

# Training and Development

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## DEHRM619

Edited by:  
Dr. Mridula Mishra



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**L**OVELY  
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# **Training and Development**

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## CONTENTS

<b>Unit 1:</b>	<b>Introduction to Employee Training and Development</b>	1
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 2:</b>	<b>Strategic &amp; Development</b>	16
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 3:</b>	<b>Training Need Assessment</b>	32
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 4:</b>	<b>Training Design</b>	46
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 5:</b>	<b>Learning</b>	58
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 6:</b>	<b>Training Modules</b>	73
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 7:</b>	<b>Training and Development</b>	88
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 8:</b>	<b>Training Evaluation</b>	131
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 9:</b>	<b>Problems in Evaluation</b>	145
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 10:</b>	<b>Contemporary Methods of Training</b>	161
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 11:</b>	<b>Employee Development</b>	194
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 12:</b>	<b>Career Management</b>	223
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 13:</b>	<b>Career Development</b>	234
	<i>Jaskiran Kaur, Lovely Professional University</i>	
<b>Unit 14:</b>	<b>Future Trends in Training and Development</b>	254
	<i>Jaskiran Kaur, Lovely Professional University</i>	

## Unit 01: Introduction to Employee Training and Development

### CONTENTS

Objectives

Introduction

1.1 Concept of Training and Development

1.2 Meaning and Significance of Training Design

1.3 Snapshot of Training

1.4 Training Initiatives

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After studying this unit, you will be able to:

- gain an insight into the concept of training and development,
- analyze the role played by training and development in this contemporary era,
- understand the differences between training and development,
- know the objectives and stakeholders of training and development.
- gain an insight into the concept and importance of designing an effective training programme,
- analyse the basic elements and factors of an effective training programme,
- understand the steps involved in designing an effective training programme,
- know the advantages of an effective training programme.
- gain an insight into the concept of managerial skills and competencies.
- analyse the difference between skills and competencies.
- understand the importance of training.
- know the different training initiatives of organisations.

### Introduction

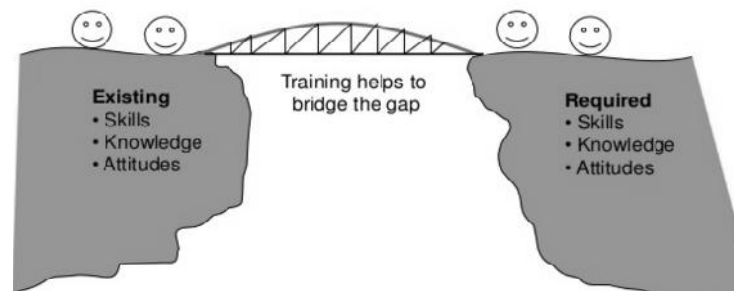
- The essence of teaching is to make learning contagious, to have one idea spark another.  
~ Marva Collins
- Training is expensive. Without training it is more expensive.  
~ Pt. JawaharLal Nehru



To understand the training and development function, it is important to first understand the Human Resource Management (HRM) function. In this competitive world, organizations need to focus on the continuous development of their human resources to sustain themselves.

**What does Training do?**

### Training?



### Training

- The action of teaching a person or animal a particular skill or type of behaviour.
- As per the definition of Collins Dictionary,

Training is the process of learning the skills that you need for a particular job or activity.

### Development

- Bringing about social change that allows people to achieve their human potential.
- As per the definition of Collins Dictionary,

Development is the gradual growth or formation of something.

Put Together - Training and Development

- In simple terms, training and development refers to the imparting of
  - K - knowledge
  - S - specific skills, and
  - A - abilities

to an employee.

### Definition of Training and Development

It is any attempt to improve current or future employee performance by increasing an employee's ability to perform through learning, usually by changing the employee's attitude or increasing his or her skills and knowledge.

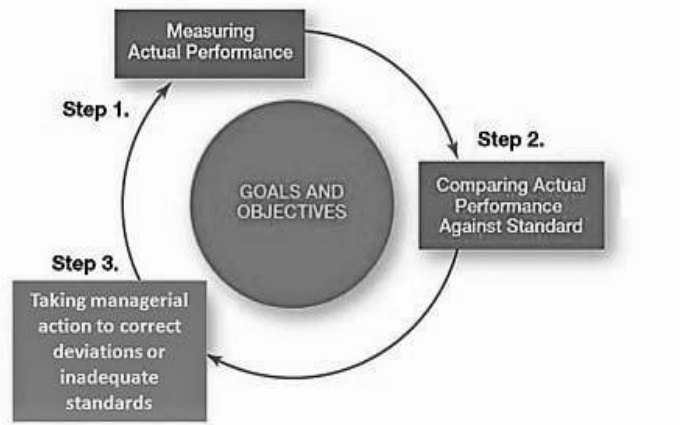
## Unit 01: Introduction to Employee Training and Development



### Need of Training and Development

The need for training & development is determined by the employee's performance deficiency.

*Training & Development Need = Standard performance – Actual performance*



### Training, Development and, Education

- Training refers to the process of imparting specific skills.
- Development refers to the learning opportunities & designed to help employees grow.
- Education is theoretical learning in classroom.

## 1.1 Concept of Training and Development

### Concept of training

According to Wayne F Cascio:

Training consists of planned programme designed to improve performance at the individual, group, and /or organizational levels. Improved performance, in turn, implies that there have been measurable changes in knowledge, skills attitude, and/or social behaviour.

### Potential of Training

- transfer and utilization of latest technical know-how, leadership development,
- organization of people,
- formation of self-help-groups,
- mobilization of people as well as resources,
- empowerment of resource-poor rural mass,
- entrepreneurship development.

### Concept of development

According to Harold Koontz and Cyril O. Donnel:

### Training and Development

Managerial development concerns the means by which a person cultivates those skills whose application will improve the efficiency and effectiveness with which the anticipated results of a particular organizational segment are achieved.

Training and Development aids in organizational development i.e. Organization gets more effective decision making and problem solving. It helps in understanding and carrying out organizational policies. Training and Development helps in developing leadership skills, motivation, loyalty, better attitudes, and other aspects that successful workers and managers usually display.

#### **Training Vs. Development**

<b>Training</b>	<b>Development</b>
1. Vocationally oriented and on the job and so it is short term.	1. A long term process for developing conceptual skills.
2. It is generally for non-managerial personnel.	2. It is generally for managerial personnel.
3. It is imparting of technical and mechanical knowledge.	3. It is theoretical and conceptual idea implementation.
4. It is related with specific job.	4. It is aimed at acquiring general knowledge.

#### **Role of Training & Development**

- Increase in Efficiency.
- Increase in Morale of Employees.
- Better Human Relations.
- Reduced Supervision.
- Fewer mistakes.
- Increased Organisational performance.

#### **Training Objectives**

According to Saiyadain , the objectives of training differ according to the employees belonging to different level of organizations. The basic objective of training, however, is to establish a match between man and his job. This training is designated to improve the knowledge, skills and attitude and thus, equip the individual to be more effective in his present job or prepare him for future assignment. However individual's growth should not be taken as an end. From this point of view of an organization, individual's growth is a means to organizational effectiveness. The principal objective of training and development division is to make sure the availability of a skilled and willing workforce to an organization. In addition to that, there are four other objectives: Individual, Organizational, Functional, and Societal.

**Individual Objectives** - They help employees in achieving their personal goals, which in turn, enhances the individual contribution to an organization.

**Organizational Objectives** - They assist the organization with its primary objective by bringing individual effectiveness.

**Functional Objectives** - They maintain the department's contribution at a level suitable to the organization's needs.

### Unit 01: Introduction to Employee Training and Development

**Societal Objectives** – They ensure that an organization is ethically and socially responsible to the needs and challenges of the society.

Following can be briefly summarized as training objectives.

- To create constant awareness in the minds of all sections of employees of the mission of the industry, its objective and goals.
- To encourage self-development to achieve organization goals with a sense of belonging and commitment to organization and thereby ensuring development of a proper work ethos in the Industry and fostering of team spirit.
- To identify the training needs of the entire personnel in industry in keeping with the corporate plans and in consultation with the user departments. To impart knowledge and skills necessary for performing the job efficiently and effectively and to keep the employees to acquire necessary conceptual, technical, human and managerial skills in the areas of decision-making and problem-solving. ]To make available in dequate number sufficiently trained manpower to meet the diverse needs of a rapidly growing industry.
- To organize special training programmes to improve employment opportunities as well as career prospects of persons belonging to SC/ST, minorities, handicapped, exservicemen, etc.
- To organize training activities as aids to Career Planning and growth; Succession planning.
- To educate and equip the employees to respond to the expectations of customers, and to accept responsibilities to attain a sense of achievement.
- To achieve effectiveness of training through tapping the in-house training facilities as well as sources available externally in a balanced manner so as to develop internal faculty support at all levels and disciplines.
- To promote research and development activities and to establish linkages with the operational front.

#### **Stakeholders**

There are two stakeholders in training and development process:

Trainer – who provides training and;

Trainee – who receives training.





## **1.2 Meaning and Significance of Training Design**

Many of the Fortune 500 organizations around the world have their own in-house learning centers and many have even gone ahead to have their own training universities where they train people onboard and those who aspire to join in the future. Companies like Xerox, Good Year Tyres, Kodak, Mahindra and Mahindra, Birla etc. have such setups for generating prospective employees with the requisite skills and also for training the existing employees. There are other organizations too that have tie ups with the best academic institutions for employee exchange programmes. Nevertheless, the prerequisites for the development of a training program remain the same. We start with the development of a conducive learning environment, followed by a choice of training methods and techniques. An effective training program is built by following a systematic, step-by-step process. Training initiatives that stand alone (consisting of one-off events) often fail to meet organizational objectives and participant expectations. The need for effective, on-going training that can be delivered online is especially important with today's increasingly remote workforce.

Design is a planning activity which in the context of training, refers to

- the framework for analyzing a training problem, defining the intended outcome,
- determining how to present the content to learners to achieve those outcomes,
- developing the training course according to the design, implementing the course,
- evaluating its effectiveness and
- devising follow-up activities.

### **Basic Elements Of An Effective Training Design**

- It is learner-focused.
- It should be based on identified needs.
- It has measurable objectives.
- It is goal oriented.
- It is time bound.
- It has taken into account the resource constraints and availability.

### **Factors to be Considered for Designing a Training**

The training manager has to take several aspects into account while designing a training program:

- Previous knowledge, skills and position in the hierarchy
- Learning styles.
- Previous experience.
- Business or organizational purpose.
- Trainee characteristics.
- Nature of learning.
- Resources

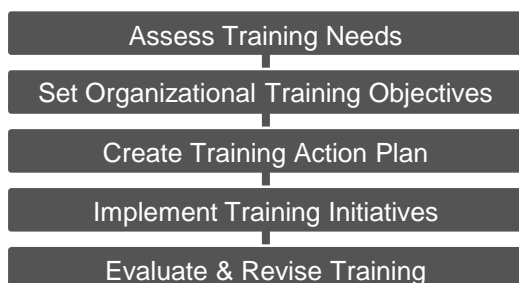
### **Classification of Training Programs**

Level	Types of Training
1. Workers	Induction, Job training, Craft training, Special purpose training.
2. Supervisors	Induction, Foremanship/Shop-floor supervision, Manpower Management.

*Unit 01: Introduction to Employee Training and Development*

3. Staff members	Induction, Professional, Technical, Human relations.
4. Managers and executives	Induction, Executive training, Training in executive development.

### Steps to Designing An Effective Training Program



#### **Step 1: Assess Training Needs**

- The first step in developing a training program is to identify and assess needs.
- Employee training needs may already be established in the organization's strategic, human resources, or individual development plans.
- If you're building the training program from scratch (without predetermined objectives), you'll need to assess which areas to focus on.

#### **Step 2: Set Organizational Training Objectives**

- The training needs assessments (organizational, task & individual) will identify any gaps in your current training initiatives and employee skill sets.
- These gaps should be analyzed, prioritized, and turned into the organization's training objectives.
- The ultimate goal is to bridge the gap between current and desired performance through the development of a training program.
- At the employee level, the training should match the areas of improvement, which can be comprehensively identified through 360 feedback and evaluations.

#### **Step 3: Create Training Action Plan**

- The next step is to create a comprehensive action plan that includes learning theories, instructional design, content, materials, and other training elements.
- Resources and training delivery methods should also be detailed.
- While developing the program, the level of training and participants' learning styles need to also be considered.
- Many companies pilot their initiatives and gather feedback to make adjustments well before launching the program.

#### **Step 4: Implement Training Initiatives**

- The implementation phase is where the training program comes to life.
- Organizations need to decide whether training will be delivered in-house or externally coordinated.
- Program implementation should consider employee engagement and learning KPI goals, as well as thoroughly planning the scheduling of training activities and any related resources (facilities, equipment, create questionnaire process etc.).
- The training program is then officially launched, promoted and conducted.

Training and Development

- During training, participant progress should be monitored to ensure that the program is effective.

**Step 5: Evaluate & Revise Training**

- In the end, the entire program should be evaluated to determine if it was successful and met training objectives.
- Feedback should be obtained from all stakeholders to determine program and instructor effectiveness, plus knowledge or skill acquisition.
- Analysing this feedback alongside an employee performance review will allow the organization to identify any weaknesses in the program.
- At this point, the training program or action plan can be revised if objectives or expectations are not being met.

**Advantages Of Effective Training Program - Organisational**

- Increased efficiency of employees.
- Reduced supervision.
- Less amount of wastage.
- Reduced turnover.
- Helps new employees in the organization.
- Better labour -management relations.

**Advantages Of Effective Training Program - Individual**

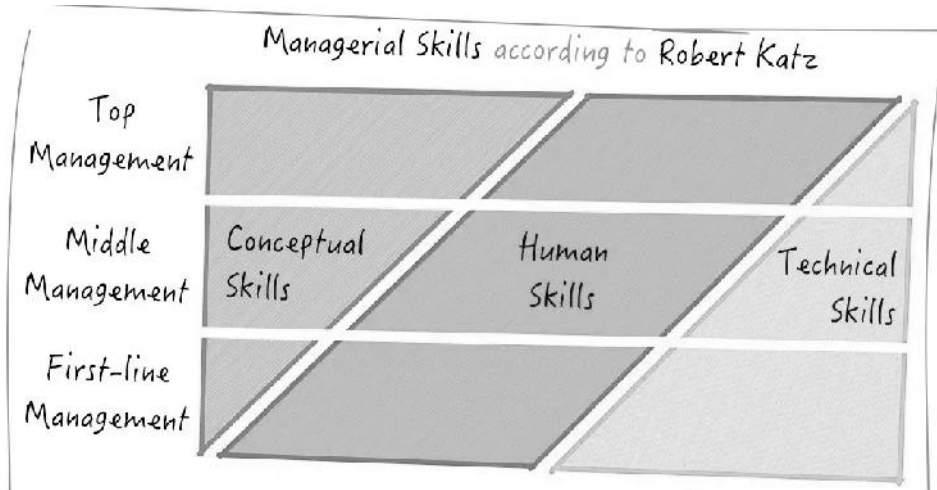
- Self-confidence.
- Increased motivation levels.
- High rewards.
- Group efforts.
- Promotion.
- 

**1.3 Snapshot of Training**

**Managerial Skills**

- Managerial skills are the knowledge and ability of individuals in a managerial position to perform some specific management activities or tasks.
- This knowledge and ability can be learned and practiced. However, they can also be acquired through the practical implementation of required activities and tasks.

