



TRAIN ON-SITE TO RETAIN

suggests **Andrew Malone**

**Director of
Quality Training
Scotland**

Has your company discovered the numerous advantages of on-site training as a smarter way of developing staff and retaining them? If not, Quality Training Scotland claim they could help you save 60% of your finite training budget and address the strategic challenge of training and retaining your key staff.

Quality Training, the on-site IT training provider have ambitious plans. Their target for the next 18 months is to increase their market share for corporate training by offering an alternative solution for larger companies. After all, they argue, it is those larger companies who have most to gain in terms of huge cost savings, while at the same time improving the quality of service they receive.

According to Quality Training, instructor led training is much more flexible than e-learning. Feedback in praise of Quality Training's on-site training includes, "The course was tailored to suit my business needs . . . the trainer was approachable and gave the opportunity to ask questions at every stage."

This contrasts markedly, Quality Training suggest, with e-learning which can be inflexible and impersonal i.e. you cannot ask questions such as "Why? . . . What if? . . . and Can I do this?"

However, e-learning can be useful if used in conjunction with instructor led training. Quality Training found that some of their clients have, in the past, tried e-learning in order to reduce costs, but they have abandoned it because of the increased costs in terms of support calls, e.g. "I know how to do this but I am not sure why! Can I do it this way?"



Andrew and Patricia

Train to retain

What does this mean? Keeping hold of your good staff by investing in their training and developing their skills. Achieving corporate goals is inextricably linked with properly trained staff. Is it coincidence that the most successful businesses have the best-trained staff?

It is generally agreed that the benefits of staff training include: -

- Eliminating the fear factor in a changing business world
- Increasing staff morale, motivation and loyalty
- Improving efficiency and productivity
- Reducing IT support costs by way of a more knowledgeable workforce
- Helping to maximise return on investment in technology and reduce the real cost of IT ownership

Why is Train to Retain such a topical issue?

These are undoubtedly competitive times. The direction of the economy, modest growth or stagnation or recession, has been the most intensely debated business issue in 2001. To remain competitive, firms must ensure that their staff have the requisite skills. Firms can only gain competitive advantage by investing in staff development through training.

Why should businesses consider on-site training?

- Quality Training manages to keep overheads low in relation to other training companies because they specialise in on-site training. They have no requirement for classroom premises and pass these cost savings on to their clients.
- Greater flexibility. On-site training is exclusive to the client company. Therefore, courses can be tailored so that the client receives training that is wholly relevant to their business. In addition, the timetable is dictated by the client rather than the training company.
- Staff are trained using the client's own PCs, increasing familiarity and again reducing costs.
- The client saves on staff travel and accommodation expenses because the trainer will come to them. Staff travelling time is also eliminated – an important factor in this age when time is money.
- Working on-site enables Quality Training to develop a better understanding of their client's business and environment, thus laying the foundations for a stronger working relationship.

What elements to consider . . . time . . . cost . . . quality?

The quality of training is not compromised by the cost savings available through the on-site option. Indeed, feedback from clients confirms that the quality of training is enhanced because it is tailored to client needs.

Andrew Malone has carved a niche for Quality Training in the IT training and consultancy market. He noted, "We are a specialist on-site provider. We develop client-led tailored training solutions with real cost savings – this represents terrific value for money. And our delegate rate includes unlimited after course support for clients. We are unique in our quest to deliver total customer satisfaction." Looking back on success to date, Andrew observed, "Our flexibility has won us more than a few contracts – we will provide training anywhere, anytime!"

Satisfied clients

Recognition of the need to train and retain key staff has brought Quality Training together with a range of respected public and commercial organisations. National Australia Group tapped into Quality Training for flexible on-site weekend courses for help desk staff. The City of Edinburgh Council ensured best value for the public purse by securing on-site PC Awareness training and desk-side support for 700 users. Other valued clients include Syngenta and the Defence Aviation Repair Agency who invested in key staff through on-site desktop applications courses.

Reflecting the international nature of the market, Quality Training secured a substantial contract with the Institute of Public Administration (IPA) in Dublin for on-site MCSE technical training in Windows NT4 and Windows 2000.

Co history and achievements

Since forming the business in January 1999, Andrew Malone and fellow Director Patricia Malone have worked to gain Quality Training a unique edge in IT training. Andrew is an experienced Microsoft Certified Trainer and Systems Engineer. Patricia is a qualified Chartered Accountant. In addition to this combined expertise, Quality Training has established a specialist network of professional IT trainers.

Business achievements include IiP accreditation in September 2000 and gaining accreditation as an on-site ECDL Test Centre in October 2001.

Finally

The smart move towards on-site training is nothing short of revolutionary. This change in approach has been led by Quality Training Scotland. It is driven by the need for added value training that helps develop and retain IT staff. At the same time, Quality Training can help businesses to save up to 60% of their training budget. This claim is backed up by research that is published at www.quality-training.co.uk. Read the results, learn more about on-site training and prepare to be astonished at the savings your firm could make with Quality Training.

quality^{IT}
Training for a brighter future