

The McKenzie Mailer

June, 2003

Volume 3, Number 6

SPEAKING OF TRAINING ...

Many have asked if McKenzie & Company will be offering public seminars. Due to the many requests, we would like to begin a series of programs starting in September.

But before we make an announcement, we would like to hear from you on the topic or topics you would most like to see covered.

Please e-mail your request to:
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Lessons From the Training Leaders

It is pretty much a known fact that companies that invest in employee training and development experience lower turnover, have higher morale and are more profitable. Good companies usually have a culture that encourages continuous development of their employees. A couple of years ago, we started to hear about something called “The Learning Organization”. Learning organizations continually renew and refresh the knowledge of their employees through ongoing educational programs. These companies believe that their competitive advantage comes from ensuring that their workers have the most up-to-date knowledge and skills necessary to exceed customer expectations.

On May 15, the University of North Florida sponsored the “Excellence in Training and Employee Development Awards” at the University Center. The consistent theme with each of the companies nominated for awards is they are generally regarded as well run organizations. There are too many organizations to mention in this short article, but it was also apparent every one of these companies is investing greatly in training despite the downturn in the economy.

When the going gets tough, one of the first items cut from many budgets is training. In most organizations, employees are continually being asked to “do more with less”. Training is an excellent way to re-energize employees. Helping them work smarter instead of longer improves morale. Spending time away from the rat race to attend a training workshop allows time to reflect on day-to-day activities and apply new principles to increase their effectiveness. It also sends a very strong message that the company wants the employees to gain more skills to do a better job. In doing so, the company will continue to make money – it is a classic win-win situation.

To be effective, training must be inspirational and motivate employees to change for the better. Ineffective training is worse than no training at all. Another reason to invest now is that the economy is showing signs of rebounding – the Dow Jones is again over 9,000 points. Investors seem to have more confidence in the economy.

Do your employees know what your business plan is? Do they have the knowledge and skills necessary to bring your organization to the next level? Take a lesson from the many companies nominated for the training awards. It could add money to your bottom line.

Enjoy your summer.