Types of Managerial Skills



## Unit 01: Introduction to Employee Training and Development

### **Technical Skills**

- They give managers the knowledge and ability to use different techniques to achieve what they want to achieve.
- Technical skills are not related only to machines, production tools, or other equipment. Rather, They are also skills required to increase sales, design different types of products and services, market the products and services, etc.



Examples:

sales management skills,

product management skills,

operation management skills,

business development skills,

risk management skills,

### **Conceptual Skills**

- Conceptual skills present the knowledge or ability of a manager to do more abstract thinking.
- That means managers can easily see the whole, through analysis and diagnosis of different states.
- In such a way, they can predict the future of the business or department as a whole.



Examples:

Strategic thinking skills

Analytical skills

Entrepreneurial skills

### **Human or Interpersonal Managerial Skills**

- Human management skills are related to managing important social processes inside the company.
- These interpersonal management skills present a manager's knowledge and ability to work with people.
- One of the most critical management tasks is to work with people. Without people, there will not be a need for the existence of management and managers.



Examples:

### *Training and Development*

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Conflict Management Skills

Communication Skills

Negotiation Skills

Teamwork Skills

### **Competencies**

- Competencies are particular qualities that a company's recruiters have decided are desirable for employees to possess.
- Competencies are not skills, although they are similar. Skills are learned, while competencies are inherent qualities an individual possesses - combining (skills, knowledge and ability.)

### *Types of Competencies*

Behavioural Competencies - an expression of the softer skills involved in an employee's performance. Examples of Behavioral Competencies:

- Teamwork
- Problem Solving
- Customer Service
- Results Orientation
- Communication

Technical Competencies - usually concerned with the effective use of IT systems and computers, or any hard skills necessary for a job role. Example of Technical Competencies:

- Sales
- Marketing
- Accounting

Leadership Competencies - an expression of the qualities that make a good leader, turned into measurable behaviours. Example of Leadership Competencies:

- Motivation
- Employee relations
- Diversity

Skills vs. Competencies

- A skill is the ability to do something, while competencies are behaviours.
- Skills are specific, while competencies are broad.

### **Importance of Training**

- Increased productivity and performance.
- Uniformity of work processes.
- Reduced Wastage.
- Reduced Supervision.
- Promoting from within.
- Improved organisational structure.
- Boosted morale.

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*Unit 01: Introduction to Employee Training and Development*

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- Improved knowledge of policies and goals.
- Improved customer valuation.
- Better workplace environment.
- Improved and updated technology.

## 1.4 Training Initiatives

### I. TATA Group



The Tata groups commitment to enhance the knowledge and leadership quotient of its people has resulted in the establishment of various Development and Training Programs such as

- TAS - Tata Administrative Services
- TMTC - Tata Management Training Centre

Tata Management Training Centre (TMTC):

- Set up by JRD Tata in 1959 with the mission of creating and grooming leaders for the future.
- It aims to provide training to high performers within the group and act as a catalyst of change for Tata executives.
- It offers around 250 programmes a year, conducted by in house senior faculty from academics and business, supported by experts from the best of Indian and international B schools.
- It uses over 120 external faculty, from the world's premier institutions and universities, including IIMs, Harvard, Michigan, Wharton, Kellogg, NUS and Centre for Creative Leadership.
- TMTC started its e-learning programs in 2009.
- Every year, more than 4000 Tata Managers and Leaders go through the training programs.

TMTC objectives:

- Improvement of organizational performance through dissemination of the latest knowledge and skills among practicing managers.
- Facilitation of attitudinal and behavioural changes.
- Facilitation of solutions for organizational issues.
- Development of learning organizations.
- Training methodology.

Tata Administrative Services (TAS):

- This managerial development program was conceived by JRD Tata, the late chairman of the Tata group, in the 1950s.

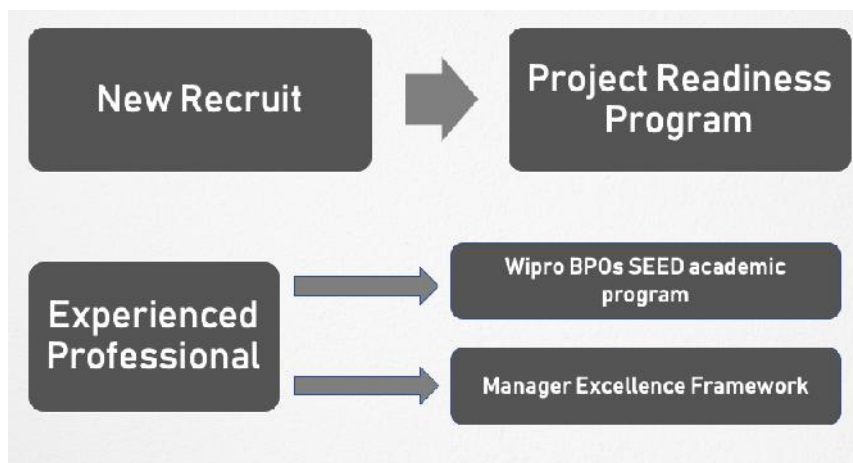
### Training and Development

- The idea was to select and groom young managers, provide them opportunities for professional growth, and make them part of a talent pool that could be tapped by companies across the Tata organization.

#### II. WIPRO



- Wipro spends almost one per cent of its total revenue on training.
- The company has ten dedicated state-of-art learning facilities across six cities where 5000 people can be trained on a given day.
- These centres impart training in HR, leadership skills, behavioural skills and cross-culture training.
- The Talent Transformation Team at Wipro comprises more than 110 trainers.



### Summary

- Training is an organised procedure which brings about a semi-permanent change in behaviour, for a definite purpose.
- The three main areas involved are skills, knowledge and attitudes.
- The significant objectives of training includes Meeting manpower needs, Reduced learning time, Improved performance, Reduced wastage, Less absenteeism and Fewer accidents.
- The beneficiaries of training are Organization, Employees, Personnel and human relations.
- All the industrial organisations realised the importance of training their employees for better production and for improved productivity.
- With the introduction of computers there is a need for training, retraining and redeploying employees in industrial establishments.
- The role of Trainer and the trainee is the most important for the success of any training programme, The trainee is a major stakeholder in a training programme.
- Training is influenced by trends in other disciplines, demographics, politics, technology and a number of other domains.
- Training and development professionals need to consider their beliefs about HRD's role in a global context, particularly if their individual focus has been more local or national.

## **Keywords**

- Development: The activity that focuses upon the activities that the organization employing the individual, or that the individual is part of, may partake in the future, and is almost impossible to evaluate.
- Education: Education is the process of increasing the general knowledge and understanding of employees.
- Knowledge: It is a familiarity with someone or something, which can include information, facts, descriptions, and/or skills acquired through experience or education.
- Skill: A skill is the learned capacity to carry out predetermined results often with the minimum outlay of time, energy, or both.
- Training: Training is an organised procedure which brings about a semi-permanent change in behaviour, for a definite purpose and focus upon the job that an individual currently holds.

## **Self Assessment**

1. Training is an organised procedure which brings about a ..... change in behaviour, for a definite purpose.
  - A. Permanent
  - B. Temporary
  - C. Semi-Permanent
  - D. Semi-Temporary
2. The three main areas involved in training are skills, knowledge and .....
  - A. Attitude
  - B. Behaviour
  - C. Values
  - D. Beliefs
3. For all practical purposes training is aimed at specific, job-based objectives rather than the ..... aims of education.
4. The elimination of incorrect working procedures and poor work habits by skilled trainees ensure that only the ..... methods are taught.
  - A. Best
  - B. Optimum
  - C. Cheapest
  - D. Unique
5. Wise employers see training as a .....investment.
  - A. Short-term
  - B. Long-term
  - C. Mid-term
  - D. Negative
6. Through training and development, motivational variables of recognition, achievement, growth, responsibility and ..... are internalised and operationalised.



*Training and Development*

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7. The beneficiaries of screening are ....., employees and personnel relations.
  - A. Managers
  - B. Government
  - C. Organisation
  - D. Stakeholders
  
8. Under the .....view, it is being considered that managers are born and not made.
  - A. Modern
  - B. Traditional
  
9. Training and development encompasses three main activities which are training, .....and development.
  - A. Learning
  - B. Motivation
  - C. Satisfaction
  - D. Education
  
10. In modern approach, Training is considered as more of retention tool than a .....
  
11. The sponsors of training and development are .....
  - A. Organisation
  - B. Senior managers
  - C. Public
  - D. Government
  
12. The role of trainer and ..... is most important for success of any training programme.
  - A. Trainee
  - B. Employer
  - C. HR manager
  - D. Finance manager
  
13. .... is now becoming a core driver of learning systems and development of employees.
  
14. Training and development professionals need to consider their beliefs about HRD's role in a ..... context, particularly if their individual focus has been more local or national.
  
15. The forces of ....., privatization and globalization have intensified the pressure to narrow down the scope of training and development.

Unit 01: Introduction to Employee Training and Development**Answers for Self Assessment**

- |                |       |                          |            |                    |
|----------------|-------|--------------------------|------------|--------------------|
| 1. C           | 2. A  | 3. broader society-based | 4. A       | 5. B               |
| 6. advancement | 7. C  | 8. B                     | 9. D       | 10. cost           |
| 11. B          | 12. A | 13. Technology           | 14. global | 15. liberalization |

**Review Questions**

1. In the changed economic scenario of the country, why has training assumed importance? Elucidate.
2. There is a view that training is a waste of money. Do you agree with this view? Discuss.
3. What are the benefits of a systematic training?
4. What is training and why is it necessary?
5. "Employee training has become increasingly important as jobs have become more sophisticated and influenced by technological changes" - comment.
6. Distinguish between the terms training and development.
7. HRD department should work for realizing the business goals with the tools of training and development. Discuss.
8. Is training function qualitative in nature which cannot be measured? Discuss.
9. Explain the importance of training to an industrial concern.
10. "Training increases job-skills while development shapes attitudes." In the light of this statement explain the nature of relationship between training and development.

**Further Readings**

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**Web Links**

[managementhelp.org/training/](http://managementhelp.org/training/)

[www.businessballs.com](http://www.businessballs.com) > human resources

## Unit 02: Strategic & Development

### CONTENTS

Objectives

Introduction

2.1 Training and Development Process

2.2 Training Need in Different Strategies

2.3 Marketing and Outsourcing of Training Function

Summary

Keywords

Self-Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After studying this unit, you will be able to:

- gain an insight into the factors affecting and influencing training programme,
- analyse the process of training and development,
- understand the steps involved in training process,
- know the advantages of training program for an organization and an individual.
- gain an insight into the concept of training and business strategy,
- analyze how does the strategy impacts training,
- understand the roles and duties of managers in companies using high-performance work practices,
- know the implications of business strategy for training.
- gain an insight into the concept of marketing training
- analyse how the training is marketed through the employee experience.
- understand why is marketing training integral to the success of any training program.
- know the ways, reasons and methods to market training, common mistakes while marketing training.

### Introduction

Training is the process of increasing the knowledge and skills of an employee for doing a particular job. It involves the development of skills that are usually necessary to perform a specific job. Its purpose is to bring about positive changes in – (i) knowledge, (ii) skills, and (iii) attitudes of the employees. Development is concerned with the growth of employees in all respects.

#### **6 Major Factors Influencing Training**

Many companies have substantial training budgets and a large number of training staffs who design, develop, and market different programmes. Yet, they do not get the results they seek. In

## Training and Development

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order to see the success of training and development programmes, some of the factors must be seriously considered.

### **Factor # 1. Organizational Change:**

- This is one factor that impacts and is impacted by training and development.
- The basic propose of training and development is to anticipate change and to respond proactively to it.
- Change involves moving from one condition to another, and it affects individuals, groups, and the entire organization.

### **Factor # 2. Top Management Support:**

- Top management support is perhaps the most basic training and development requirement.
- Even the most competently designed training programme may fall through if it is not actively supported by the top executives.
- The support of top management must go beyond a policy statement regarding training. It must include their active involvement and participation in development.

### **Factor # 3. Commitment from Managers at All Levels:**

- In addition to top management, all managers— whether they are specialists or generalists—should be committed to and involved in the training and development programmes.
- Senior executives should never think that the training programmes are meant for their immediate subordinate managers only.

### **Factor # 4. Technological Advances:**

- Technology, perhaps, is one factor that has influenced training and development the most.
- Technology is revolutionizing the way training and development programmes can be delivered.
- Technological advances, especially the computer and the internet, are dramatically affecting the way the jobs are conducted by the employees.

### **Factor # 5. Organizational Complexity:**

- The degree of complexity has increased in modern organizations due to the weakening of the stability-oriented traditional chain of command and the rapid changes in technology, products, systems, and methods.
- This has impacted training and development programmes in organizations.

### **Factor # 6. Learning Principles:**

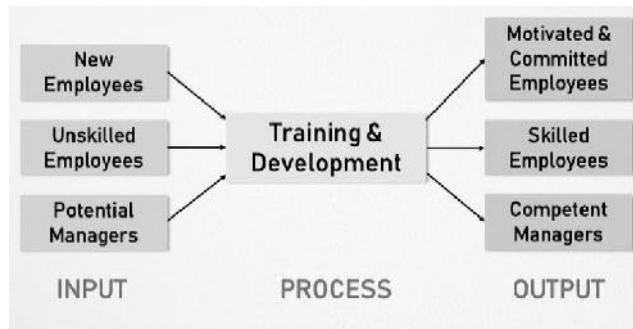
- Learning occurs when employees demonstrate a difference in behaviour or ability to perform a task.
- Although much remains to be discovered about the learning process, a few principles may be kept in view while developing any training programme.
- 

## **2.1 Training and Development Process**

In the present day knowledge based environment, things are changing at a very fast pace. Even to maintain its position, an organization has to do a lot as well as act very fast. Organization achieves strategic advantages only due to its core competencies and core competence is developed only by the employees of the organization. In the present day knowledge based environment, things are changing at a very fast pace. Even to maintain its position, an organization has to do a lot as well as act very fast. Organization achieves strategic advantages only due to its core competencies and core competence is developed only by the employees of the organization. Hence for achieving a level of excellence, organizations are to invest in updating the skills of its employees.

This is done through training and development process.

## How it works?



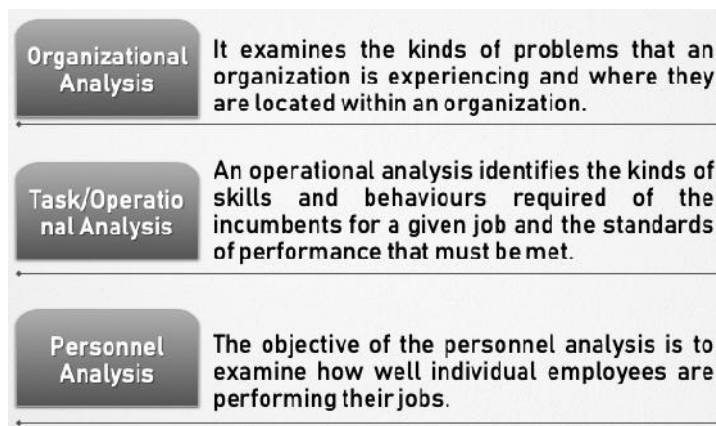
## Steps in Training Process



## Step 1: Decide If Training is Needed

- The first step in the training process is to determine Training needs.
- The overall purpose of the assessment phase is to determine if training is needed and, if so, to provide the information required to design the training program.

