



MONDAY MOTIVATOR

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MANAGEMENT CONSULTING GROUP

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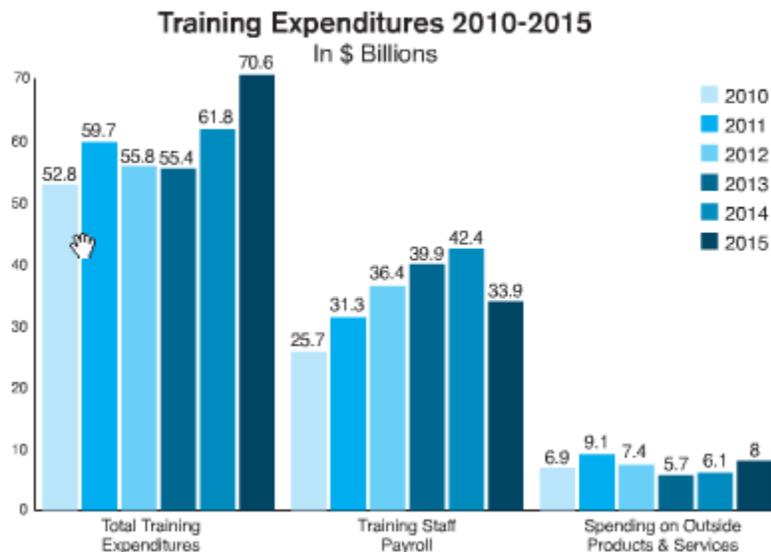
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Training vs Learning

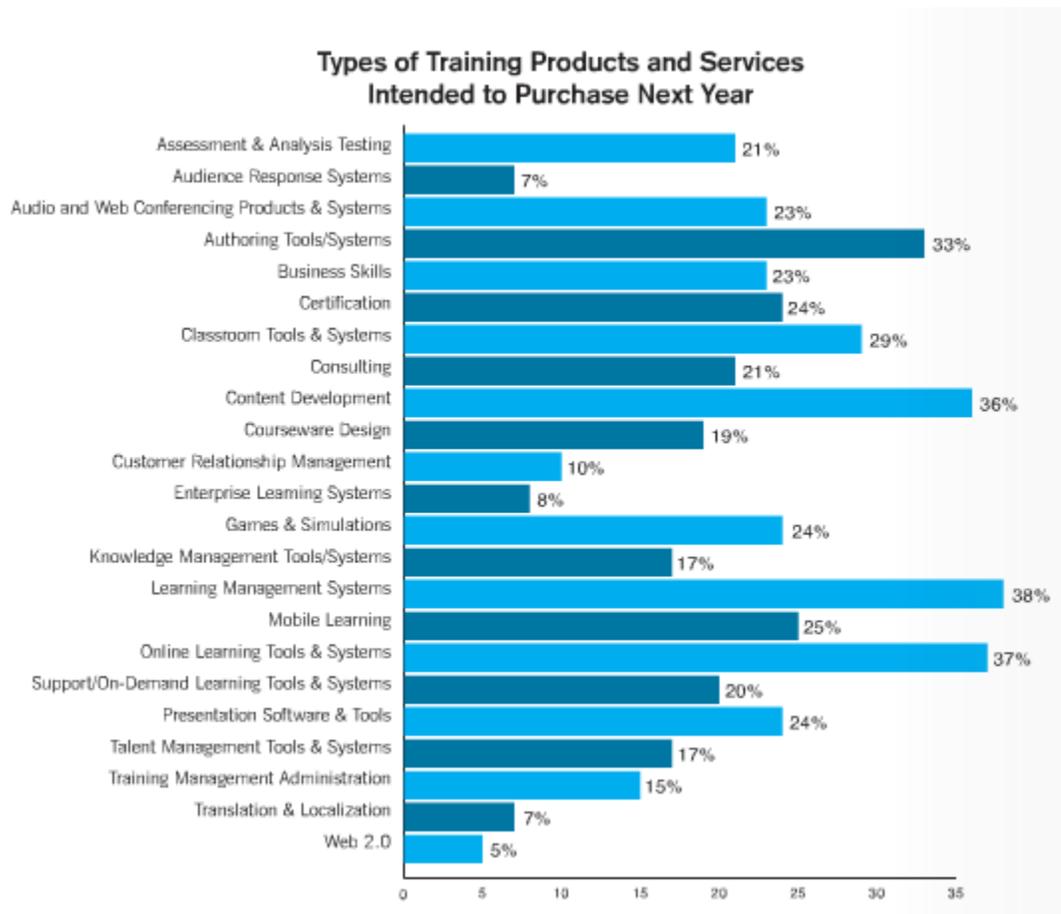
In January of each year we publish an overview of the training industry. By doing a little research this past week we were focused on what U.S. companies spend on training. Here's what we found through the years 2010 – 2015.



