

Why should you train?

Training and development can be hard to justify in terms of increased revenue and profitability, but research has shown conclusively the negative long-term impact on organisations that have neglected training and development. There are proven benefits to training your staff and if you are looking to justify training within your organisation, we have identified them here for you:

- Training and development is seen as a huge motivational factor for most members of staff. Being given the opportunity to develop oneself and career improves staff retention. Staff feel that they are recognised and that they have the opportunity for development and growth.
- It progresses the operation of the organisation, which is key to everyone.
- If you are seen as an organisation that trains and develops its staff, then this is also one of the best ways to attract the best new candidates to your organisation.
- Training and development reduces absence levels, staff turnover and improves effectiveness internally.
- It increases profitability and relationships with customers.
- Employees see enhanced career progression and rewards following periods of structured training
- Productivity in the workplace improves at a significantly higher rate than the cost of investing in staff development and training
- The organisation which invests in training achieves higher output and value added per employee.
- It develops a more effective, productive workforce. Individuals and teams can sharpen the core skills they need to share ideas and tackle problems thereby improving efficiency and increasing competitiveness.
- The organisation keeps pace with change. A positive learning environment fosters a culture of continuous improvement in your organisation.
- Learning companies are recognised as being more competitive and efficient.

- Training can help your employees develop a more positive attitude towards work and help them become more committed self-starters.
- There is increased productivity. Training staff to work more efficiently or effectively can increase their productivity rapidly. Employees may be lacking a skill or knowledge which in turn may increase the time they take to complete a task or even stop them undertaking it in the first place. Offering skills development will increase your employees' confidence in their ability as well as increasing your productivity and in turn your profit.
- There is an improved level of service, it provides greater quality. Training your employees in all areas can increase the level and quality of service your business offers. From answering the telephone efficiently, through customer service to sales, IT skills and sector specific skills, there is a wealth of training to ensure that your staff are competent and confident.
- There are several ways to increase the efficiency of your business, from the senior management to the junior staff. Increasing and adding to skills levels in your business can assist with processes, time management and deployment of staff for an effective operation.
- It will grow your business and increase your profit. Growing your business often means increasing your workforce. Training your employees to take on increased responsibility or additional skills may be a cheaper solution with a more defined outcome. Investing in your workforce is the most valuable step you can take in managing and growing your business.
- The training you undertake may be necessary to comply with the law for Health and Safety purposes, as well as to comply with the Disability Discrimination Act, Equal Opportunities Commission etc. Investing in training for your workforce will increase their confidence, performance at work and reflect on the success and growth of the business.

By identifying the benefit you require from your training programme it then makes it easier to justify within the organisation.