## 3 Levels of Analysis



## Step 2: Determine What Type of Training is Needed

- The employees themselves can provide valuable information on the training they need. They know what they need/want to make them better at their jobs.
- Once the kind of training needed has been determined, it is equally important to determine what kind of training is not needed.

## Step 3: Identifying Goals and Objectives

- Once the employees' training needs have been identified, employers can then prepare for the training.

### Training and Development

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- Clearly stated training objectives would help employers communicate what they want their employees to do better or stop doing!
- Learning objectives do not necessarily have to be written, but they should be clear and thought out before the training begins for the training to be as successful as possible.

#### **Step 4: Implementing Training**

- Professionals should conduct training with knowledge and expertise in the given subject area.
- Nothing is worse than being in a classroom with an instructor who does not know what they are supposed to be teaching! Use in-house, experienced talent, or an outside professional best option.

#### Methods of Implementation

- **On the job:** Training is administered at the actual work site using the actual work equipment
- **Off the job:** Training is administered away from the actual work site. It may be any prominent hall room or auditorium, but the required training environment equipment and materials should be available or arranged.

#### **Step 5: Evaluation of the Training Program**

- One way to make sure that the training program is accomplishing its goals is by evaluating the training by both the trainees and the instructors.
- Training should have, as one of its critical components, a method of measuring the effectiveness of the training.

#### **Advantages of Training Program**

##### Advantages to the Organization

- Increased efficiency of employees
- Reduced supervision
- Less wastage
- Reduced turnover
- Helps in better functioning of the organization
- Better labour-management relations

##### Advantages to the Employee

- Self-confidence
- Increased motivation levels
- High rewards
- Group efforts
- Promotion

## **2.2 Training Need in Different Strategies**

“The best CEOs that I know are teachers, and at the core of what they teach is strategy”

~ Michael Porter

Training helps employees learn job skills and helps the company retain and motivate employees. Training is strategic for:

- Business goals related to human resources,
- Productivity, customer service, and innovation,

Employees are aware that training is essential to their future marketability.

What is a business strategy?

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## Unit 02: Strategic Training & Development

- A plan that integrates the company's goals, policies, and actions.
- The strategy influences how the company uses:
  - physical capital (plants, technology, and equipment).
  - financial capital (assets and cash reserves).
  - human capital (employees).
- The business strategy helps direct the company's activities to reach specific goals.

### **Strategy impacts training with a strong influence on determining:**

- The amount of training devoted to current or future job skills.
- The extent to which training is customized for the particular needs of an employee or developed based on the needs of a team, unit, or division.
- Whether training is restricted to specific groups of employees or open to all employees.
- Whether training is:
  - planned and systematically administered, or
  - provided only when problems occur, or
  - spontaneously as a reaction to what competitors are doing.
- The importance placed on training compared to other human resource management practices such as selection and compensation.

## **The Roles and Duties of Managers in Companies That Use High-Performance Work Practices**

### Managing Alignment

- Clarify team goals and company goals.
- Help employees manage their objectives.
- Scan organization environment for useful information for the team.

### Encouraging Continuous Learning

- Help team identify training needs.
- Help team become effective at on-the-job training.
- Create environment that encourages learning.

### Coordinating Activities

- Ensure that team is meeting internal and external customer needs.
- Ensure that team meets its quantity and quality objectives.
- Help team resolve problems with other teams.
- Ensure uniformity in interpretation of policies and procedures.

### Facilitating Decision-Making Process

- Facilitate team decision making.
- Help team use effective decision-making processes.

### Creating and Maintaining Trust

- Ensure that each team member is responsible for his or her work load and customers.
- Treat all team members with respect.
- Listen and respond honestly to team ideas.

## **Implications of Business Strategy for Training**

*Training and Development*

Strategy	Emphasis	How Achieved	Key Issues	Training Implications
Concentration	Increase market share	Improve quality	Skill currency	Team-building
	Reduce operating costs	Improve Productivity	Development of existing work force	Cross training
	Create market niche	Customize products		Specialized programs
				Interpersonal skill training
				On-the-job training

Strategy	Emphasis	How Achieved	Key Issues	Training Implications
Internal Growth	Market development	Add distribution channels	Create new jobs	Support high-quality product value
	Product development	Expand markets global	Create new tasks	Cultural training
	Innovation	Create products new	Innovation	Conflict negotiation skills



## Unit 02: Strategic Training &amp; Development

	Joint venture	Joint ownership		Manager training in feedback and communication
				Technical competence in jobs

Strategy	Emphasis	How Achieved	Key Issues	Training Implications
External Growth (Acquisition)	Horizontal integration	Acquire firms for new market access	Integration	Determining capabilities of acquired employees
	Vertical integration	Acquire firms to supply or buy products	Redundancy	Integrating training systems
	Concentric diversification	Acquire any firm	Restructuring	Team building

Strategy	Emphasis	How Achieved	Key Issues	Training Implications
Disinvestment	Retrenchment	Reduce costs	Efficiency	Motivation
	Turnaround	Reduce assets		Goal setting
	Divestiture	Generate revenue		Stress management
	Liquidation	Redefine goals		Time management
		Sell off all assets		Leadership training
				Outplacement assistance
				Job-search skills training

**2.3 Marketing and Outsourcing of Training Function**

**Marketing Training Through the Employee Experience**

A 2018 LinkedIn Workplace Learning Trends report found that 94% of employees would stay longer in companies that are willing to invest in their professional development. Marketing your training program to current employees and promoting it to future employees can increase employee retention. Training helps employees achieve their personal goals and growth. They can grow in their current roles by polishing their skills and even grow into new roles within the company. But your marketing shouldn't stop there. You can use your strategy to reach prospective employees as well. Now how you can do that --- By using social media channels such as LinkedIn, Facebook, and Twitter to promote your training program, you can drive top talent to your organization. Younger workers are looking to be sufficiently trained in their careers, so being upfront about your program can draw them in.

**What Does Marketing Training Mean?**

- It's important to understand what marketing your training program actually means.

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## Unit 02: Strategic Training & Development

- It simply means communicating the value of your training program to leadership, managers, and employees.
- You can accomplish this through the conversations you're having, messaging you're using, and the distribution of available resources.

### Marketing to Leadership

- Organizational leaders are always working to improve business processes, develop company goals for the future, and assess current performance.
- To get their buy-in to a training program, communicating the value comes first.
- Consider including talking points on the skills that are relevant to them as well – setting goals, developing leadership skills, change management, etc.
- By doing this, you can expand your program company-wide and get everyone on board.

### Marketing to Your Managers

- Once you've got leadership buy-in, it's time to work with your managers to help them understand the reasoning behind the training program.
- They are the ones making sure employees are completing the training and are their main point of contact.
- Speak to them about raising employee performance and productivity, setting goals, and compliance.
- Also, let them know that they aren't overlooked because there are leadership and management-specific courses and lessons available that they can use to grow in their roles too.

### Marketing to Your Employees

- Whether it's IT, Sales, Marketing, or an organization-wide initiative, you'll need to market your training program to individual employees.
- Employees need to understand the why of training and what's in it for them before they will be willing to dedicate time and effort to it.
- They'll likely have varying interests, so consider speaking to career objectives such as decision-making, time management, and office etiquette.

### Understanding the Why?

- You might think that marketing your training program is something that can wait or just be an added task, but it is integral to the success of your program.
- You have to emphasize how necessary it is.

Here's why:

- **Create Awareness** – Employees won't use something that they don't know how to use or don't know exists. Communicating with them ensures everyone knows which resources are available.
- **Drive Utilization** – Making sure employees know how to log in and navigate around your learning platform and expectations surrounding training. Send ideas to help them find time to fit training in and encourage not only completion of assigned work but exploration of training topics for their own development.
- **Instill a Culture of Learning** – With awareness and utilization comes a culture of learning. A learning culture means that employees have a growth mindset and actively develop themselves and each other through sharing information. Employees working in this type of culture use training to help overcome challenges.

- **Attain ROI** – When the above elements are in place, you will begin to see an increase in ROI from training. Putting in the time and resources to market your training program will be worth it as employees strive toward organizational goals and their full potential.

### **Common Mistakes With Marketing Training**

- **Just marketing a program launch:** Only putting excitement and effort into the launch of your training program isn't enough. All that fun stuff (parties, roll out, etc) felt good, but that kind of energy needs to stay present. Employees will get busy and inevitably forget but keep the momentum going through continuous marketing efforts.
- **Not planning ahead:** Having an unorganized plan rarely pays off. Maybe you feel like you're not an expert in marketing or there aren't enough hours in the day but being unorganized will only add to your feelings of being overwhelmed. Developing clear objectives and goals will help your program take off and be more likely to find success.
- **Stagnant strategy:** One-size-fits-all *never* fits all, so if what you're trying isn't working, try something different. Simply sending the same e-mail every month can become redundant and employees are likely to just delete it over time. This doesn't reinforce the impact or importance your training program has to offer. Instead, try creating marketing materials that have purpose, a call to action, and personalization.
- **Over- or under-communicating:** There needs to be a balance in your communication. Under communicating can lead to forgetting training programs exist and overcommunicating can lead to annoyance and burnout. It's important to find the right cadence for your organization.
- **Know Your Audience** - Understanding your audience and what they need and want is the first step to developing a strong plan. Are you trying to reach all learners? Just managers? Sales team members? Knowing who you are speaking to can help you reach them on a personal level. Sending out different communication to different levels within the organization can help keep interest and engagement.
- **Establish Program Goals** - You can't determine if your program is successful without determining appropriate key performance indicators first. This is where setting goals comes in. Your entire marketing strategy will stem from your program goals, so you'll need to make sure that they align with the organization's overall goals. These goals should be specific, measurable, achievable, realistic, and timely.

### **How to Market Your Training Program?**

#### **Create Your Plan**

- Now that you have your goals established, you can begin to design, plan, and execute your marketing strategy.
- When thinking about how to communicate, it's important to consider the following:
  - Purpose of outreach
  - Method of outreach
  - Time frame

#### **Put Your Plan into Action**

Now it's time to put your plan into action and get employees engaged.

#### **Get Feedback**

- Once you've launched your marketing plan, you'll need to ensure that your strategy has been effective.

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## Unit 02: Strategic Training & Development

- Sending out a quick online employee survey is a great way to measure the success of your marketing efforts and learn what's working and what's not.

Regardless of the size or sector of your business, learning and development is fundamental to the growth of your company. Training used to be classified as a 'nice to have' in most businesses, but nowadays companies understand that, in order to remain competitive and sustainable, ongoing training is foundational in supporting the needs of the business. With mounting pressure from executives to keep operational costs down, while still maintaining a focus on learning and development, businesses are increasingly choosing to outsource their training and development.

Deloitte's recent global outsourcing survey of more than 500 executives from leading organisations shows that outsourcing is answering challenges in both business and IT, utilising emerging technologies to drive innovation, speed to market, improved user experience, and enhanced performance. It's clear that outsourcing non-core business functions is a mainstream practice, and it follows that outsourcing the learning functions of your business should be no different.

### 10 Reasons Companies are Outsourcing Training in Today's Market

- **Leverage the cost of technology** - One of the first expenditures training professionals make when starting up a training organization is to license an LMS/LCMS. Why? Because it is cheaper than designing and building it themselves.
- **Training is Not Core to the Business** - For many companies, training is a necessity. But the development, management and delivery of training is a distraction. For companies that manage training everyday, it **IS** core to their business. And they are much better at it!
- **Revenue Generation - What a novel idea...use training as a way to make money!**
- More and more companies are now recognizing that training is a source of revenue, and they have intellectual property that is valued in the market. So they use another company that knows how to market, sell and deliver training to a mass or targeted audience to create new revenues streams. Wondering if this is a good idea? Ask Microsoft, Cisco, and RedHat (just to name a few) if it makes sense to them.
- **Mitigate Risk** - Training helps prevent failures. It helps protect us from the liabilities of our company being sued if we don't provide the right training.
- Think about it this way - if we don't provide the training our employees or customers need, and when they need it, we're vulnerable to being sued if an injury or catastrophic failure occurs. So training reduces our risk. It's easy to see that using a company who specializes in training could help prevent unnecessary failure costs. It sounds like insurance. Wonder which is cheaper in today's world?
- **Improve Scalability of Resources** - Running an internal training organization requires people of various levels of skills and talent. Full-time internal staff is a fixed resource. But training is a variable activity. Using an external supplier allows you to flex the number of resources to deliver the training you need - when you need them. It allows your company to scale up and down based on the demand of training you need. Makes a lot of sense when your company is hiring a lot of people in a short period of time.
- **Leverage Channel Relationships** - If your company is a software products company, it may be a good idea to source the marketing and delivery of your training to an established IT training company. The IT training industry is a mature channel market. Companies like Kaplan IT, Global Knowledge, Learning Tree, and New Horizons, have a powerful channel to IT professionals. Not only does sourcing this training through a channel partner make sense, it also may help drive new revenues.

## Training and Development

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- **Speed to Market** – Bringing a new product to market may be dependent on getting resellers trained on how to sell or service your product. Using a training outsourcing company may allow you to get your product into a lot of customers' hands much faster, without scaling up internal resources.
- **Geographic Reach** – When General Motors began manufacturing cars for the Chinese market, they needed to train local employees; repair technicians, sales agents, and many more within the Chinese market. It made a lot more sense for them to outsource training to a company who had resources in China and who understood the Chinese culture. It wouldn't have been feasible for GM to take U.S. employees to China for all this training. And it doesn't mean they have to use a Chinese company to do it. Just a company with local resources.
- **Access to Talent** – We've said it many times...no company has all the knowledge they need internally to be successful. Sometimes it's necessary to hire an expert to teach internal employees how to do something that is new to their company.
- **Reduce Costs** – The number one reason why companies outsource training is to save money. It's the bottom line. It's the common denominator and culminating reason for all the other reasons mentioned above. We should never forget that how you manage training is always about how we manage costs.

### **Methods of outsourced training and development**

- **Classroom or Instructor Led Training**  
Having an outsourced facilitator deliver training in a classroom has its advantages, even if the course material is online. In a classroom, learners have the benefits of asking questions and receiving answers immediately. They can network with each other during and after the course. Since the information is available online, employees can revert to the information as and when needed. More than that, they are separated from their day-to-day demands and can focus on learning.
- **Online or E-Learning**  
Web-based training allows employees to access training material anywhere and on any internet-enabled device. The benefit is that there are a number of broad-spectrum and specialised courses available so employees can enhance their skill set under the guidance of a global expert. Since they are conducted via correspondence, employees save on travel and venue costs, and these courses are great for initiating self-directed learning.
- **Blended Approach**  
A blended approach to learning is a nod to the fact that very rarely does one size fit all when it comes to training. Blended learning means that more than one training method is used to train on a particular subject.

### **Summary**

- The global competition and the country's ambition to join ranks with the developed countries require that, its existing approach to development and training undergo fundamental change.
- Strategic training is a part of an ongoing process of professional development or simply about learning specific skill.

