

Staff Training Investment or Expense? by **KAZ**

As long as I can remember, business people have been asking me how much they should spend on staff training. Or if staff training really was **worth** the money they were spending?

My answers are usually in the form of questions. Questions like:

1. How much do you want your business to grow in the next quarter, or next year?
2. Have you done a comparison of staff training investments against the expense of losing staff, customers or more business?
3. What is the cost for you to replace a well-trained, well-informed staff member?
4. If you could picture the perfect team member, what skills, abilities and personal attributes would they have? Does your training program support the above perception?
5. What's your company vision? Does your training strategy support the company vision?

The biggest misconception about staff training that I've seen both in the US and in the South Pacific is "Certainly staff will be better, do better, and act better, if we spend money on staff training."

Without proper planning and research, the above thought is about as useful as a manure salesman at a dairy farm.

If you'd like to make your staff training one your best investments, here are some handy tips.

T – Take time to

R - do the research. Know the market very well (your staff, your customers and your competition)

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