Total 2015 U.S. training expenditures—including payroll and spending on external products and services—took an upward trajectory, soaring 14.2 percent to \$70.6 billion. Spending on outside products and services skyrocketed 29 percent from \$6.1 billion to \$8 billion. The training expenditure figures were calculated by projecting the average training budget to a weighted universe of 125,778 companies, using a Dun & Bradstreet database available through Hoovers of U.S. organizations with more than 100 employees. We assume that learning is equal to the cost of the training but to verify that someone has to test and track the final results.

What does this mean to you, the business owner with a staff that needs training in a variety of areas? Let's start with HOW much of this training was delivered. Technology use overall is higher than last year (2015). Of the learning technologies presented, the most often used included:

And what are the areas that corporate America looks at most when contracting for training? Here's what we found: Source - <http://pubs.royle.com/publication/?i=278428&p=22>



Training in a small to medium size business is often taken for granted. However, just about everyone working in your office, plant, or with your in-field staff resources had to get their skills from somewhere. The question is have you taken a skills assessment survey to verify the levels of skill sets required for the various job descriptions in your HR department? Such surveys exist and are available from business consulting and coaching firms such as [Performance Strategies](#). They are affordable and very useful in determining how to get the most from each staff member; full time, part time or sub-contractor.

And what data would such a survey provide you? To start with you might be surprised to find that the following list of skills are often overlooked or taken for granted:

- **Communications**
 - Spoken
 - Written
 - Online
 - Presentation
- **Computer skills**
 - Office type apps
 - Graphic type apps
 - Data base apps
 - Tracking apps
 - Specialty apps
 - Programming apps
- **Operations / Logistic skills**
 - Plant space allocation / efficiency
 - Inventory logistics / storage / tracking
 - Manufacturing / processes / efficiency
 - Testing metrics / standards
 - Safety regulations / implementation / tracking
- **Leadership / Teambuilding / Management / Supervisor skills**
 - Doing the right things for your job description to increase efficiency
 - Hiring the right way to avoid costly turnover / retraining
 - Managing by agreement / having quarterly goals
 - Supervisor skill sets / communications online
 - Leadership DISC assessment surveys / reports for all managers
- **Sales / Marketing skills**
 - Online strategies / web / social media / publishing / metrics tracking
 - Customer Relationship Management strategies / implementation
 - Sales Force Automation applications / use and tracking
 - Pipeline management tools, processes, tracking
 - Documentation / collaterals / POS scripting / tracking
 - Branding / strategies / tactics / timelines / tracking / feedback
 - Advertising strategies / budgeting / metrics / analysis reporting
 - Sales IQ testing assessment reports
- **Training / testing / validation strategies**
 - Training program library inventory
 - Training delivery strategies / implementation / tracking
 - Hard skills vs soft skills training / planning
 - Certification type programs / authoritative endorsement / tracking
 - Scheduling / delivery / testing and measuring tactics
 - Content / instructional design skills / manual – workbook creation
 - Facilities planning / where and when your programs are to be delivered

We can provide samples of any items on page 3. Call us to request such data.

One of our board of advisors is J. Scott Bailey, who has operated Sandler Sales Training in Orange County, California since 1994. Here he comments on the importance of reinforcement training.

“Most people buy training as an off-the-shelf product. They enroll their people in a one or two-day event and expect long term and lasting results. This is a common myth. Most training concepts delivered in these types of sessions are quickly forgotten. About 85% of what is covered in short term sessions are forgotten within a month.

Selling is a perishable skill and application of the skills take considerable reinforcement. People need to buy into the idea of continuous reinforcement, just like an athlete of any sport returns on a regular basis to practice their craft. How much time does an athlete spend in training versus in the game? Professionals practice the basics over and over again until they become second nature and “baked in” to their proven process. Amateur salespeople spend most of their practice time in front of their customers and prospects. This can be very costly.”

You can reach Mr. Bailey at Office: 949-263-0640 Cell: 949-279-5106

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it’s going.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



Will Robertson, Founder / CEO



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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.