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**Unit 02: Strategic Training & Development**

- The steps in the strategic training and development process are Organizational Objectives, Needs Assessment, Finding Gap, Training Objectives, Select the Trainees, Select the Training Methods and Mode, Choose a Means of Evaluating, Administer Training and Evaluate the Training.
- The key organizational forces that drive the successful transfer of training are: Peer support, Supervisor support, Trainer support, Climate, Culture and Rewards systems.
- Training needs in different strategies are available for use in employment contexts includes Strategic Context analysis, Strategic User analysis, Strategic Work analysis, Strategic Content analysis, Training suitability analysis and Cost-benefit analysis.
- An analysis of the business needs or other reasons the training is desired in respect with whole of organisational strategy.
- The three model of organizing training are: System Model, Instructional System Development Model and Transitional Model.
- Dave Ulrich Model as a strategic framework for managing competitive environment consist of four aspects which are Change Management, Organisational Diagnose, Personnel Care and Administrative Expert.
- Outsourcing in training could be total or in part. In total outsourcing, the company has to do just two things namely nominating the trainers and paying the training fees.
- Partial outsourcing becomes inevitable when the organization has some training resources but doesn't have all the required resources.

### **Keywords**

Apprenticeships: This means involvement of several related groups of skills that allow the apprentice/trainee to practice a particular trade, and it take place over a long period of time.

Internships and Assistantships: These are usually a combination of classroom and on-the-job training used to train prospective managers or marketing personnel.

Job Rotation: It involves moving an employee through a series of jobs so he or she can get a good feel for the tasks that are associated with different jobs.

Simulation: These are training techniques that attempt to bring realistic decision-making situations to the trainee.

Strategic Context Analysis: An analysis of the business needs or other reasons the training is desired in respect with whole of organisational strategy.

### **Self-Assessment**

1. Central idea behind the creation of ..... ministry is to provide an integrated view of human resources and plan & implement suitable training schemes to upgrade human resources.
  - A. HRD
  - B. Forest
  - C. Agriculture
2. In view of cataclysmic changes taking place in the environment, the ..... factor has become all the more important.

Training and Development

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- A. Human
  - B. Non-human
3. The challenges of opening up of economy provide a wide range of opportunities subject to the acquisition of relevant skills, competencies and .....
- A. Abilities
  - B. Concepts
  - C. Knowledge
  - D. Attitudes
4. Strategic training and development process is directed towards learning outcomes.
- A. True
  - B. False
5. There are two broad types of training available to businesses which are on-the-job and ..... techniques.
6. A programme structured with the company's strategy and objectives in mind has a high probability of improving productivity and other goals are set in the training .....
- A. Vision
  - B. Values
  - C. Mission
  - D. Objectives
7. Organizational Climate factor comprises of ....., the attitude of upper management towards employee and towards training.
- A. Rules
  - B. Regulations
  - C. Objectives
  - D. Company policies
8. Strategic User Analysis deals with strategy of potential participants and ..... involved in the process.
9. The existing training culture needs to be replaced by the learning culture-where people are interested in acquiring information, knowledge, skills, insight and .....
10. In small companies, training is generally of the on-job type conducted by ..... managements under the general direction of the personnel department.
- A. Line
  - B. Staff
  - C. Higher
  - D. Lower
11. The Instructional System Development model comprises of five stages which are Analysis, Planning, Development, Execution and .....



Unit 02: Strategic Training & Development

12. In transitional model the outer loop describes the vision, mission and ..... of the organization on the basis of which training model i.e. inner loop is executed.
- Values
  - Objectives
  - Goals
  - Beliefs
13. In total outsourcing, the company has to do just two things namely nominating the trainers and .....
14. .... outsourcing becomes inevitable when the organization has some training resources but doesn't have all the required resources.
- Partial
  - Complete
15. The agreement of outsourcing should specify the work to be done both in ..... and ..... terms.

**Answers for Self Assessment**

- |                |       |                              |              |                               |
|----------------|-------|------------------------------|--------------|-------------------------------|
| 1. A           | 2. A  | 3. B                         | 4. A         | 5. Off-the-job                |
| 6. C           | 7. D  | 8. Instructors               | 9. Foresight | 10. A                         |
| 11. Evaluation | 12. A | 13. Paying the training fees | 14. A        | 15. Qualitative, quantitative |

**Review Questions**

- Why has HR Management and strategic training assumed importance in India? What steps has the government and industry taken in this regard?
- What are HR challenges in the 21st Century? What strategies and training methodologies should HR profession adopt to meet these challenges successfully?
- How should one redefine the role of training in the competitive environment? How effectively the human resources can be utilised in such environment?
- Write short notes on:
  - Urgency Motivation
  - Developing learning organization.
- What is the new model for HRM propounded by Dave Ulrich?
- Training and development is the heart of any business which cannot be outsourced. Discuss.
- What are the major activities involved if a programme is to be implementing through outsourcing?

## Training and Development

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8. In transitional model what are the descriptions provided by the outer loop describes on the basis of which training model i.e. inner loop is executed?
9. Explain the phases that system model consists of organizing training and which are to be repeated on a regular basis to make further improvements.
10. What are the key organizational forces that drive the successful transfer of training?



### Further Readings

- G PanduNaik, "Training and Development – Text, Research and Cases", Excel Books, New Delhi
- PL Rao, "Enriching Human Capital through Training and Development", Excel Books, New Delhi



### Web Links

- [https://www.businessmanagementideas.com/human-resource-management-2/what-is-training-and-development/20393?\\_cf\\_chl\\_managed\\_tk\\_\\_=pmd\\_AljsOjTY15BWvKQ5eHlxb2rnt2LDNyYuAB0uHWRRUpE-1629881158-0-gqNtZGzNAXCjcnBszQhR](https://www.businessmanagementideas.com/human-resource-management-2/what-is-training-and-development/20393?_cf_chl_managed_tk__=pmd_AljsOjTY15BWvKQ5eHlxb2rnt2LDNyYuAB0uHWRRUpE-1629881158-0-gqNtZGzNAXCjcnBszQhR)
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- <https://www.getsmarter.com/blog/employee-development/outsourcing-training-and-development-all-you-need-to-know/>
- <https://trainingindustry.com/blog/outsourcing/10-reasons-companies-are-outsourcing-training-in-todays-market/>
- <https://www.bizlibrary.com/blog/training-programs/5-steps-marketing-your-employee-training-program/>

## Unit 03: Training Need Assessment

### CONTENTS

Objectives

Introduction

3.1 What is a TNA?

3.2 Need Assessment Process

3.3 Scope of Need Assessment

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

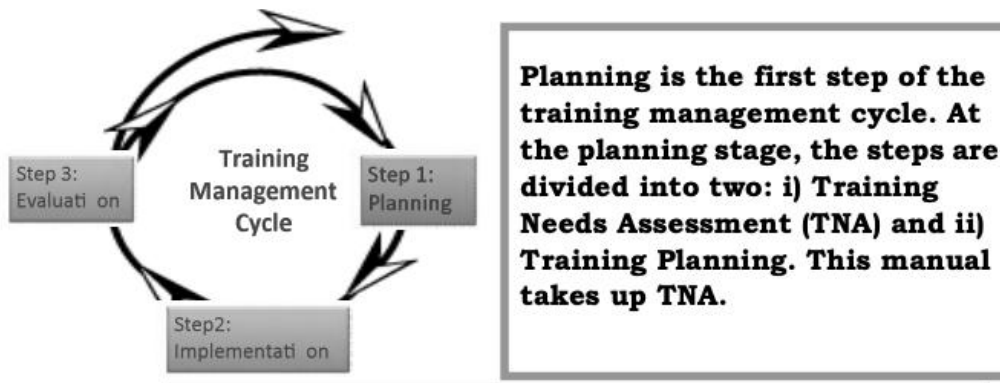
After studying this unit, you will be able to:

- gain an insight into the concept of training need analysis and its definition.
- analyse the pictorial representation of TNA.
- understand the reasons behind requirement of training and TNA.
- know the purpose, levels and methods of performing TNA.
- gain an insight into the process of training need analysis.
- analyze the steps for conducting a TNA effectively.
- gain an insight into the framework of TNA
- analyze the sources and events that can indicate to initiate TNA process.
- understand the approach of TNA depending on change and size.
- study the scope and reason of TNA.

### Introduction

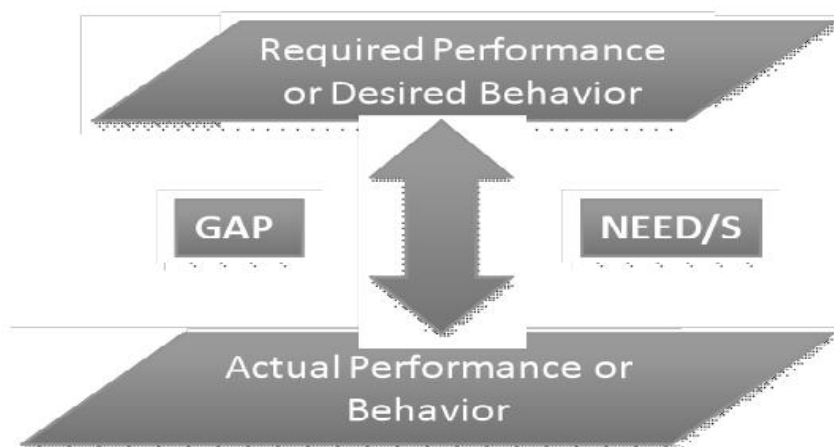
- As with any process, having a solid foundation can help ensure success.
- A training needs assessment lays the necessary groundwork for determining your organization's true need and how your employees will best receive the required training.
-

### 3.1 What is a TNA?



#### Definition of TNA

- “Training Needs Assessment” (TNA) is the method of determining if a training need exists and, if it does, what training is required to fill the gap.
- TNA seeks to identify accurately the levels of the present situation in the target surveys, interview, observation, secondary data and/or workshop.
- The gap between the present status and desired status may indicate problems that in turn can be translated into a training need.
- Training Needs = Desired Capability -Current Capability of the participants.
- Let’s just put this pictorially,



#### Why do we need training?

- Training may be needed when there is a gap between the desired performance, and the current performance, and the reason for that gap is lack of skill or knowledge.
- Training may only be able to resolve part of the problem.
- Thus we need to analyze the problem and find out whether training will be able to resolve it.
- If training is necessary, we also need to define the objective of the training and how it will help the staff member(s) become more effective.
- This process is called a Training Needs Assessment or Training Needs Analysis.

### Why do we need a Training Needs Assessment?

- First, identify dissatisfaction with the current situation and desire for change as similarities among the requests.
- Each request implies that a gap or discrepancy exists between what is and what could be or should be.
- A learning or performance gap between the current and desired condition is called a need.

TNA aims at the following situations.

- Solving a current problem.
- Avoiding a past or current problem.
- Creating or taking advantage of a future opportunity.
- Providing learning, development or growth.

### The Purpose of TNA

- ✓ Why
- ✓ Who
- ✓ How
- ✓ What
- ✓ When

Why?

- Conduct the training: to tie the performance deficiency to a working need and be sure the benefits conducting the training are greater than the problems being caused by the performance deficiency.
- Conduct two types of analysis to answer this question:
  - ✓ needs vs wants analysis.
  - ✓ feasibility analysis.

Who?

- is involved in the training: involve appropriate parties to solve the deficiency.
- Conduct a target population analysis to learn as much as possible about those involved in the deficiency and how to customise the training program to capture their interest.

How?

- can the performance deficiency be fixed: training can fix the performance deficiency or suggest any other remediation if the training is not appropriate?
- Conduct a performance analysis to identify what skill deficiency is to be fixed by a training remedy.

What?

- is the best way to perform: there is a better option for the way to do a task to get the best results.
- Are job performance standard set by the organisation?
- Are there governmental regulations to consider when completing the task in a required manner?
- Conduct a task analysis to identify the best way to perform.

When?

## Training and Development

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- will training take place: the best timing to deliver training because attendance at training can be impacted by work cycles, holidays and so forth.
- Conduct a contextual analysis to answer logistics questions.

### **Training Needs Assessment Levels**

There are three levels of training needs assessment:

- Organizational level
- Operational level
- Individual level

#### Organisational Level

- Where is training most needed?
- Is the training needed for a specific department or a group of employees?
- Why is the training program recommended as a solution to the current problem?

#### Operational Level

- How is the job performed?
- What are the performance standards for the job?
- What are the knowledge, skills and abilities needed to complete the job successfully?

#### Individual level

- What is the expected performance?
- Do your employees possess the necessary knowledge and skills?
- What is the gap between the expected and actual performance?
- What impedes your employees to perform efficiently?
- What training program must be provided to your employees to meet expected performance standards?

### **Techniques/ Methods of TNA**

- Direct observation
- Questionnaires
- consultation with persons in key positions, and/or with specific knowledge,
- review of relevant literature.
- Interviews
- Focus groups
- Assessments/ surveys
- Records & report studies
- Work samples

The following six approaches/techniques are most common:

- (a) Training Need Survey: This is the most commonly technique used for training need assessment. However, since this approach is based on opinions/views, its effectiveness will largely depend on the quality of survey.

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*Unit 03: Training Need Assessment*

The survey is designed and conducted to collect the opinions or organisational culture affecting performance, educational skill and attitudes of the personnel, organisation impact on resources, the willingness of the bottom and intention of the top, etc.

A proper recorded and analysed survey will not only help in working out T & D strategies and objectives but it will also provide useful input to decide the budget or justify the T & D activities.

The suitability of this approach will however depend on the:

- ❖ Openness in the organisational culture
- ❖ Size of the organisation and its population
- ❖ Complexity of job in question
- ❖ Opportunity to make a difference between population and area of excellence
- ❖ The correctness of the resources.

