

## Make training work for you

Every organisation invests in training; whether for technical, managerial or personal development. However the return on this training is frequently less than expected. The general rule is that 80% of the content of the training is forgotten and lost forever within 3 months.

You're effectively throwing away 80% of the money you invest in training! The reason for this is not that training is poor; most is excellent. It's simply that the individuals receiving the training are unable to implement the new ideas and information without help; most have never learned how to learn.

## Repetition

We all remember cramming for exams and driving random facts and formulae into our heads through repetition. This is not the sort of repetition that will help a manager implement her latest "leadership skills" training.

Consider the scenario of this manager seeking to apply her newly acquired leadership skills. She has learned new information that she must internalise and begin applying; in this case to effectively lead her department.

There are two requirements: to remember the information she has been given; and to apply theory learned through the training to her own company and her own department in order to become a better leader.

The ideal way to learn information is to review it regularly. So the first requirement (to remember information she has been given) can be met by establishing a regular review of the training content. The ideal review schedule is:

- After 1 hour
- After 1 day
- After 1 week
- After 1 month
- After 3 months

So, by reviewing the course content in this way our fictional manager can learn the content of the course she attended. That's great as she now knows how to be a leader; but if she does not use this new knowledge, what is the point of giving it to her?

This leads us to the second requirement (applying the theory learned to her organisation in practice). This is the tough one as it requires the employer to help their manager to use her new skills; and most organisations have no way of doing this.

## Training Implementation

There are many different ways that people can be helped to apply what they have learned through training and all rely on help from others. Here are the options:

**Learning buddies.** Pair people up who have been on the training and have them help each other to implement the training. This approach works best in larger organisations where staff from different departments or locations can help each other.

**Mentor.** Assign a mentor to each person who has been trained. It is the role of the mentor to keep the person focussed on using their new skills and offer help and advice.

**Coach.** Use coaching to help each person plan how to use their new skills and then work with them whilst they implement the plan.

Back to

[www.apexcoaching.co.uk](http://www.apexcoaching.co.uk)

There are advantages and disadvantages of each of these approaches:

## Advantage

### Learning buddies

- Builds links between departments
- Trainees become trainers, which helps them learn.
- Low cost as no external resource required

### Mentors

- Allows senior people to pass on advice
- Breaks down barriers in organisations
- Good for morale

### Coaching

- The coach is trained to do this work
- Individuals get to structure their own implementation plan and the coach helps them measure success
- Does not require internal resource
- Can be done in groups or individually

## Disadvantage

### Learning buddies

- Staff are not trained to help in this way so results may be patchy
- Difficulties getting everyone to open up to one of their colleagues
- Tends to tail off quickly
- No effective way to measure success

### Mentors

- Consumes senior staff time
- Difficult to implement for larger groups
- Tends not to work in hierarchical organisations
- No effective way to measure success

### Coaching

- Requires external resource
- Results are visible so individuals that do not perform may be identified

## About Apex Coaching Ltd

Apex Coaching helps people and companies find and release their latent potential for the benefit of themselves, their company and the wider community. They do this by using a mix of Business and Personal coaching techniques combined with hands-on experience of running businesses.

The core areas that Apex Coaching focuses are:

**Leadership.** Empowering people to become leaders is the quickest and most effective way to grow the person and grow the person's contribution to the company. Whether you run a company, own your own business, or work for someone else, developing your leadership skills will make a huge difference to your life. Apex Coaching will help you become a leader.

**Business growth.** It is the natural role of businesses to grow. If a business is not growing (or not growing fast enough), there is something wrong. Apex Coaching will bring sales, marketing and management coaching to bear to help you get back onto your growth track and begin to aim for exponential growth – you can do it with the right help!

**Sales growth.** The only consistent differentiator between companies today is their ability to sell. Production, product development, distribution, etc can all offer transitory advantage to a company, but competitors quickly catch up. The only way to consistently outperform is to excel in sales. With a strong background in sales and sales management, Apex Coaching is ideally placed to help you to gain this competitive advantage – for good.

For more information please:

Visit our website: [www.apexcoaching.co.uk](http://www.apexcoaching.co.uk)

Email us: [simon.west@apexcoaching.co.uk](mailto:simon.west@apexcoaching.co.uk)

Call: Simon West on 01672 541636

Back to

[www.apexcoaching.co.uk](http://www.apexcoaching.co.uk)