Measuring Return on Investment of Software Training

What is the Value of Training?

Wow, you just saved me hours!

As facilitators, that is the best thing we can hear during a training session. It tells us we are on track, and it never gets old.

The question is, what does this really mean back in the workplace?

Ask many people if they can spare time away from their desk. Most will say 'no'. But at the end of almost every training session, those same people enthusiastically agree that they have learned so much that it outweighs the time they were away from their desks.

Software training can be not only beneficial, but an excellent return on your investment.

In a Keystroke Excel class, a participant voiced their scepticism about training. They did not want to attend training to learn to use an updated version of the software, because anything they needed to find out about the software could be found by Googling it.

We discussed their daily tasks. While they could have found some of those tasks online, other items we covered were very specific to the company.

At the end of the session, there was an estimated saving of over 2 hours a week. That's 2½ weeks a year! This is without even taking into account the amount of time that might have been spent looking for the information online. Even though they originally thought was the class was not worth the time, the training had definitely paid off! As a bonus, the participant was also excited to be able to share the information with their team.

The knowledge would help the whole team to work faster and better, improving their efficiency and reducing costs.

What types of software tasks could be streamlined and taught to your team to help save time? Why aren't you doing that?

Small things can add up to a big difference

When you can do even one task a little faster each day, that saving really adds up over time. Even just 5 second time saving tip used 15 times a day can up to 5 hours of savings over a year. Often people have been doing tasks the long way around without even realising how much time its taking.

Share the Knowledge

Another consideration is the additional value of the training participant who shares his or her new knowledge with others in their department/team. What savings could be attached to that time saving for a whole department? It's easy to see how even one person in a customised training class could add up to huge time savings for a company. With more people in a session from the same or different departments, the cost of the training is easily absorbed into the budget due to the total time savings for the team or company.

The long-term effects of training will trickle down across the whole organisation.

Another consideration is the additional value of the training participant who shares his or her new knowledge with others in their department/team. What savings could be attached to that time saving for a whole department? It's easy to see how even one person in a customised training class could add up to huge time savings for a company. With more people in a session from the same or different departments, the cost of the training is easily absorbed into the budget due to the total time savings for the team or company.

Which Training Model Will be the Most Effective for Me?

When designing a training program or session, a common question is, "Should we do the training onsite or offsite?"

The answer is dependent on many factors and may also include online training.

There are advantages and disadvantages to all models. Your decision should include considerations like cost, participant location(s), time, training, and customisation.

Away from the Office Training

Offsite training is most commonly used when a company does not have a dedicated training room and prefers to send its employees to a public training centre for learning.

This provides a venue that is away from the office, allowing participants to focus on the training itself.

The advantage of reducing daily work distractions can make offsite training very attractive. However, travel costs, travel time and scheduling must be considered.

In-house Training

Onsite training is delivered directly at the client's work location. Since it takes place at their work, there's typically the ability to personalise the training to a larger degree than other training options.

Also, since the training takes place at a client site, after the training their employees can quickly return to work. However, there may be distractions such as emails, work colleagues, etc. that will need to be considered.

Another consideration is looking at venue space and availability. For a larger group, this can be challenging. If space is an issue, a larger group can be split into smaller groups. Providing several smaller group training sessions can alleviate participant scheduling conflicts.

Online Training

Online training from live-instructor led session can be very effective. Users across a wide geographic area can come together in a virtual classroom for training that would otherwise cost thousands of dollars to get all the participants in one place.

This can be a very economical training, especially for a wide-area user groups. If you have intermediate or advanced users, this method can be very worthwhile. Even with beginners, you can use online learning modules for more general content focused training.

One challenge is how to ensure that the training is actually completed, assessed and evaluated since the participant is not in a classroom seat during the training. Creating follow-up activities can be helpful. Online and in-classroom training can be blended to create a personalised learning environment that works for all skill levels, if desired.

No matter what model you choose to use, design your sessions with your trainer as carefully as possible to make the training relevant and useful to each participant. Don't forget to do appropriate assessment and evaluation during and after the training to keep track of the effectiveness of the session. The best training location will allow participants to focus and learn what will help them increase their effectiveness and efficiency, thus most positively affecting your ROI.
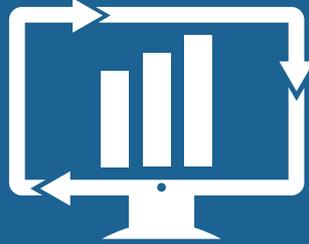
KEYSTROKE

LEARNING

Head Office

8 Arthur Street, Caulfield North, VIC, 3161 info@keystrokelearning.com.au

support@keystrokelearning.com.au

(03) 9999 7780

www.keystrokelearning.com.au