

POWER

UP

YOUR TRAINING DOLLARS

Of
Hostages,
Tourists
and
Learners

There's a school of thought that says participants in a training course can be divided into three categories – hostages, tourists and learners.

Hostages are not interested in training; they go because the boss has sent them. They don't know what the training is for and they don't care how it might be used on the job. Chances are, very little of the training will translate into improved job performance.

Tourists think of training as a holiday from their job. They might become active participants in the course, but they do not understand the purpose of the training nor how they are expected to use it. Improved job performance is possible, but it is a chancy proposition.

Learners are invested in the training program. They know what the training is, how they will use it, and why it is important to their job performance. There is a very high likelihood that they will be successful post-training.

Obviously, you will realize the best return on your training dollars if you spend them on learners. When planning a learning event, remember these key points:

1. Make sure learners understand why they are going
2. Be clear about what you expect from them when they return
3. Follow up to be sure they have the opportunity to apply their new skills



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