

Robust Training: What It Is and Why It's Important

Robust Training

Business economics mandate the best effort at the lowest cost to satisfy customers, investors, and the company. The drive is always for more, better, faster performance.

It takes robust training—training that works—to generate this.

What is Robust Training?

- Can you measure the changes that result from the training you deliver?
- Do you know how much the bottom line is impacted by you work?
- Do vendors offer you methods for evaluating the impact—even if they are soft metrics instead of hard metrics?
- Do you define the gaps that drive the development of training?
- Do you eliminate training requests that are driven by needs for changes in policy, or process?
- Can you validate that you test what you teach and teach what you test?
- Are learners assessed in some manner for what they learn in courses?
- If the CEO asked you to justify your position, or the expense of your work, could you?

It takes “yes” to each of these questions to ensure you are providing robust training. And if you are, that is, if you can show your key stakeholders that you are identifying the needs that training can in fact correct, defining the gaps that the training intervention will close, establishing measurement strategies to determine impact, and responding to the other issues, rest assured, you can justify your position and your budget to the CEO of your organization.

For example, in a contact center environment where customer service was at an all time low, targeted training that addressed the specific areas of poor performance in the context of the customer’s experience doubled compliments and reduced complaints from the pre-measurement level by over 80%. This resulted in saving a major contract and supported obtaining new business.

Was the training robust? Yes.

Why is Robust Training Important?

- To maintain the Training or Performance Improvement function, demonstrating that its’ efforts add value to the customer experience and the bottom line.
- To demonstrate that your work is more than “touch-feely” or that it does not warrant the continued support of the organization.

If you’d like to have more conversations about how you can create Robust Training, contact us at info@epowerandassociates.com.