- (b) **Competence Analysis:** It is a relatively quicker method to identify the training needs. This combines both the survey and study of specifications. The views of self, supervisor or subordinates about skill, knowledge and attitudes are collected for a particular post or position and to remedy the deficiency, suitable training need is identified. This approach thus gives a broad and relatively inexpensive analysis. This helps in prioritising the skill and knowledge the training needs. It can however be little controversial in some of the organisations as it may leave some areas of doubts and prejudices which may affect the correctness and its assessment.
- (c) **Performance Appraisal Approach:** This is the relatively accurate approach for individual training and development needs. This goes with analysing knowledge, skill and the job requirement. This approach, however, starts after defining the criteria and the standards to measure or compare the performance. The main aim of this approach is to find out whether employees on the given work or positions have the required knowledge and skill to do it properly or not. Even newcomers, though they have inventory of knowledge/skill, are required to improve performance and they need training. Job description vs. job performance analysis provides sufficient data to identify the T & D.
- (d) **Task Analysis Approach:** Sometimes an individual works effectively so long as he is performing on his own but when on a task to accomplish which involves contributions of others his efficiency is reduced. Task analysis therefore, exposes his weakness in dealing with others and his attributes to make him capable of running a group or performing a task effectively. This is the most comprehensive yet useful approach to identify HRD needs. Tasks specifications and the competence desired to perform the task precisely identify the training needs. While this is more objective and output oriented, it takes time and skill both.
- (e) **Feedback Approach:** This approach is generally used in most of the organisations. The feedback or information regarding the necessity of training and development in a department for a group or individual can be from:

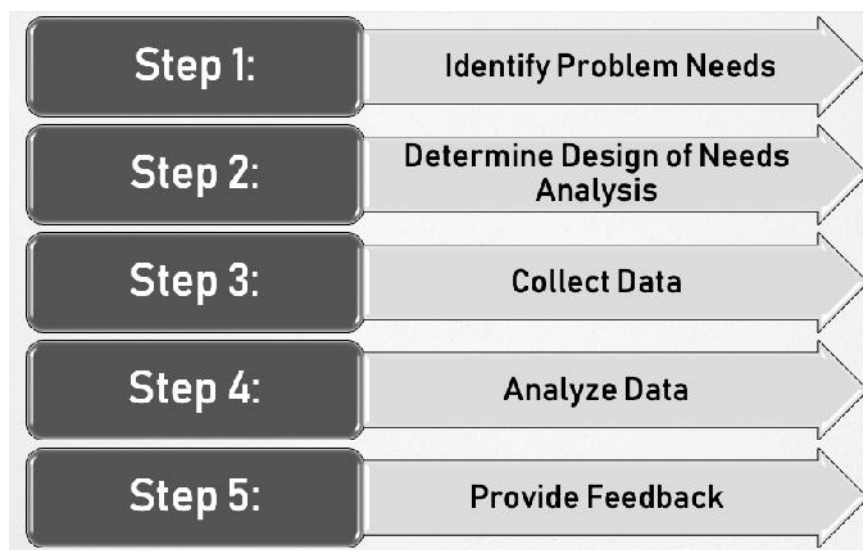
### Training and Development

- ❖ Annual reports
- ❖ Production report
- ❖ Performance report
- ❖ Comments of supervisors/managers
- ❖ Comments of the colleagues, etc.

Since the above sources of information are otherwise obligatory in an organisation, this approach is inexpensive and fastest to identify the training needs. However, this can be ineffective also as it does not reflect on the factors affecting low performance of individual or the group.

- (f) **Management Decision Approach:** In most of the small organisations, the management decides who is to be trained and what is to be taught. Of course these decisions are based on the future planning/career growth plan or the deficiencies in their employees directly noted by the top management. The sources of information may be various; management reports or the direct interaction. This approach is also inexpensive but may not have the support of justification documents or a recorded present performance and achieved performance level for measuring the change.

### **3.2 Need Assessment Process**



#### Step 1: Identify Problem Needs

- Determine organizational context (policy, goal, roles & responsibilities).
- Perform gap analysis.
- Set objectives.
- The first step in TNA is to identify problems and needs.
- Before TNA is conducted, it should be probed whether training is needed.
- In the public sector, it is important to identify organizational context in such aspects as policy, goal, roles and responsibilities.

#### Step 2: Determine Design of Needs Analysis



**Unit 03: Training Need Assessment**

- Determine target groups to be trained, interviewees, methods, schedule.
- Determine persons in charge of TNA.

The second step in TNA is to determine the following:

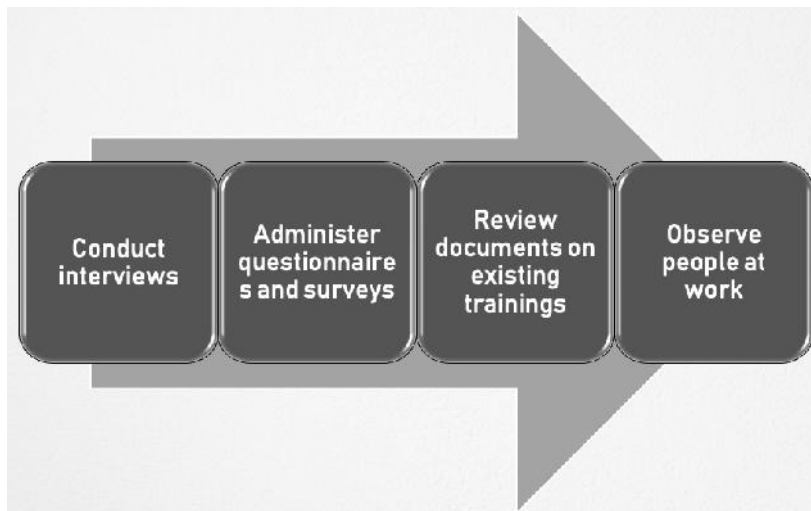
- target groups to be trained;
- interviewees;
- survey methods;
- survey plan including schedule to be conducted TNA and persons in charge of TNA.

- Those items become the basis for a training course designer to either create a new training course, identify an existing one that can fulfil the need, or obtain one externally.
- The survey must clearly define the target group of the training, i.e., target population.
- Although no strict rules for defining exist, the target population must be defined in line with the objectives of TNA.

The survey should produce the following elements in its report:

- ✓ training subject(s);
- ✓ importance of the training; time requirements;
- ✓ current target group;
- ✓ potential target group;
- ✓ frequency of training; and
- ✓ required outputs of the training.

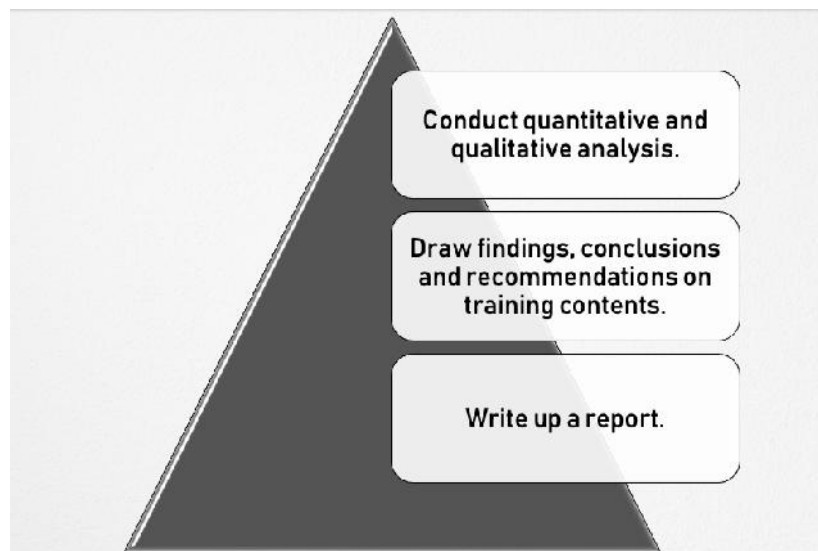
Step 3: Collect Data



The third step in TNA is to collect data through:

- reviewing documents on existing training (secondary data and information); and
- conducting survey including interviews and
- observation at work.

Step 4: Analyze Data



- You've collected the necessary data to achieve your needs assessment objectives.
- Now, it's time to dig into that data.
- Try to summarize and reflect on data for each of your needs assessment objectives individually.
- Depending on the nature of your data, you may want to develop graphs, tables, and other visuals to display data as well as a narrative describing results.

#### Step 5: Provide Feedback

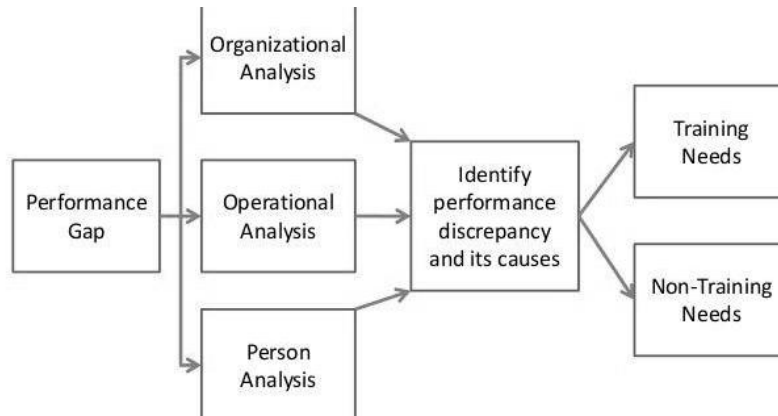
- Make a presentation to members and officials.
- Determine next step for training preparation.
- While developing the needs assessment deliverable, whether it is a formal report, peer-reviewed manuscript or presentation, discuss results with a diverse and inclusive audience—including community members, colleagues, funders, project partners and other target audiences—who may interpret your needs assessment results differently and identify unique recommendations.

#### Steps for Conducting a TNA



### 3.3 Scope of Need Assessment

#### TNA Framework

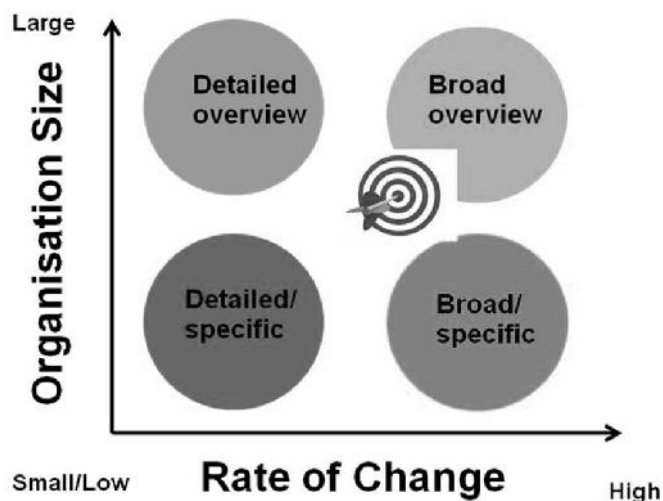


### Sources and Events that can indicate to initiate TNA process

- Training programme evaluation findings.
- Input from supervisors , managers, and leaders.
- Input from personnel, teams or work groups.
- Important customers, clients, and partners.
- Results from individual development planning, 360 - degree feedback and performance appraisal.
- New training requirements.
- Work analysis data.
- Institutional process for determining training requirements.
- Changes in business strategy, doctrine, or mission
- Changes in law or regulation.
- Changes in organizational structure or operating environment.
- Business or mission results.
- Implementation of new technology, systems, equipments, processes, or procedures.
- Organisational metrics such as attrition, error rates, accidents, etc.

### TNA Approach: Change and Size

- Training needs analysis projects can cover a wide spectrum of approaches.
- Key factors include:
  - ✓ organisation change and
  - ✓ the rate of change.



### Scope of Training Needs Assessment

- Organization achieve its goals.
- To determine causes of poor performance.
- To determine content and scope of training.
- It reduces gaps between employee skills and the skills required by the job.
- It begins with Job and ends with customer expectation.
- Total Quality Management.
- To gain management support.
- To ensure the continuing motivation, interest and satisfaction levels of organization staff.

### Why Need Assessment Process?

To determine:

- The content of learning, content development.
- The need of learning, out put oriented study.
- The depth of learning, expertise level needed.
- Immanence of learning scenario, industry/ govt. rules.
- Who receives training, target identification.
- Type of training, on/off the job, in-depth/ shallow.
- Frequency of training, routine, exceptional, one-time.
- The priority of learning in terms of learner/ organization/ topics.
- Buy vs Build training decision, in-house or hired trainers.
- Training vs other HR options such as Selection or Job Redesign.
- How training should be evaluated, training appraisal.

### Summary

- A training need is the gap between the knowledge, skills and attitudes required and the knowledge, skills and attitudes already possessed by the trainee.

*Unit 03: Training Need Assessment*

- Training Needs Assessment provides information on where training is needed, what content of the training is needed, what the content of the training should be, and who within the organisation needs training in certain kinds of skills and knowledge.
- The methods or techniques of Training Need assessment are Training Need Survey, Competence Analysis, Performance Analysis, Group Dynamism Analysis, Feed back and Management Decisions
- In micro training need assessment, the individual and group training needs are generally viewed
- Macro Training need assessment approach exists in a large group of employees or when new entrants performance is to be analysed in a large group.
- The data needed falls into the following major categories which are: (a) Data to define the need, (b) Data to identify the solution, (c) Data to specify those needing training and (d) Data to provide the planning details for delivery of training.
- The major steps of the needs assessment model are Determine the Purpose and Objectives, Identify the Kinds of Information Needed, Design the Data-Gathering Approach, Gather Data, Analyse and Verify Data and Set Training Priorities.
- The training needs exist at the three levels which includes Individual needs, Occupational needs and Organisational needs.
- Organisational analysis is study of entire organisation in terms of objectives, resources, utilisation of resources, in order to achieve stated objectives and pattern of interaction with environment.
- Operational analysis is a detailed examination of a job, its components, its various operations and conditions under which it has to be performed.

**Keywords**

- Environmental Scanning: The examination of economic, political, socio-cultural and technological environment of the organisation.
- Manpower Analysis: The study in which the focus is on the individual in a given job.
- Organisational Analysis: It involves a study of the entire organisation in terms of its objectives, its resources, the utilisation of these resources, in order to achieve stated objectives.
- Task Analysis: This is a detailed examination of a job, its components, its various operations and conditions under which it has to be performed.
- Training Need: It is the gap between the knowledge, skills and attitudes required and the knowledge, skills and attitudes already possessed by the trainee.

**Self Assessment**

1. The social and cultural barrier to TNA can be met by:
  - A. Building organizational trust and confidence
  - B. Assistance of external consultants
  - C. Effective monitoring
  - D. All of the above
2. Training needs assessment is usually related to:
  - A. Organizational performance
  - B. Individual
  - C. Both organizational and individual performance

Training and Development

- D. None of the above
3. Training needs analysis can take place at organizational, task, and person levels. Organizational training needs generally occur when:
    - A. There is some kind of barrier hindering the achievement of organisational aims and objectives which is best removed by training.
    - B. Information technology systems need upgrading.
    - C. Other competing organisations are conducting extensive training programmes.
    - D. Government provides additional funding
  4. Which of these is the benefit of needs assessment?
    - A. Assessment makes training department more accountable
    - B. Higher training costs
    - C. Loss of business
    - D. Increased overtime working
  5. The next step to Training Needs Analysis is:
    - A. Determines who should receive training first
    - B. Enables managers to work out the cost of training
    - C. Identifies the training objectives
    - D. Provides a profile of an individual's training need.
  6. What is explicit purpose of assigning KSA to positions?
    - A. Create a foundation for bonus structures.
    - B. Designate the set of competencies required by a position.
    - C. Be able to transfer skill information to the employee's resume.
    - D. Assist in structuring employment contracts.
  7. \_\_\_\_\_ seeks to examine the goals of the organisation and the trends that are likely to affect these goals.
    - a. Organisational Support
    - b. Organisational analysis
    - c. Person analysis
    - d. d) Key skill abilities analysis
  8. When the time is less, which techniques are recommended for TNA:
    - A. Interview
    - B. Work samples
    - C. Focus group discussion
    - D. Test
  9. Areas of improvement like knowledge, skills etc. are identified which needs improvement through:
    - A. Job analysis
    - B. Performance gap analysis
    - C. Monitoring
    - D. Training delivery
  10. A ..... is the gap between the knowledge, skills and attitudes required and the knowledge, skills and attitudes already possessed by the trainee and exists at all levels of the organisation.
  11. The company must set the 'climate' for training in their organization by ..... their decisions and their intentions for staff training.
  12. The organisational effectiveness depends on the performance and ..... of their employees.

