valued and learning that is retained.

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