NEWS LETTER

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EXCELSOFT

SECRETS FOR A SUCCESSFUL TRAINING PROGRAM

What is needed in training programs/products that guarantees effectiveness and successful ROI?

CONFLICT OF DIFFERING VIEWS

Generally, organization's Learning and Training (L&T) and Marketing divisions have differing views on the parameters and outcome results when asked to define or recognize the attributes that make a training program/product successful.

For a marketer, a training program/product is successful if it contributes in building the ROI (Return on Investment) and increases the sales reach.

In contrast, Learning and Development (L&D) Team and the Human Resource (HR) Manager consider a program/product to be successful if it measures the skills of individuals and maps them to the expected competencies accurately.

As a result, training programs undergo:

- constant changes and updates on a Year-on-Year (YoY) basis,
- additional investments
- limited approach to the training design and delivery formats
- loss of interest

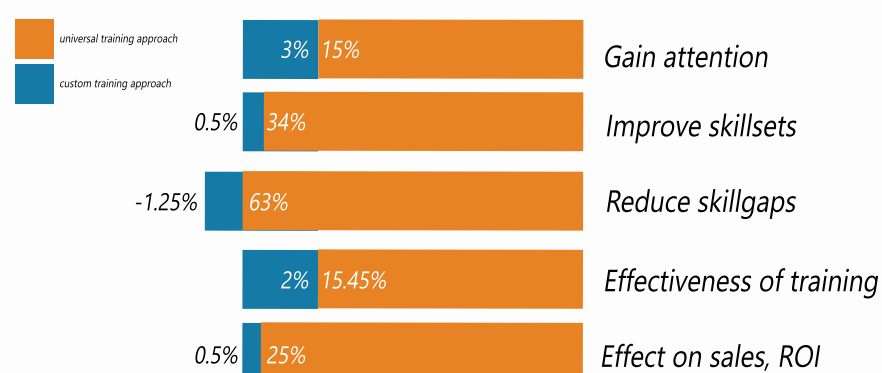**Is there a formula to address the issue?**

With the ever-evolving digital practices/tools/-methods, many industry experts and research studies show a balance can be created between the differing views by incorporating four elements into the content and design practices into a training product/program.

FOUR ELEMENTS TO CREATE A SUCCESSFUL TRAINING PROGRAM/PRODUCT

A. MAP THE TRAINING ASSETS TO SKILL GAPS

The idea of a "one size fits all" is a flawed practice in training - a universal approach cannot address every individual need, the learning gaps, required skillsets, etc.

	universal training approach	custom training approach	
Gain attention	15%	3%	
Improve skillsets	34%	0.5%	
Reduce skillgaps	63%	-1.25%	
Effectiveness of training	15.45%	2%	
Effect on sales, ROI	25%	0.5%	

Individuals have their ways of learning. Therefore, an universal method is ineffective compared to custom training practices which allows to:

- identify the +ve and -ve areas of individuals.
- create role-specific, skill-specific units of a learning
- design different assets and assessments and mapping them to individual's skillset, competencies

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B. PRE-TEST EXERCISES

To create a customized learning path for the learner, one of the best-recommended practices is to design a pre-test, a non-graded activity, before designing a training product/program. It helps to:

- Capture the learning gaps and individual skillsets
- Determine the training objectives and the expected outcomes
- Design assets and tools for a successful training product/program
- Recognize the parameters for a successful training program/product.

Unfortunately, most training programs pays no or less attention to the pretest exercises and eventually fails in its objective.

Tip: The best practice is to create a pretest survey, 2-3 months before for optimum results.

C. CREATE MULTI-DIMMENSIONAL ASSETS OF SAME TRAINING CONTENT

A universal training practice, as discussed earlier, is generally ineffective in meeting the objectives; but with the new-age technology and tools creating a customized training format becomes easy.

The best practice to design the customized way of learning is to create multiple assets/deliverables of a content like:

- short video snippets
- lengthy discursive podcasts
- interactive articulate or HTML courses
- 3D assets
- ascriptive non-interactive HTML web page with FAQs
- learning games or prometric assessments
- DIY (Do-it-Yourself) guides or infographics

Map the assets or different versions of content to individual's skill gap, or role-specific competencies, or overall training goals.

D. SPACE-OUT, STRETCH-OUT

Nature does not hurry in its process, yet accomplishes everything that it ought to.

Have you noticed?

In all traditional cultures, food is prepared through a slow cooking process. This is not because they have limited resources or abundant time but the longer cooking time and low heat complements each other to retain the natural juices which, otherwise gets evaporated if the temperature is high.

Effectiveness of a training program/product is also like slow cooking. Learners tend to achieve optimally from a training program that has an ample room for knowledge to travel to get absorbed, discussed, and extrapolated fully by a learner.

One of the less discussed and undisclosed secret of good training practice is to have atleast 15-days of cool-off period between the pretest, actual training, and assessment.

Having a cool-period allows learner to discuss, have a hands-on experience, being inquisitive and do self-study; and retains the learning for a longer period. This helps the company, its HR and L&D team, and marketing personnel to have accurate metrics of training effectiveness, skill development, people's comptencies for better sales and design realistic future goals.

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