

## Why you must debrief staff when they return from training

Meeting with staff after training is a great way to get new business ideas to improve your company



When sales figures are declining, and the economy is in a downturn there can be a real temptation to reduce services that are seen as 'non-vital', such as staff training.

It is currently more important than ever that you do not cut back on training and ensure that this is as effective and focused as possible. Many entrepreneurs believe that the better that staff are trained, the more successful a business will be.

However, many small businesses are not getting the maximum benefits out of their staff training because they do not hold a debriefing session with employees on their return.

This can lead to staff feeling de-motivated and simply returning to previous roles without sharing any of the new techniques and procedures that have been learnt.

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It is therefore essential that once an employee returns from training a discussion is held. This meeting should cover what new skills and knowledge have been learnt on training and how these can be implemented into the company to improve current business procedures.

This will give the small business owner value for money as it means that the company, as well as individuals, get the maximum benefit from staff training sessions.

A recent survey by the Confederation of British Industry (CBI) revealed that 51% of business owners are targeting their training to ensure that they get the maximum return on their spend.

"During turbulent times, it would be understandable if firms have to reduce their training budgets but this survey shows that they are most concerned with getting more value from their training, to ensure they are better placed for an upturn when it comes," said the CBI's Director-General, Richard Lambert.

Business coach Marc Hogan advises small firm owners to ensure that staff participate in training and that feedback sessions are held afterwards.

"The first step towards making training stick is to encourage active involvement during the event. A good training session should include activities where employees create behavioural goals that can be applied specifically to their own working practices."

"After a training session business owners should hold a meeting with their staff to find out what was learned on the training and what methods and procedures can be implemented by the business."