**Unit 03: Training Need Assessment**

13. In most of the Small organisation the ..... decide who is to be trained.
14. In Task Analysis Approach ..... and the competence desired to perform the task precisely identify the training needs.
15. Competence Analysis combines both the ..... and study of specifications.
16. In training needs assessment, defining training needs is appropriately approached from a ..... perspective.
17. The six basic factors that should be considered in setting priorities for meeting training needs are Impact, Scope, Organisation Policy, Time, Need Type and .....
18. It is the responsibility of “management” within the organisation to identify and prioritise the immediate needs and the ..... needs.
19. The training needs exist at the three levels which includes ....., Occupational needs and Organisational needs.
20. The management development programmes OD and MBO are the common ..... needs.
21. Skills, knowledge and ..... are the three dimensions of a performer which contribute towards his/her total effectiveness or the competence.
22. .... analysis is a detailed examination of a job, its components, its various operations and conditions under which it has to be performed.
23. In Environmental scanning the economic, political, socio-cultural and ..... environment of the organisation is examined.
24. A training needs analysis is basically a ..... process used to identify and compare an organisation’s actual level of performance to the projected level of performance.

**Answers for Self Assessment**

- |                          |                 |                |                          |                          |
|--------------------------|-----------------|----------------|--------------------------|--------------------------|
| 1. D                     | 2. C            | 3. A           | 4. A                     | 5. C                     |
| 6. B                     | 7. B            | 8. C           | 9. B                     | 10. training need        |
| 11. publicizing          | 12. excellence  | 13. Management | 14. tasks specifications | 15. survey               |
| 16. performance analysis | 17. feasibility | 18. long-term  | 19. individual needs     | 20. organizational needs |

21. attitude      22. operational      23. technological      24. data-gathering

### **Review Questions**

1. How do you determine the Training Needs of an industrial organisation?
2. How do you conduct the Training Need Assessment of a company in the service sector?
3. How do you analyse Management Training Needs in an enterprise?
4. How do you classify Training Needs? Explain with examples.
5. What is the role of Need Analysis in training? Do you think that all training programmes are based on such analysis?
6. How do you design the Training Needs Analysis process?
7. There are various basic need assessment methods. Describe at least three methods, pointing out its advantages and disadvantages.
8. Discuss in the light of examples how employee training need assessment is affected by the environmental factors.
9. Training needs analysis involves time, effort and money? Justify the cost benefit perspective of it.
10. Name the various sources of data which can be used for training needs analysis.



### **Further Readings**

G PanduNaik, "Training and Development - Text, Research and Cases", Excel Books, New Delhi

PL Rao, "Enriching Human Capital through Training and Development", Excel Books, New Delhi



### **Web Links**

- [https://www.jica.go.jp/project/cambodia/0601331/pdf/english/3\\_TNA\\_01.pdf](https://www.jica.go.jp/project/cambodia/0601331/pdf/english/3_TNA_01.pdf)
- <https://www.shrm.org/resourcesandtools/tools-and-samples/how-to-guides/pages/conduct-training-needs-assessment.aspx>
- <https://www.indeed.com/career-advice/career-development/training-needs-assessment>
- [https://www.jica.go.jp/project/cambodia/0601331/pdf/english/3\\_TNA\\_01.pdf](https://www.jica.go.jp/project/cambodia/0601331/pdf/english/3_TNA_01.pdf)
- <https://www.nichq.org/insight/seven-steps-conducting-successful-needs-assessment>



## Unit 04: Training Design

### CONTENTS

Objectives

Introduction

4.1 Key Benefits of Training Objectives

4.2 Designing Effective Training Program

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this chapter, you will be able to:

- gain an insight into the concept of training objectives.
- analyse the reasons of creating training objectives.
- understand the process followed to develop learning/training objectives.
- Study the characteristics and tips for establishing training objectives.
- gain an insight into the framework of training program.
- analyse the features of a positive learning environment.
- understand the key considerations in designing effective training program.
- study the model of designing training program.

### Introduction

- Impactful training is about you and your learners knowing what is to be achieved through learning.
- But, how do you build training programs that make this clear and relevant?
- The answer: by setting training objectives.

What are training objectives?

- Training or learning objectives are the intended measurable outcome that your learners will achieve once they've finished a course.
- They should detail the information that will be acquired and what learners will be able to accomplish through learning this information.
- Importantly, training objectives should be concise, focused statements that break down what each course will accomplish and how they will help reach the business's overall end goal of training.

Why create training objectives?

- So, why are training objectives something you should be doing?
- In reality, they are incredibly helpful for both you and your learners.

- Here are some of the key benefits:

#### **4.1 Key Benefits of Training Objectives**

1. More clarity for learners
  - The most basic advantage of learning objectives is that they enable you to clearly explain to your learner what the purpose of their training is.
  - Learners take their course and are aware of the information and skills that they should be gaining.
2. Creates a clear path to reaching your business's overall learning goal.
  - With each course having a learning objective, you can see whether a course that's been created actually meets that objective and whether it fits in with your overall training goal.
  - If it doesn't, you can then edit and adapt your training to ensure it helps to reach your target.
3. Helps build more focused courses
  - When creating your training courses, having an objective in mind helps you to tailor the content towards reaching it.
  - You can hone in on building a course that only contains the information needed to reach the objective and give your learner the best chance of success.
4. Saves on resources
  - Often avoided as it's seen as a time-consuming task, in reality, establishing training objectives from the offset saves your training project time, money, and resources.
  - Objectives help you focus on the most important content you need to create, enable you to create it quickly, and ensure you don't make costly mistakes by having to re-create course content.

#### **How to develop learning objectives with Bloom's taxonomy?**

- There are a few methods that businesses can use to develop training objectives, but the most famous and one of our favourites is Bloom's taxonomy.
- Bloom's taxonomy simply enables you to create and set different objectives that are measurable for your learners.

#### **Bloom's Taxonomy**

- Bloom's taxonomy is a set of three hierarchical models used to classify educational learning objectives into levels of complexity and specificity.
- The three lists cover the learning objectives in cognitive, affective and sensory domains.

The cognitive domain (knowledge-based)



The affective domain (emotion-based)



The psychomotor domain (action-based)



### Bloom's Taxonomy

- The taxonomy consists of 6 objectives that are knowledge-based.
- Each of these is also paired with action verbs that help you describe the activity that should be taking place.

**1. Knowledge**

- This is about recognizing and remembering specific facts and statements from the material being learned.
- Knowledge is seen as the least substantial level in the taxonomy.
- For this stage, common action verbs would be: arrange, match, identify, memorize, select, and name.
- For certain courses, the knowledge stage works well.
- An example of this is with compliance training, recalling facts and steps is particularly important.
- Therefore, creating a course with a multi-choice or true or false quiz shows that facts have been learned.

**2. Comprehension**

- While knowledge is just about remembering facts, comprehension goes a step further and asks learners to demonstrate an understanding of the information being presented to them.
- Action words here are: describe, explain, summarize, discuss, illustrate, and identify.
- For corporate training, this could be done by requesting long-form answers to questions where the learner describes what they've learned.

**3. Application**

- With knowledge and comprehension, your learners then need to be able to demonstrate how what they have learned is actually applicable to life.
- This is a key step.
- In the past, we've shared that adults are problem solvers and to learn at their best, they need to understand how they can use what they've learned in their roles.
- Action words for application are: use, apply, demonstrate, solve, employ, and perform.
- Again, asking after completing a course how the information being provided could be used by a learner is critical here.

**4. Analysis**

- In order to gain a deeper understanding, your learner needs to be able to break down each part of the learning and understand how they work together and the overall structure.
- It also involves establishing evidence to prove the information works.
- In order to gain a deeper understanding, your learner needs to be able to break down each part of the learning and understand how they work together and the overall structure.
- It also involves establishing evidence to prove the information works.

**5. Evaluating**

- At this point, the learner should critique and judge what they've learned.
- They should be able to question the validity of what they have learned, its relevance to them and what it's attempting to achieve.
- Action words could be: Judge, critique, argue, assess, score, and evaluate.
- For corporate training, you can do this by having interactions with the instructor and encouraging feedback.
- Or through an LMS forum, where learners can critique between themselves the relevance of the information.

**6. Creating**

- The final stage, creating, suggests learners put all the elements they've learned together as a whole.
- This should lead to them creating "a product, plan or proposal that is new to them."
- The actions words here can be: create, design, construct, invent and develop.
- For your training, you can request your learners to assess a process that's already in place and ask how they can design a new process or plan with the information they have learned.

### Characteristics of Effective Training Objectives

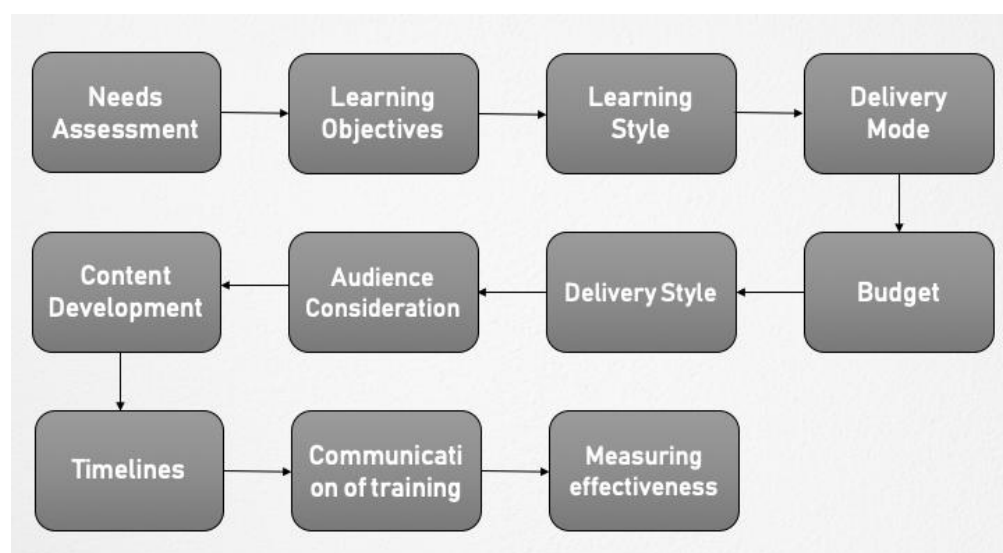
- They include a statement of:
  - What the employee is expected to do?
  - The level or quality of acceptable performance.
  - The condition under which the employee is to apply what he/she learned.
  - They include measurable performance standards.
- They identify the resources needed to carry out the desired performance or outcome.

### Tips for establishing training objectives

- To the point.
- Short
- Concise
- Easily understood
- Identify exact outcome.
- Include an action verb

## 4.2 Designing Effective Training Program

Training Program Framework



### Features Of a Positive Learning Environment

Identify learning outcomes and clarify the training objectives, including:

- Expectations of actions
- Level of performance

- Conditions that trainees are expected to perform in

**Ensure learning/training objectives are aligned with business strategy or a specific need** (e.g., conduct a training needs analysis or employee engagement survey)

**Provide opportunities to practice the training objectives**, including:

- Repeated practice.
- Appropriate amounts of time and amount of material.
- Relevant to objectives.
- Include combination of examples and practice.
- Set up proper pre-practice conditions.
- Using a spaced practice approach is better (give breaks during practice session).
- Break up parts of practice then combine them so skills can be practiced all at once.

**Ensure training content is committed to memory** (Example: be creative... try creating a “Jeopardy” contest at the end of the training to make it fun and engaging).

**Provide feedback focused on specific behaviours and provided as soon as possible.**

**Use meaningful content that mirrors the work environment.**

**Train through observation, experience, and social interaction**(a combination of all three)

- ✓ Coordinate and arrange the training program properly.

**Selection & preparation of the training site** (comfortable, quiet, space/visibility).

**Selection of trainers** (train the trainers, using internal vs. external trainers).

**Making the site and material conducive to learning.**

### **Model Of Designing Training Program**

Carrying out a comprehensive needs assessment



#### **1. Defining program goals and Objectives**

- ✓ Once the needs assessment has been carried out and the data analyzed and evaluated, you must determine what your program is going to be about.
- ✓ This is the step of setting goals and objectives.
- ✓ It is upon these that the content of the program will be based.
- ✓ As the process of setting of goals and objectives for a teacher training program is similar to that for designing classroom curriculum.

#### **2. Selecting topic areas**

- ✓ One of the most common mistakes made in the design of any training program is trying to do too much.
- ✓ You do not need to do everything at once in one program.
- ✓ The key to this step is the ability to prioritize.
- ✓ The first thing you need to do with the 'raw' data you have collected is to organize it into similar content areas.
- ✓ What is most appropriate at this point in time for both the trainees and the situation in which they find themselves?
- ✓ Having answered these questions, select the topics for possible inclusion in this training program, and note how much time you wish to spend on each (e.g. a two-hour session, a whole day).

### 3. Designing learning activities

- ✓ Now that you have decided what you want to teach, you must decide how you are going to teach it.
- ✓ As a teacher trainer there is a whole 'tool kit' of learning activities available from which to choose.
- ✓ Though talks or lectures are often helpful to get across specific content, eight hours a day of lectures for one week will drive your trainees to distraction or sleep!
- ✓ It is crucial, therefore, to design your learning activities to include a variety of experiential learning techniques.
- ✓ Begin to match content areas with training techniques considering, for instance, whether it is better to use a case study to teach that point or a role play.
- ✓ It is up to you to decide how to write your lesson plan for each session.

### 4. Training rhythm and flow

- ✓ As you begin to match learning activities with your content topics, you must keep in mind how they will all go together.
- ✓ The key to a successful design is the ability to balance a variety of variables.
- ✓ After an initial selection of learning activities, begin to place your activities on a timeline for the period your training is to last.
- ✓ Consider the following:
  - High energy vs. low energy.
  - Academic vs. experiential.
  - Large groups vs. small groups.
  - In class vs. out of class.
  - Serious vs. fun.

### 5. Incorporating program evaluation

- ✓ Your training should be under constant evaluation by you and by the people you are training.
- ✓ The two main types of evaluations that you will want to conduct are:  
**Formative evaluations:**
  - Evaluations that take place while the training is in progress.
  - These evaluations can occur daily, weekly, at the end of a particular topic area, or at the end of every session.
  - They can be in the form of a questionnaire or can be done informally in a group or through dialogue with participants.

**Summative evaluations:**

- Evaluations that take place at the end of a training program.
- They specifically address whether goals, objectives, and expectations have been met, whether the training methods addressed the participants' learning styles, and all other aspects of the training that might affect the participants' learning.

**6. Analyzing training constraints**

- ✓ Before you are truly ready to implement your training design, you need to consider and reconsider the obstacles you may encounter.
- ✓ The following questions (and others) must be answered and dealt with in your design before you can think about implementing it.

Who?

How?

Where?

How many?

How much?

What?

**Summary**

- Training design is a training plan, which basically involves three activities namely, stating training objectives, identifying learning activities as well as methodologies, and sequencing.
- Finding the balance between too much and too little information is the key to designing the most effective training system for your company.
- The design of the organisational training and development plan should be used as a general guide to accomplish specific goals.
- A properly designed training programme aids the learning, development and improvement of the performance of individual employees, which ultimately results in organisational development of performance.
- The vital considerations for designing of the effective training programme is suitable Organisational climate for training.
- Depending upon the organisational objectives, future plans and the priorities of the programmes; the budget are allocated for HRD activities.
- The cost can be direct cost or/and indirect cost incurring in training of HRD activities.
- The effectiveness of training design depends upon training manager's education and experience in general, specific knowledge of organization, work domain, and performance problems.
- The outcomes of design include: Operational Design of On-the-job Training, Material design, Types of training approach and Operational Design of Off-the-job Training.

