

Why invest in staff training?

1. To bridge the gap. Some employers hire for attitude and train for skills, particularly with entry level staff. That said, staff can and do invest on their own training, including continuing professional development (CPD). But cannot control the supply of training that you as an employer deem the most important.
2. Where innovation delivers new processes, systems, services and/or opens up new markets, investment in staff training needs to quickly follow. Training isn't just about helping staff become more flexible and efficient. But leveraging innovation too.
3. Money, systems and people are vital resources and vital forms of capital to invest in, in order to grow your business and keep it sustainable, whether it is in the commercial and industry sectors, government, or the not for profit sector. Organisations routinely invest surplus funds in an investment portfolio, in software version upgrades, system replacement and systems integration. They need to invest in staff training to keep their human capital performing well too.
4. What happens if you train them and then they leave? There are at least two good responses to this. Richard Branson's one - train people well enough so they can leave, treat them well enough, so they don't want to. And another response – what happens if you don't train them and they don't leave?
5. Amongst the catalogue of business 'flexiscribes' (mechanisms that generate flexibility) is staff multi-skilling. As events and business demands change, being able to redeploy existing staff is incredibly useful.
6. Borrowing from the charity hierarchy framework of aid, support, empowerment and advocacy, investing in staff training isn't just about *supporting* staff to cope with change and uncertainty. It should also be about *empowering* them to cope – empowerment not just with authority, but with training that helps them to cope with new kinds of situation (using improvisation and creative problem-solving techniques).
7. Probably, the rate of organisational growth is correlated to the rate of staff training. Automate the things that should be automated and reserve your human capital for the things it does best. If your strongest competitors are investing aggressively in staff training, can you afford not to?

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