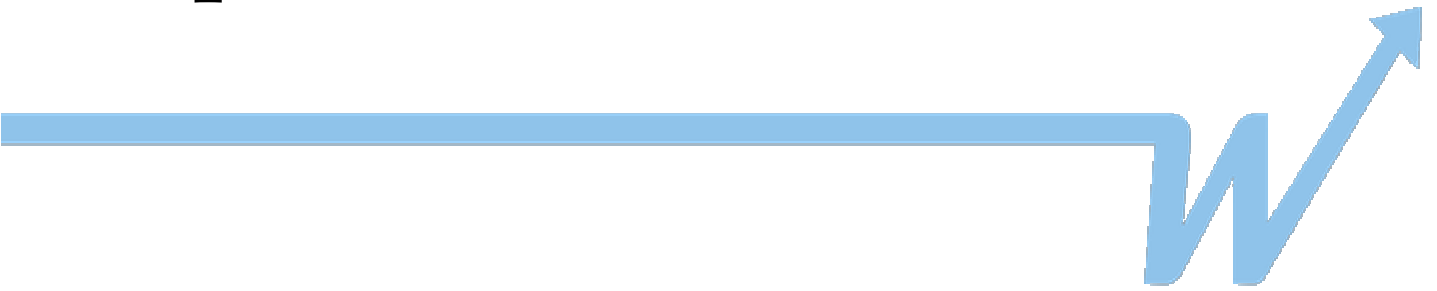




Strategic Training Implementation



Focus Questions

The old adage applies, “You get what you pay for,” especially when buying training materials. The price of training programs typically represents the cost of development, research, pilots and vendor support. It stands to reason that the more you get from a vendor, the more it costs, but also the more valuable it is long term.

When buying training materials, ask the following questions to determine if they provide the most value...

- What are you trying to accomplish with the training?
- Is your training proactive or reactive? (Meaning – Are you trying to get ahead of your competition or reacting to an existing problem?)
- How closely do the training topics match your company culture, philosophy and business goals?
- Do time frames and delivery methods match your expectations? (For example, if you want a short program with independent work – Computer Based Training might be best. If you’re emphasizing teambuilding, instructor-led workshops will be the way to go.)
- What kind of ongoing support does the vendor provide?
- How do the materials look, amateur or professional? (If materials look bad, participants reject the content, simply by appearance.)
- Is the content infinite? (Can employees review, apply or build on knowledge and skills they learned without buying more materials?)
- How long has the vendor been in business?
- What kinds of referrals can the vendor offer?
- Is the content research-based? (Did the vendor use case-studies or other reputable sources to create materials or just make it up?)
- How easily will the course content integrate with your company’s processes and measurement functions?

If your company needs help finding the right training, developing training or revising existing programs, call Write Wise Communications.