

WHAT'S WORSE THAN Training Your Employees and Losing Them?

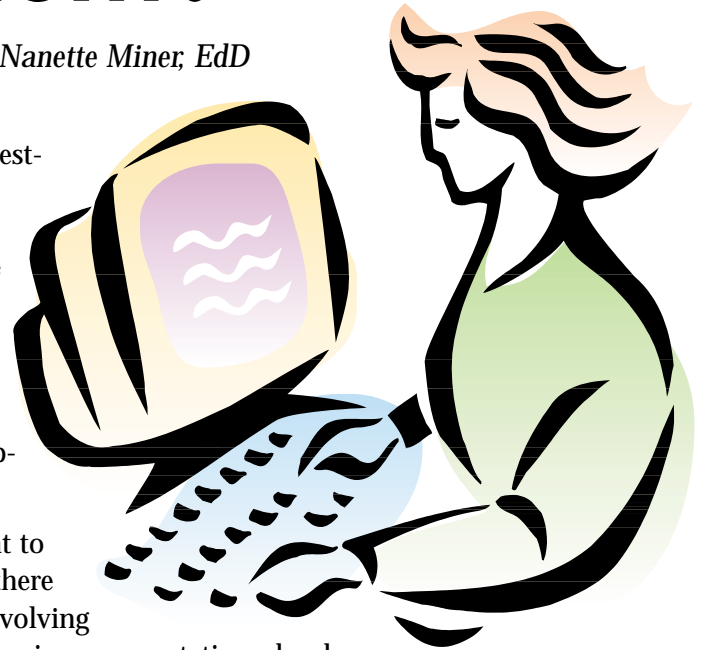
By Nanette Miner, EdD

Have you ever second-guessed an investment in training your workers, thinking to yourself, “But what if I spend all this money and they leave in six months?” It’s a question as onerous as, “Which came first, the chicken or the egg?” In this case, the question is, “What’s worse than training your workers and losing them?” To this question there is a correct answer; “Not training them and keeping them.”

Most people, when interviewing for a new job, want to know that they’ll be able to learn new skills and that there will be a career path for them in your organization, involving those new skills. Would you rather have a customer service representative who doubles as a salesperson by asking probing questions to identify present or future sales opportunities, or one who simply reads a help screen and answers basic questions? Would you prefer a machinist who can troubleshoot and repair his own machine or one who puts in an order for repair and gets an unscheduled break in return? Would you prefer a salesperson who understands the fine art of networking and is intrigued with identifying and pursuing her own customer base, or one who waits until qualified leads are brought to her?

All of your employees have come to the job with a certain set of skills or you would not have hired them in the first place. The treat for you is to expand upon those skills, making every employee you employ more valuable and reducing the need for you to source talent from outside your organization. Sure you’re going to experience turnover, every organization does. A recent study concluded that organizations that do *not* provide training and growth within a job, experience turnover at a rate of 41% as opposed to organizations that do offer training and growth to their employees... their turnover is at 12%.

Additional knowledge can never hurt your organization, no matter for how little time you might “own” that knowledge.



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