

# Four Myths of Training

What will separate the corporate winners from the losers over the next 10 years?

A leading management consultant says there are three factors

- 1 Training
- 2 Training
- 3 Training

## Myth 1

*“Our people are all experienced, so we are going to skip training this year, we don’t need it.”*

How do you think the team would stand up against the competition?

How long do you think the manager would keep his job?

Ask yourself this question:

“Do you think that business is the same today as it was 20 years ago?”

Of course not. Business is changing and it is changing fast. Management is changing. Successful organisations don’t do business the same today as they did five years ago, or 10 years ago, let alone 20 years ago.

Training is not an event, it is a process and in order to be effective, training must be ongoing.

## Myth 2

*“We’re too small”*

If an organization has just two people, it may be easy to rationalise “we can’t justify training” ... but if one of those two people is not operating at maximum effectiveness, that’s 50% of the entire organisation. So training really is equally important to organisations of all sizes.

## Myth 3

*“We can’t afford it”*

This is a cop-out. If you think the cost of training is expensive, compare it with the cost of incompetence. In today’s service-oriented environment, poorly trained staff will drive your customers over to the competition.

## Myth 4

*“We don’t have time”*

The manager who says “we’re too busy we don’t have time for training” makes about as much sense as the woodcutter who says “I’m so busy cutting down trees, I don’t have time to sharpen my axe”  
Abraham Lincoln once said “If I have three hours to cut down a tree, I’d spend the first two hours sharpening my axe.”

## A final point

How long should you continue training your staff?  
How long do you want your people to keep improving?

**CONCEPT CONNECT**

ABN 82 930 901 058

Phone: (02) 9631 0826

Email: [ipostema@conceptconnect.com.au](mailto:ipostema@conceptconnect.com.au)

[www.conceptconnect.com.au](http://www.conceptconnect.com.au)

COACHING

CONSULTING

TRAINING