**Keywords**

- **Apprentice Training:** The training programme in which new employees follow the lead of an experienced employee in order to learn new skills and to learn how to function properly in the job.
- **Person Analysis:** It is the identification of people in the company that need training.
- **Task Analysis:** A task analysis is a process of identifying what skills and activities need to be taught.
- **Training Climate:** A training climate is a combination of ambience, tone, feelings and perception for training program.



- Training Design: It is a detailed sketch for what you will do, why you will be doing it, and the best ways to reach your training objectives.

### **Self Assessment**

- When structuring training objectives, the trainer should:
  - Give trainees a clear understanding of what to expect
  - Isolate all learning objectives in a single learning domain
  - Encourage trainees to evaluate whether they can omit certain course objectives
  - None of the Above
- Bloom's Taxonomy divides specific learning objectives into these three categories of educational objectives:
  - Knowledge, comprehension and application
  - Cognitive, affective and psychomotor
  - Receiving, responding and valuing
  - None of the Above
- This learning objective "Develop a lesson plan or outline" is, at the highest level, primarily under the domain and the level.
  - Cognitive - synthesis
  - Psychomotor - guided response
  - Cognitive - comprehension
  - None of the Above
- Personnel management of an organisation specifically deals with human resources in respect of
  - Their procurement
  - Develop their skills, knowledge and attitude
  - Their motivation towards the attainment of organisational objectives
  - All of the above
- Learning objectives mean:
  - Learning experience
  - Concise outcomes
  - Academic achievement
  - Intended learning outcome
- Evaluation helps determine the extent to which \_\_\_\_\_ have been achieved
  - efficiency
  - profit
  - training objectives
  - employee satisfaction
- Impactful training is about you and your learners knowing what is to be achieved through learning. But, how do you build training programs that make this clear and relevant?
  - By outsourcing
  - By setting training objectives
  - By analyzing vision of company
  - By setting mission of the company

8. Training or learning objectives are the intended measurable outcome that your learners will achieve once they've \_\_\_\_\_ a course.
- A. Started
  - B. Enrolled
  - C. Finished
  - D. Analysed
9. Bloom's taxonomy is a set of \_\_\_\_\_ hierarchical models used to classify educational learning objectives into levels of complexity and specificity.
- A. Six
  - B. Five
  - C. Four
  - D. Three
10. The affective domain of bloom's taxonomy is \_\_\_\_\_ based.
- A. Emotion
  - B. Action
  - C. Knowledge
  - D. None of the above
11. The cognitive domain of bloom's taxonomy is \_\_\_\_\_ based.
- A. Emotion
  - B. Action
  - C. Knowledge
  - D. None of the above
12. The psychomotor domain of bloom's taxonomy is \_\_\_\_\_ based.
- A. Emotion
  - B. Action
  - C. Knowledge
  - D. None of the above
13. Following are the some tips for establishing training objectives. Pick which ones should be followed out of them:
- I. To the point
  - II. Short
  - III. Concise
  - IV. Difficult to understand
  - V. No action verb
  - VI. Identify exact outcome
- A. II,III,IV,V
  - B. I, II, III, VI
  - C. I ,II, III
  - D. I, II, III, IV
14. A: Summative evaluations: Evaluations that take place at the end of a training program.  
B: Formative evaluations: Evaluations that take place while the training is in progress.  
Which out of the following is correct?
- A. A is true but B is false
  - B. B is true but A is false
  - C. Both are true
  - D. Both are false
15. The first, and probably the most important, decision concerns is the type of Training Approach that will be used to satisfy the agreed objectives for a particular group of learners.

- A. True  
B. False

### **Answers for Self Assessment**

1. A      2. A      3. A      4. D      5. D  
6. C      7. B      8. C      9. D      10. A  
11. C      12. B      13. B      14. C      15. A

### **Review Questions**

1. What do you understand by designing of the training programme? Discuss briefly the prerequisites of designing of the training programme.
2. Designing of the training programme is a systematic process. Discuss.
3. State the significant considerations during designing the training and development plan.
4. What is the positive reward of designing the training and development plan?
5. The time management is important in the process of designing the training programme. Explain
6. Writing the functional and realistic instructional objectives is essential for effectively designing the training programme. Discuss
7. Discuss the statement "Developing a partnership with line management is essential for designing the training programme."
8. Describe the characteristics of an effective training design.
9. Setting the objectives is a precondition to training design. Discuss.
10. How analysis of organisation, task and person contribute in designing an effective training programme?



### **Further Readings**

G Pandu Naik, "Training and Development - Text, Research and Cases", Excel Books, New Delhi

PL Rao, "Enriching Human Capital through Training and Development", Excel Books, New Delhi



### **Web Links**

<https://www.learnupon.com/blog/training-objectives/>

<https://open.lib.umn.edu/humanresourcemanagement/chapter/8-4-designing-a-training-program/>

<https://scontrino-powell.com/blog/design-effective-training-features-of-a-positive-learning-environment>

<http://www.nzdl.org/cgi-bin/library.cgi?e=d-00000-00---off-0cdl--00-0---0-10-0---0---0direct-10---4-----0-11--11-en-50---20-about---00-0-1-00-0-0-11-1-0utfZz-8->

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## Unit 05: Learning

### CONTENTS

Objectives

Introduction

5.1 Types of Learning

5.2 Stages of Learning Process

5.3 Learning Theories

5.4 Instructional Emphasis of Learning Outcomes

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this lecture, you will be able to

- gain an insight into the concept of learning.
- analyse the different types of learning.
- understand the stages involved in learning process and know the value chain of learning.
- gain an insight into the different theories of learning.
- understanding approaches of Ivan Pavlov and B. F. Skinner to learning theories.
- analysing which learning theory is the perfect one for an organization.
- gain an insight into the concept of instructional emphasis of learning outcome.
- analyse the factors responsible for trainee's learning ability.
- understand the significant aspects of an individual's behavior regarding training.

### Introduction

What is Learning?

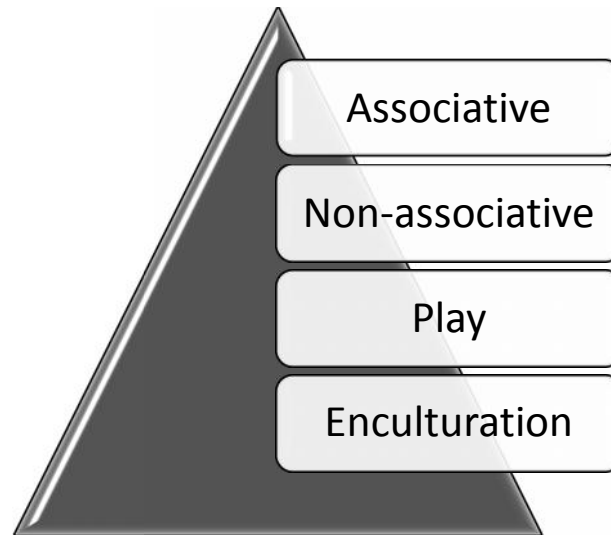
- Any relatively permanent change in behaviour that occurs as a result of experience.
- Learning
  - Involves CHANGE.
  - Is relatively PERMANENT.
  - Is acquired through EXPERIENCE.

Learning is the process of acquiring new understanding, knowledge, behaviors, skills, values, attitudes, and preferences. The ability to learn is possessed by humans, animals, and some machines; there is also evidence for some kind of learning in certain plants. Some learning is immediate, induced by a single event (e.g. being burned by a hot stove), but much skill and knowledge accumulate from repeated experiences. The changes induced by learning often last a lifetime, and it is hard to distinguish learned material that seems to be "lost" from that which cannot

be retrieved. Human learning starts at birth (it might even start before) and continues until death as a consequence of ongoing interactions between people and their environment.

Research in such fields has led to the identification of various sorts of learning. For example, learning may occur as a result of habituation, or classical conditioning, operant conditioning or as a result of more complex activities such as play, seen only in relatively intelligent animals. Learning may occur consciously or without conscious awareness.

## 5.1 Types of Learning



### **Non-associative learning**

- Non-associative learning refers to "a relatively permanent change in the strength of response to a single stimulus due to repeated exposure to that stimulus."
- This definition exempts the changes caused by sensory adaptation, fatigue, or injury.
- Non-associative learning can be divided into habituation and sensitization.

### **Associative learning**

- Associative learning is the process by which a person or animal learns an association between two stimuli or events.
- In classical conditioning a previously neutral stimulus is repeatedly paired with a reflex-eliciting stimulus until eventually the neutral stimulus elicits a response on its own.
- In operant conditioning, a behaviour that is reinforced or punished in the presence of a stimulus becomes more or less likely to occur in the presence of that stimulus.

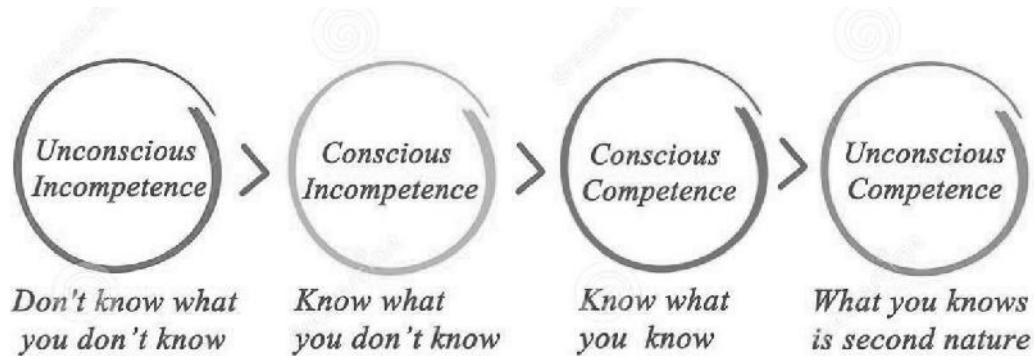
### **Play**

- Play generally describes behaviour with no particular end in itself, but that improves performance in similar future situations.
- This is seen in a wide variety of vertebrates besides humans, but is mostly limited to mammals and birds.
- Cats are known to play with a ball of string when young, which gives them experience with catching prey.

### **Enculturation**

- Enculturation is the process by which people learn values and behaviours that are appropriate or necessary in their surrounding culture.
- Parents, other adults, and peers shape the individual's understanding of these values.
- If successful, enculturation results in competence in the language, values, and rituals of the culture.

## 5.2 Stages of Learning Process



### Unconscious Incompetence

- The first stage of learning is Unconscious Incompetence.
- This is the stage where the learner has not learned anything yet.
- The students have no knowledge or skill—and don't even feel the need to learn a new skill.

### Conscious Incompetence

- The second stage of the learning process is Conscious Incompetence.
- Here, the learners are aware of the skill or knowledge they lack.
- They are conscious of what they are missing.
- As a result, they develop a keenness to know about new things as they are no longer happy to miss out on something that could prove valuable.
- The next phase of the learning process is Conscious Competence.
- This is when the learner becomes familiar with the subject or acquires a skill, but is still not proficient enough to develop it as an automatic reflex or habit.

### Unconscious Competence

- The fourth and final stage of learning is known as Unconscious Competence.
- It refers to attaining a level of expertise where you can become an absolute master of the habit.
- Let's say it is like typing on your computer. You don't even pay attention to each stroke—your fingers simply glide over the keyboard to form words that come to your mind.

### Value Chain of Learning



### The 70/20/10 Model Revisited

A popular approach to organizational learning is the 70/20/10 model. The model was created by McCall, Lombardo & Eichinger of the Center for Creative Leadership, a leadership development organization.

The 70/20/10 model is a general guideline for organizations seeking to maximize organizational learning and develop new programs. The model is widely deployed and often referred to when it comes to learning & development.

The model proposes that 70% of learning comes from work-based learning. This informal learning happens through hands-on experience, where the employee learns during their daily work. This learning-on-the-job happens during new tasks and challenging assignments and through feedback from bosses and “water-cooler” conversations with peers on the employee’s performance.

The next 20% represents developmental relationships. This involves employees learning from each other, using social learning, peer feedback and peer coaching, collaborative learning, peer mentoring, and other interactions with peers and mentors. The final 10% of professional development comes from traditional coursework and training in a formal, educational setting.

Why 70/20/10 is a myth?





## 70-20-10 learning infographic: a myth

Although commonly used, the model has been criticized in the academic literature. Notably, McCauly (2013) notes in a since-deleted blog post that if formal training “accounts for only 10% of development, why do we need it?” Other examples include:

- There is very little if no quantitative evidence for the 70/20/10 rule in the scientific literature (Clardy, 2018).
- Analysis in the early 1980s found that the ratio for managers is 50/30/20. Zemke (1985) notes that “the finding that 20% of a manager’s know-how comes from formal training is remarkable since the average manager spends less than 1% of his or her time in training”.
- The Bureau of Labor Statistics showed that about 55% of all workers needed specific training to qualify for their current jobs (this was in the 1980s). About 29% came from school-based training, and 28% from formal, on-the-job training (Loewenstein&Spletzer, 1998). This shows that formal training plays a much more significant role in skill development.
- Loewenstein&Spletzer (1998), who re-analyzed the same data, concluded that “formal and informal training are to some extent complementary, but formal training may have a higher return”.

The safe conclusion is that the ratio heavily depends on the function. For example, in some cases, all workplace learning occurs without formal learning (Clardy, 2018). In other cases, years of formal learning and job-training is required to join a specialist profession. For these kinds of jobs, formal learning will play a much more prominent role.

The learning process is essential to increase knowledge. Be it your personal or professional life, constant learning and skill acquisition is important for everyone. Understanding the learning process and its different stages are crucial for all of us. Whether you are just starting your career or are an experienced professional with decades of experience, the learning process should never stop.

