

# Corporate Training Programme



*“Learning is the new form of labor. It's no longer a separate activity that occurs either before one enters the workplace or in remote classroom settings. Learning is the heart of productive activity.” - Tom Peters*

## An Introduction

Many corporate clients have specific goals associated with the growth and development of their business. To help companies achieve those goals, we have designed both **an in-house workshop** and **corporate license** programs specifically geared to a particular firm's resources, marketplace, customer base and competency needs.

### Why in-house trainings?

*Key reasons why corporate in-house trainings are so important to organizations today*

1. **In-house trainings are more cost effective solution.** It can provide a more cost effective solution for companies who would like to send 5 or more attendees to a specific program. The workshops can be held either on site or at a location nearby, such as a local hotel, where participants are free from interruption. This offers considerable savings in time, travel and accommodation costs.
2. **In-house trainings can address relevant vital issues.** In addition, in-house courses can involve discussion of company problems relevant to the course in complete confidentiality. During the workshop, they will be able to look at their work problems from a distance and put them in perspective. This will allow them to re-examine their objectives and to come up with radical solutions to these problems.
3. **In-house trainings are customizable.** You will have an opportunity to specify specific case-studies, industry relevant examples, and targeted workshop outlines to meet your unique requirements.
4. **In-house trainings foster relationship.** Training workshops can be used to increase staff motivation and team building within departments. Participants often return from workshops feeling refreshed and with new enthusiasm for the job.
5. **In-house workshops provides flexible schedule.** The workshops can be timed to fit in with a company's needs. The costs for in-house training vary depending upon the duration of the program and the number of trainers required - each workshop is designed to meet the companies specific needs and with up to a maximum of 25 participants.

## Understanding Training Outcomes

The most vital part of a successful training workshop is the Goals and Outcomes. In corporate trainings, the different people in the organization may have different priority and goals. Here are some which you may relate to:

Goals and Outcome	General focus
Company / Stakeholders	business results and profitability
Line Manager / Manager in charge	productivity, competency and culture
Participants / Trainees	skill development and growth
HR Training Manager / Planner	meeting needs and budget

It is of utmost importance that you have total clarity over what are the expectations of the various parties and how having the training workshop can fulfill those requirements. Be realistic and down to earth. Don't expect a 2 days workshop to solve a decade of problems and challenges.

Inspired Learning Consultants can provide additional guides. However, in thinking about a training program for your company, consider each question and in light of the training needs of your particular situation.

### Training Outcome Checklist

The questions are designed to help you define the objective or goal to be achieved by a training program. Whether the objective is to conduct initial training, to provide for upgrading employees, or to retrain for changing job assignments, the goal should be spelled out before developing the plan for the training program.

- Do you want to *improve* the performance of your employees?
- Will you improve your employees by training them to perform their *present* tasks better?
- Do you need to prepare employees for *newly* developed or modified jobs?
- Is training needed to prepare employees for *promotion*?
- Is the goal to increase problem solving and *thinking* skills?
- Should the goal be to improve employee *attitudes*?
- Do you need to improve the *productivity*?
- Is the goal to *orient* new employees to their jobs?
- Will you need to teach new employees about overall operations?
- Do you need to train employees so they can help teach new workers in an expansion program?
- What are the expectations of the Managers-in-charge?

## Types of programs

Now that you know what you want to achieve, next you need to know which types of program will be best fit your requirement.

### standard

A *standard* training programs are generic workshops that offers a standard course outline. They are generally programs that are offered by professional trainers across board.

### customized

A *customized* training program tailors existing training materials to meet your company's specific needs. A *custom-designed* program is created specifically for your company and for its exclusive use.

Consider a customized program when your company's training need is for a general skill or knowledge area. Many management development and professional development programs fall into this category. A customized training program provider can tailor examples and activities to include your company's products, services and even its logo.

### Custom designed

Consider a custom-designed program when your company's training need is for a specific skill or knowledge area that is unique to the organization. Training in specific operations and business processes fall into this category. This type of training cannot be bought off-the-shelf or customized from an existing program in the marketplace.

Another difference between customized training and custom-designed training is ownership. Who will retain the rights to the content and the training materials once the project is completed? Customized materials are usually purchased under a license agreement with the provider retaining ownership. Custom-designed programs are considered as work for hire, which means your company, not the provider, retains ownership.

## Training Providers

You want your training experience to be successful. The more you do up front to ensure all the necessary issues and questions have been addressed to your satisfaction, the better chance you have of implementing a successful training program. Your staff will appreciate it.

The options are endless. The possible solutions are endless and there are so many training providers out, so here's a checklist to help you narrow down.

### Training Provider Checklist

#### Company Background & Experience

- ☐ Check out their websites; support services and if possible visit their office
- ☐ What are their mission, vision and values that drives their business?
- ☐ What are the demographics of their client base?
- ☐ Are they doing piece meal work or development work with their client?
- ☐ Are they comfortable to refer you to speak to any of their clients?

#### Training Services

- ☐ Are they selling their products and services or are they asking for your requirements and outcome?
- ☐ Is there any Pre-Training Assessment and/or Survey?
- ☐ Do they offer any money back guarantee?
- ☐ What is their training team strength? Are they a one man trainer company? Or Are they in the human capital development business with a team of expertise you can tap on?

