

## Learning & Earning

The value of investing in your people – in immersive learning – always comes back to you.

Most of us would agree that the more you learn the more you can earn, and that thinking relates directly to organizations of all sizes today. Today's world of business requires all levels of the organization to have a future focused mindset. With the rate of change we are experiencing – focusing on the future can no longer rest on the shoulders of the CEO, President or executive team alone.

It is critical that everyone has a perspective on what the future will hold for their role and the organization. The most effective way to ensure that this perspective exists is to invest in your employees by providing them with the tools, the mindset, mechanics or both to develop or support that perspective.

So where do we start? What are learners asking for? Which investments will create a ROTI (Return on Training Investment) for organizations?

### The Numbers Are In

I have had the opportunity to zero in on the answers to those questions of where to start.

The engagements I have led over the past year have allowed me to study the learning trends of our clients and their teams - and the numbers are in.

Here are the top 5 options for learning and development that companies should invest in for their people and thus be able to reap the rewards of increased effectiveness, increased efficiencies and alignment

1. **Leadership Training:** Your employees today will become your leaders tomorrow. That's why it's important that companies offer leadership training to everyone they hire - not just supervisors and managers. By developing your employees' leadership skills at an early stage, you'll equip them with the knowledge they need to take on leadership roles in the future.
2. **Effective Communication:** Ineffective communication can often lead to negative work relationships and affect your company's bottom line. Whether it's a face-to-face meeting or an e-mail thread, every employee should have an understanding of the basics of communication. A communication course will help your team develop the essential skills they need to communicate both verbally and in writing, internally and externally.

3. **Handling Difficult Conversations:** Managers, team members and employees need to conduct difficult conversations at some time or another. Although difficult conversations cannot be avoided, they can be successfully managed to achieve positive outcomes. Training and workshops provide key opportunities to development understanding and skills are necessary to stay in control - before, during and after a difficult conversation so that you can achieve the desired outcome.
4. **Project & Time Management:** Time is a valuable but limited resource. It is a key to success, and when not managed effectively results in stress, missed deadlines, and poor work quality. We now live in a world where most tasks are projects and every team requires at least one project manager. Project and time management training provides techniques and tools that will help your employees - at every level of an organization - stay organized, focused, and be more productive every day.
5. **Customer Experience Training (Internal & External):** Today's workplace is more diverse than ever. Therefore, organizations need to make sure their teams understand how to drive positive customer experiences. Customer experience training programs will help enhance your employees' knowledge and give them the tools they need to embrace the changing needs of all your customers – internal and external.

By investing in and providing learning and development for your people, your organization will ensure it is constantly learning, earning and returning that invest to the bottom line.

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