

Strategic Marketing: Why Training Doesn't Work

Think about the last training class you attended. Your employer may have sent you to gain new information, or maybe you were earning continuing education credits. But when you really stop and think about it, did you learn anything? Did you walk away with any new skill that you are now applying at your job?

Chances are the answer is no.

The problem with training is that it does not provide the aptitude and experience to put the change into place. It only identifies what could change.

So when management discovers an area they feel their employees could become more proficient in, they set up training to teach their employees a new skill. The trainer comes in and provides quality information that directly applies to the new skill, but they miss the valuable pieces that help put the change in place. The trainer gives away his or her knowledge, yet leaves the trainee without a plan – they must figure out how to apply the knowledge on their own.

This type of training is merely an event; a place people go as a requirement, not to reflect change. And when they return back to their offices, it's back to work as normal.

People, especially employees, have the desire to work their hours in a comfortable manner. They like doing things the way they've always done them, and without new challenges or risks. So if they are trained on a new method or task, and don't understand how to apply it to their everyday life, the skill will go unused. Not all people are motivated to apply the knowledge on their own. This makes training alone risky.

So if training doesn't work, what does?

Learning is the solution.

Learning takes training to the next level. Learning begins by giving knowledge to someone; and then shows him or her how to apply the knowledge within his or her everyday life.

Learning itself is an ongoing process. It's not something that is accumulated in a 4-hour training class. It's something that takes time to practice, and time to implement. In many cases ongoing coaching is a part of the learning. Having someone there to guide and support you along the way will cut the time period to a minimal, and ensure you develop the skill quickly and efficiently.

For example, as a child you don't "get trained" to ride a bike ... you learn. When you received your first bike as a gift, your parents didn't send you to a half-day training class to understand how to ride the bike. Instead, they showed you the basic parts to the bike, gave you a few tips on the things that mattered most (stopping, turning, etc) and helped you take your first ride. They may have demonstrated a few critical items, but they soon were coaching you while running along side of you. They understood the only way to learn is to put the training they provided you into action.

The more you tried, the more you learned. And the more your confidence grew.

Likewise, the same applies to any new skill you introduce into your organization. Confidence creates pride and enthusiasm in an organization. It grounds your team with a solid knowledge base, and ultimately helps you instill new skills within your employees.

And that's really what it takes to bring new ideas into your business.

About the Author

Renie Cavallari is CEO of Aspire Marketing, a strategic marketing and global training and consulting company that provides innovative products and services designed to help companies optimize revenues and increase profitability. Aspire has maintained a 96% client retention rate over the past twelve years by providing extraordinary results for clients through the implementation of high impact marketing, customer service, sales-oriented training and consulting solutions. Aspire has experience in eleven countries in eight languages impacting over 5,000 businesses. Visit [Aspire Marketing](#) to sign up for her newsletter and have access to her white papers on business success.