#### Training Methodology

- ☐ Do they advocate Accelerated Learning Principles and methodology?
- ☐ What are the expectations of the ratio between experiential activities and lecture? The style? Their learning philosophy?

#### Learning transference

- ☐ Are they offering any Post Training Assessment? Or Learning Effectiveness Review?
- ☐ What feedback or progress reports should be expected?
- ☐ What are they doing to ensure that the learning is transferred back into the workplace?

There are many providers out there who believe their role ends the moment the workshop feedback forms are collected in, but what should be remembered is that for the company the end of the training should mark the implementation of the things which have been learned.

## Working Effectively with Training Partners

As a training planner, your reputation and maybe even your job is on the line each time you plan a training and book a trainer. When you can't afford to make mistakes, let us help you get the best professional trainers, speakers, seminar leaders, facilitators and consultants available.

We won't overwhelm you with choices and give you a dozen or more speakers to choose from. Instead, we will carefully listen to your needs and then recommend a few trainers that best meet your needs. Naturally, if you wish to be inundated with choices, we can accommodate that too!

Remember, identifying and communicating clear requirements will save time and make it easier for you.

### Selecting a Quality Trainer

Choosing the "best" possible trainer is both an objective and subjective process. The best trainer for you will be the one who best meets all of the criteria mentioned and who brings the greatest Return on Investment (ROI) to your participants. Your job is to blend the trainer you personally enjoy and who you believe your attendees will enjoy. Here are some of the general qualities that are found in many fine speakers and trainers:

- ☐ Years of actual speaking/training experience addressing small and large audiences
- ☐ Industry specific or corporate experience
- ☐ Training/Practitioner Certifications from renowned organizations
- ☐ Solid recent client references that you can call
- ☐ Ability to tailor training content to meet your participants' needs
- ☐ High audience interest level/repeat bookings with same groups
- ☐ Polished presentations
- ☐ Professional video brochure, CD or streaming video that you can watch for style and energy

The single most important decision in hiring the "right" trainer for you is to clearly understand the purpose of the trainer at your particular training event.

Ask yourself,

*"What do I wish the attendees to take away with them when the training is completed?"*

Sometimes, instead of looking for your speakers from the "who do we want" approach, instead try, "what are the issues and problems facing our industry/company... what can a trainer do to help?" What is our overall objective? Usually, the purpose is to increase productivity and profitability.

## Avoid the Following Mistakes

Generally, training contents are designed and crafted to be informational, stimulating (reflective) and experiential. You need to know what your participants want.

Ask yourself,

*“What combination of the three will best serve the purpose of this training and audience?”*

All sorts of combinations of all three factors are possible. Generally adult training workshops are designed to be 40% informational, 20% reflective and 40% experiential.

If you are unable to quantify the percentages, you are still in the dark about what you want. You would probably say to a training provider, "I don't know what I want, but I'll know it when I see it!" Stop right here! Do not proceed any further – not until you are clear on this! If you appoint a 'Information-based' trainer for a highly active and energetic participants – that spells **CATASTROPHIC**. And vice-versa.

As part of our service, we help people determine what is really needed. Only after you have determined the mix are you ready to consider the other important factors.

## Lookout

- Be realistic when setting outcome. Setting an impossible expectation. e.g. expecting a 3 days workshop to solve a 5 year cultural issue
- Failing to communicate your expectations clearly to the training provider
- Demanding or offering too much content throughout the day
- Mismatching the trainers
  - to the type of audience (such as gender, age, topic)
  - to the cultural background of audience (such as language, style and energy)

Some other areas to consider carefully when selecting the best trainer:

1. **Date of the presentation:** Do you know the date or dates of the meeting when you will need the speakers? You cannot check on the trainer's availability until this is known. A sad scenario occurs occasionally, when the training planner sets his or her heart on getting a trainer, and plans the training event with the trainer in mind. When the planner finally sets the training date, the trainer has already been booked for another engagement and is not available. A related version of this occurs when a training planner books the trainer, then the committee changes the trainer's date. If the trainer is not available on the revised date, the trainer selection must begin all over again.
2. **Topics of interest:** Make a list of the topics your organization has had in the past. Then list the current hot issues in your industry right now. Notice which topics aroused the most positive response. Have you surveyed your audience to pinpoint their interests and needs? Or, for corporations, what is the current goal or vision of the company, and that of the specific department holding this training? Your topic decision will narrow the list of trainers who can expertly address the topic(s) of your choice. Again, this will help you avoid the, "I'll know it when I see it" syndrome. Take control and you will get more powerful trainer choices and results!
3. **Venue of training:** As it is with real estate, location has a major effect on the type of trainer chosen. Will you be in a hotel, in your office premise, or residential, offsite? Is there enough room for the trainer to move after setting up his or her audio/visual equipment? Enough space for group activities? In a large room with a large number of participants, do you have big screen facilities and the budget to do this? Make the location an asset – not a challenge – for the trainer and the attendees.
4. **Desired (and realistic) budget:** Training Providers can effectively sort through their databases and select the best speakers on any given topic within a given budget. The way to most effectively search for the best trainer for your needs is to clearly know your budget or budget RANGE.





*We aspire to empower and inspire people to have joyful fulfilling learning experience individually and collectively, to apply and transmit their learning profitably and be a contributor in the area of human excellence.*