

5 Reasons why People need to invest in Training :

What will separate the corporate winners from the losers over the next 10 years? A leading management consultant says there are three factors: number one, training; number two, training; and number three, training.

You would think that all organizations and managers recognize the importance of training. But, they don't. Why? I've found that managers and organizations fall prey to the five management myths.

1. "Our people are experienced. They don't need to be trained."

It is important to remember the tremendous difference between experience and competence. I am reminded of the small-town doctor who lamented to a friend, "You know I can't believe how many of my patients have switched over to this young upstart who just moved to town. Why he just finished medical school, and I've been practicing medicine for 25 years."

The friend threw his arm around the doctor's shoulder and said, "Doc, I don't know quite how to break this to you, but more than a few people in town are wondering if you perhaps have one year of experience that you've been getting by on for the last 25 years."

Think about it. Imagine a professional Cricket Team coach saying, "Our people are all experienced, so we're going to skip training camp this year. We don't need it." How do you think that team would stand up against the competition? How long do you think the coach would keep his job?

Ask yourself this question. Do you think that business is the same today as it was 20 years ago? Of course not. Business is changing. Management is changing. Successful organizations don't do business the same today as they did five years ago, or 10 years ago, let alone 20 years ago.

2. "We tried it and it didn't work."

Training is a process, not an event. To be effective, it needs to be ongoing.

I've heard executives say, "When Prakash came to town, we put half of our people through his training and they haven't sold any more than the rest of the team." There are two very important things to remember about training. Number one : training is not an event, it is a process. And number two : in order to be effective, training must be ongoing.

Training is a little like Exercise. If you haven't worked out for years, and you jump right into a heavy exercise program, you're going to be uncomfortable. So whether you're talking about training or exercise, if you do it occasionally you grow sore; if you do it regularly you grow strong.

3. "Our organization is too small."

Understand that training is equally important for organizations of all sizes. Consider this: If an organization has 100 people, and if one person is not operating at maximum capacity, that's one percent of the entire organization. On the other hand, if an organization has just two people, it may be easy to rationalize "We can't justify training"...but, if one of those two people is not operating at maximum effectiveness, that's 50% of the entire organization. Imagine Sachin Tendulkar scoring 100 after 100 in every cricket match and the others in the team just come in and go. So, training is important to ALL sizes of organizations.

4. "We can't afford it."

If you think the cost of training is expensive, compare it with the cost of incompetence! In today's service-oriented environment poorly trained staff will drive your customers right into the camp of your competition.

5. "We don't have time."

This myth is not only a no-no; It's also an exercise in self-deception. If you are like most executives, I'm sure you sometimes ask yourself, "Why is it we never have time to do it right, but always make time to do it over and over?"

The manager who says, "We're so busy we don't have time for training" makes about as much sense as the woodcutter who says, "I'm so busy cutting down trees, I don't have time to sharpen my ax." Abraham Lincoln once said, "If I have three hours to cut down a tree, I'd spend the first two hours sharpening my ax."

Now, let's address a final point. How long should you continue training your staff?

Long ago, when Prakash was once addressing a Young Group of Executives, an executive posed the question, "How long do I need to keep training my people?" Prakash instinctively answered him with a follow-up question that cut right to the heart of the matter. He said, "How long do you want your people to keep improving?"

As someone said, the three factors separating the business winners from the losers over the next ten years are: training, training and training.

"Somewhere out there, someone is training, and you are not.

When you race them, they will win. You will not."