

Press Release

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UK MANAGERS TO BLAME FOR LACK OF TRAINING ROI

Managers fail to prepare staff for training courses

- 65% of those being trained understand *why* they need training BUT
- 56% of those being trained do not understand *what* they need to learn AND
- 73% of course delegates have not *discussed* their training aims with their manager prior to the course

Less than 30% of training course participants have discussed their training requirements and expectations with their manager before attending, according to research conducted by Prosell, a leading international performance-improvement specialist.

Prosell's research, conducted amongst 100 UK based independent training professionals, asked these consultants to consider an average class of ten delegates and the attitudes that were typically displayed by delegates at the outset of the course.

Reassuringly, the research found that 65 per cent of course delegates understand why they need additional training for their job. However, just 44% per cent understood *what* they were there to learn and had clear objectives in mind for their training. Astonishingly, of the trainers polled, 90% admitted that not every delegate would understand why they were being trained, highlighting a disparate level of knowledge and expectation amongst training course attendees across the UK.

Prosell found that the vast majority of managers are sending their staff on training courses without ensuring that the member of staff understands why they are required to attend and what it is they are supposed to learn. 73% of delegates had not been briefed in terms of their learning aims, expectations or requirements from the course.

“Training is so often perceived as ‘just another business necessity’ by management because of the frequent lack of visible ROI,” says Simon Morden, Chairman of Prosell. “It is imperative with any investment in training that the time and money is seen to be acting for the company, and that buy-in is achieved at both manager and employee level. Training is most effective when line managers identify a need for individual employee improvement in a specific area and openly discuss how the training is going to address that issue.”

“The worrying lack of preparation by managers as evidenced by this research often creates the perception of ‘going on a jolly’ amongst their staff. If managers aren’t seen to value the training sufficiently to discuss it with their employees beforehand, how are staff to acknowledge the benefits and gain the most from it? The growing realisation amongst UK plcs of on-the-job coaching – whereby line managers are continually interacting with their teams in order to deliver brand experience and ultimately delight the customer– will go a long way towards resolving this problem.”

- ENDS -

About Prosell:

Prosell is a leading training and development company which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation’s objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell’s client-base includes:- Dell Computers, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest, Servier, Npower, Hertz, Ford, WPP, mm02, McDonalds and Lafarge.

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