



FACE-TO-FACE TRAINING

SIMON COOPER, DIRECTOR - SALES AND MARKETING TRAINING, TACK INTERNATIONAL - BELIEVES IN THE POWER OF FACE-TO-FACE LEARNING ...

Senior managers are growing increasingly sophisticated in their efforts to align training with the achievement of business goals. Those responsible for training are seeking creative solutions that make a measurable impact on the fortunes of the company and, therefore, justify the total investment of all costs associated with employee training.

There are four important aspects of face-to-face learning that make it one of the most effective means of achieving specific and measurable outcomes. This is seen particularly in the areas that frequently underpin business performance success, such as behavioural and sales skills, in which TACK specialises.

THE TRAINER

The relationship with a skilled trainer in a face-to-face environment can be extremely powerful - not least because the right trainer will make the experience motivational and enjoyable as well as results oriented, thus helping the training to 'stick'. Trainers can also react immediately to delegates' questions and tailor the learning to individual differences and preferred learning styles.

Professional trainers can 'stretch' delegates to achieve their full potential, by taking people outside their comfort zone to enforce the learning points, whilst also taking care not to embarrass them. This is especially important in the area of behavioural or soft skills such as sales, negotiation and customer relationship skills where skills practice is essential.

THE PROGRAMME

Pre-programme research and development to ascertain the required key competencies at an organisation and individual delegate level, means skilled trainers can design, deliver, reinforce and follow-up with their delegates during and after the course. This enhances the whole learning process to ensure relevance and 'stickability'.

Incorporating skills practice and coaching in the programme through the use of role-playing, feedback and team exercises helps embed training and contributes to the longevity of results. Exercises based on live issues within an organisation also make the learning real and pertinent.

THE ENVIRONMENT

A dedicated learning environment, away from the office, provides measurable benefits. Delegates can concentrate fully, and residential courses offer the additional, rare luxury of total immersion. Face-to-face environments also suit those who respond best to listening and interacting. This choice of training provides motivational benefits, too, as employees feel valued if their employer is prepared to plan and set aside dedicated time and investment for their development.

THE DELEGATES

Delegates on courses, particularly open/public courses, often learn as much from other delegates from different organisations and sectors as they do from the trainer. Again, the trainer as a skilled facilitator will encourage this and draw on the experiences and knowledge of all participants to enrich the discussion and, ultimately, the learning experience.

Finally, shared experience is a powerful learning tool. Camaraderie is created between delegates who support each other, which again encourages and aids learning. This leads to the added benefit of networking and business opportunities post training.



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