### Methods of learning

- Lectures and seminars. This is a more formal setting often used in universities with a lecturer and students. The setting inhibits interaction.
- Discussion groups. Highly interactive setting aimed at sharing viewpoints.
- Debate. Highly interactive setting aimed at convincing others of one’s viewpoints.
- Case study and projects. These actively involve the participant and activate them to come up with solutions and answers.
- Experiential activities. These involve active participation and are often used in team building
- Role Play. A role is acted out or performed, for example as a technique to train customer interaction.
- Simulation/Games. An increasingly popular and highly interactive way of experimental learning. With the rise of virtual and augmented reality, this can be made very realistic.
- Job shadowing. Working with another employee who has a different experience to learn from them. This is a good way to learn and exchange ideas.
- Outdoor management development (OMD). A form of experiential activities. A 2001 study by Hamilton & Cooper showed that this could be effective. I couldn’t resist including this quote from their paper: “50 percent of the participants were experiencing high levels of pressure and reported low levels of mental wellbeing pre and post attendance. It was concluded that a greater impact could be achieved if the participants were not

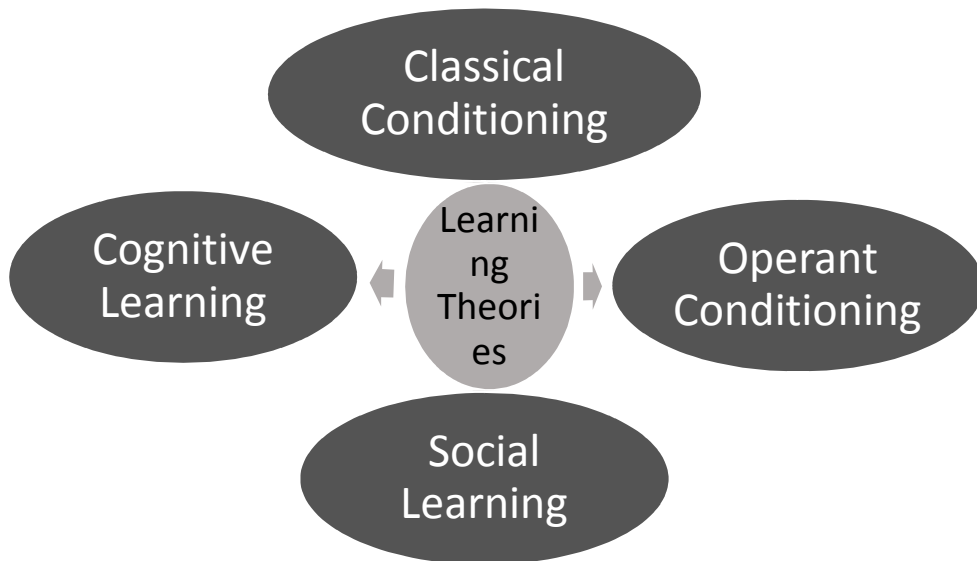
over-pressured and/or not experiencing low levels of mental wellbeing.” Those poor managers...

- Coaching. Coaching focuses on hands-on skill development. The coach is often allocated and is the driving force. The coachee follows and learns.
- Mentoring. Mentoring is more strategic. The mentor is chosen by the mentee and the process is also driven by the mentee. Mentoring goes beyond skills.

### **5.3 Learning Theories**

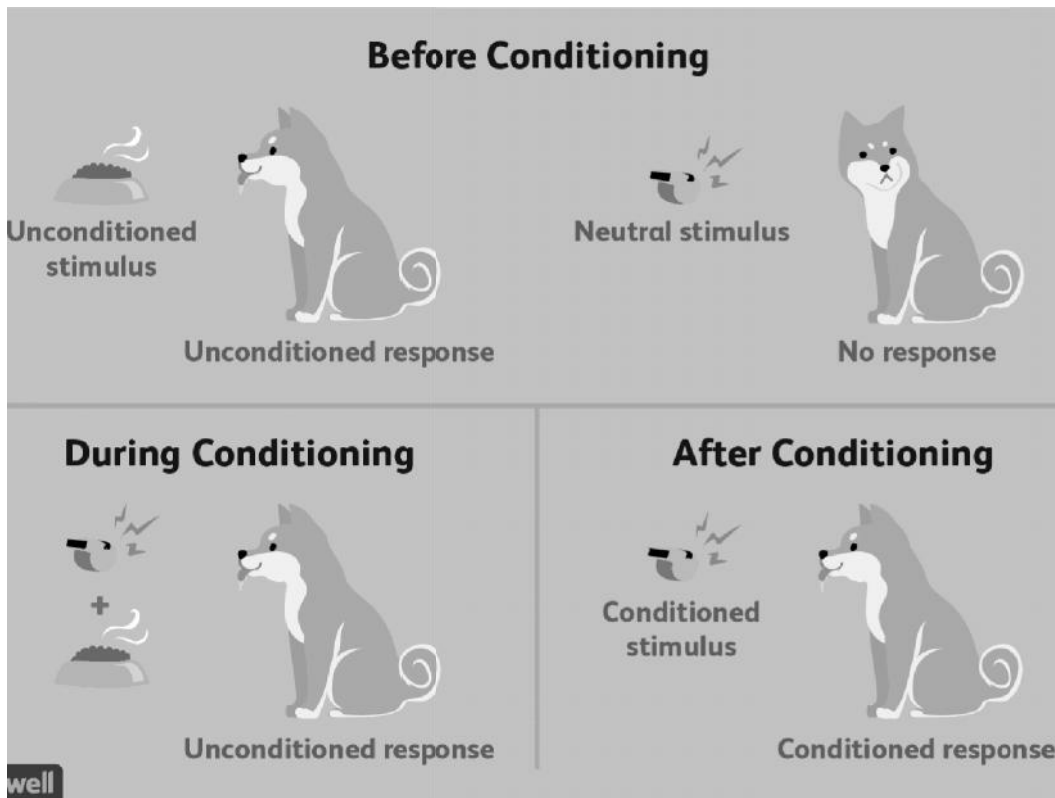
Learning is said to have taken place if an individual changes the way in which he

- ✓ behaves,
- ✓ reacts, and
- ✓ responds.



#### **I. Classical Conditioning**

- Classical conditioning is a type of conditioning in which an individual responds to some stimulus that would not ordinarily produce such as response.
- It is the process of learning to associate a particular thing in our environment with a prediction of what will happen next.
- Classical conditioning, the association of such an event with another desired event resulting in behavior, is one of the easiest to understand processes of learning.
- When we think of the classical conditioning, the first name that comes to our mind is Ivan Pavlov, the Russian psychologist.
- The normal stimulus for a flow of saliva is the taste of food.
- But often the mouth waters at the mere sight of luscious peach, on hearing it described or even thinking about it.
- Thus, one situation is substituted for another to elicit behaviour.
- This is called conditioning.
- In the case of classical conditioning, a simple surgical procedure allowed Pavlov to measure accurately the amount of saliva secreted by a dog.



### What was done?

- When Pavlov presented one dog with a piece of meat, the dog exhibited a noticeable increase in salivation.
- When Pavlov withheld the presentation of meat and merely rang a bell, the dog did not salivate.
- Then Pavlov proceeded to link the meat and the ringing of the bell.
- After repeatedly hearing the bell before getting the food, the dog began to salivate as soon as the bell rang.
- After a while, the dog would salivate merely at the sound of the bell, even if no food was offered.

### Terminology

- **Unconditioned stimulus.**

This is the thing that triggers an automatic response. Food is the unconditioned stimulus in Pavlov's dog experiment.

- **Unconditioned response.**

This is what response naturally occurs when you experience the unconditioned stimulus, such as salivating from the food.

- **Conditioned stimulus.**

This is considered a neutral stimulus. When you're presented with it over and over before the unconditioned stimulus (e.g., food), it will start to evoke the same response. The bell before the food is the conditioned stimulus.

- **Conditioned response**

This is the acquired response to the conditioned stimulus (the bell), which is often the same response as the unconditioned response. So, the dogs salivated for the bell the same way they salivated for the food in front of them.

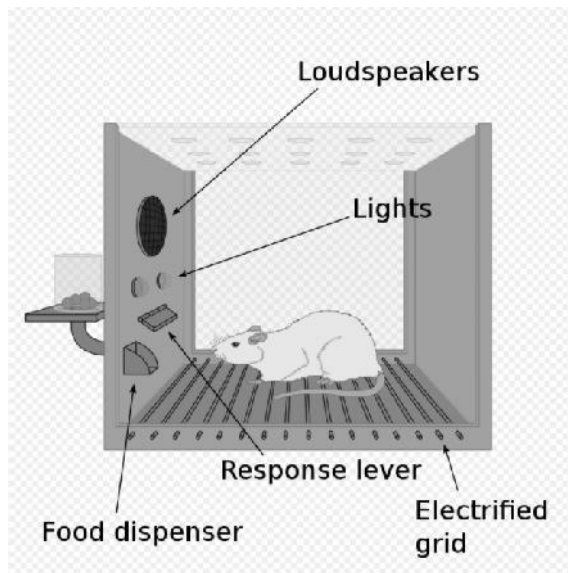
- **Neutral stimulus**

This is a stimulus which initially produces no specific response other than focusing attention.

## **II. Operant Conditioning**

The second type of conditioning is called operant conditioning. Here, we learn that a particular behaviour is usually followed by a reward or punishment. What Pavlov did for classical conditioning, the Harvard psychologist B.F. Skinner did for operant conditioning.

- Operant conditioning argues that one's behaviour will depend on different situations.
- People will repeatedly behave in a specific way from where they will get benefits.
- On the other hand, they will try to avoid a behaviour from where they will get nothing.
- Skinner argued that creating pleasing consequences to specific forms of behaviour would increase the frequency of that behaviour.
- In one famous experiment displaying operant learning, the psychologist B.F. Skinner trained rats to press a lever to get food.
- In this experiment, a hungry rat placed in a box containing a lever attached to some concealed food.



### **Let's relate**

- You worked hard and found that you have done this successfully.
- But when the time comes, you find that you are given no bonus for your hard work which increases the bank's deposit by \$100,000,000. (100 million).
- In the next year, if your manager again says you about the hard work.
- Maybe you will be stopped because last year you did not receive anything for it. Many activities that we will engage in during everyday life can be classified as an operant.

## **III. Cognitive Theory**

- Cognition refers to an individual's thoughts, knowledge of interpretations, understandings, or ideas about himself, and his environment.
- This is a process of learning through active and constructive thought processes, such as a practice or using our memory.
- One example might be that you were taught how to tell time by looking at a clock.
- Someone taught you the meaning of the big hand and little hand, and you might have had to practice telling the time when you were first learning it.

- This process of learning was entirely inside your mind and didn't involve any physical motions or behaviours.
- It was all cognitive( conscious intellectual ability), meaning an internal thought process.
- The theory has been used to explain mental processes as they are influenced by both intrinsic and extrinsic factors, which eventually bring about learning in an individual.
- Cognitive learning theory implies that the different processes concerning learning can be explained by analyzing the mental processes first.

#### IV. Social Learning Theory

- The social learning theory also called observational learning, stresses the ability of an individual to learn by observing what happens to other people and just by being told about something.
- One can learn things by observing models, parents, teachers, peers, motion pictures, TV artists, bosses, and others.
- Many patterns of behaviour are learned by watching the behaviours of others and observing its consequences for them. In this theory, it is said that the influence of models is the central issue.

#### Processes of Social Learning Theory

4 processes have been found to determine the influence that a model will have on an individual. They are:

- Attention.
- Retention.
- Motor Reproduction.
- Reinforcement.

#### Attention process

- People learn from a model only when they recognize and pay attention to its critical features.
- If the learner is not attentive, they would not be able to learn anything.
- We tend to be most influenced by attractive models, repeatedly available, which we think is important, or we see as similar to us.

#### Retention process

- A model's influence depends on how well the individuals remember the models' actions after the model is no longer readily available.

#### Motor reproduction process

- After a person has seen a new behaviour by observing the model, the watching must be converted to doing.
- It involves recall the model's behaviours and performing own actions and matching them with those of the model.
- This process then demonstrates that the individual can perform the modelled activities.

#### Reinforcement process

- Individuals are motivated to exhibit the modelled behaviour if positive incentives or rewards are provided.
- Behaviour that is positively reinforced is given more attention, learned better and performed more often.

*Which Learning Theories are Right for an Organization?*

There can be two perspectives:

- Follow one school of thought primarily? or
- Blend a variety of theories to get the results you want?

#### **5.4 Instructional Emphasis of Learning Outcomes**

- To be present at a programme of training does not always ensure the trainee's learning.
- He may make genuine efforts to learn; and yet, at work he may make little use of the insights he developed in the classroom.
- Training costs are unjustified if the participant does not, for whatever reason, use his learning in his work, or if he has failed to understand how the classroom experience relates to his job.

The onus is on the trainer to ensure that

- (a) what is taught in class is relevant to the participant's experience;
- (b) the trainee gains sufficient understanding of what he learns to be able to use it in his work.

#### **Factors of Trainee's Learning**

The trainee's learning from a formal classroom situation depends upon:

- (i) The trainee's receptiveness;
- (ii) The trainee's rapport with the trainer;
- (iii) The climate of training.

#### **The Trainee's Receptiveness**

The trainee's general response to a course thus depends on

- (a) the choice he himself exercises in coming to a programme and
- (b) the trainee's perception of how the top management previews training activity and how they integrate it with overall management practices in the company.

Significant Aspects of The Individual's Behaviour

- An individual develops his attitudes towards people, objects and situations through his experiences in childhood, or in the formative years of his life.
- They are governed by his interactions with parents, relatives, school, community and the like and become an integral part of his adult personality.
- In adult life, the individual responds to his peers, subordinates and superiors through his own values and attitudes.
- What an individual aspires is unique to his own personality.
- The trainee's aspirations are directly related to his history, his concept, his abilities, and his goals.
- Thus motivation is, for the trainee, an individual phenomenon.
- It is directed from within himself.
- He directs his behaviour in the direction that enables him to reach his perceived goal.
- Learning takes place not through isolated experience but by the reinforcement of the same experiences of similar ones in a continuous series.
- From a given concept, a certain kind of behaviour would not be learnt unless the course provides appropriate repetitions of the concept in different ways.

### The Trainee's Rapport with the Trainer

- Training by itself does not induce people to learn.
- The trainee's receptiveness to learning is closely related to the climate of the organisation.
- The main concern regarding the trainer is, how he communicates with participants.

There are three difficulties in communication:

- (a) Instructor's concern for the trainee's learning,
- (b) Distortions in communications,
- (c) Perceived relationships.

### The Climate of Training

The effectiveness of group discussions, or working in teams or on projects, would be seriously reduced if the sub-groups continued to carry forward their differences in the training situation.

The instructor would be able to handle these in the following possible ways:

- By himself being aware of these differences and making the trainees recognise the underlying factors that inhibit communications between them or factors that induce formation of sub-groups.
- By his own behaviour in dealing with the trainees in such a manner that he does not sanction such behaviour on the part of the trainees.

To achieve these purposes, especially internalising of learning, the trainee has to have opportunity to experiment with what he has learnt, obtain help in aspects where he makes mistakes, and gain confidence in his own ability to work in other than the old ways. Towards this end he needs to feel that the instructor and his peers will be sympathetic and not think poorly of him when he makes mistakes. The instructor must create this trust in himself and a degree of tolerance and understanding of individuals in the group for experimentation and learning.

### Summary

- Learning occurs within each individual as a continual process throughout life.
- Learning theory may be described as a body of principles advocated by psychologists and educators to explain how people acquire skills, knowledge, and attitudes.
- The various learning theories are: Behaviourism theory, Cognitive theory, Combined approach and Facilitation theory.
- A consideration of why people forget may point the way to help them remember. Several theories account for forgetting, including disuse, interference, and repression.
- Modern work on human learning and memory focuses on the cognitive processes people use in storing and retrieving information.
- Transfer of learning refers to how much or how well the new knowledge, skills, and attitudes acquired during training actually result in on-the-job behaviour change.
- Learning principles are the guidelines to the ways in which people learn most effectively. These principles are participation, repetition, relevance, transference, and feedback.
- Learning is concerned with bringing about relatively permanent changes as a result of experience.
- The types of learning situation are (i) classical conditioning, (ii) operant conditioning, and (iii) cognitive learning.
- Training costs are unjustified if the participant does not, for whatever reason, use his learning in his work, or if he has failed to understand how the classroom experience relates to his job.

- The trainee's learning from a formal classroom situation depends upon: (i) The trainee's receptiveness; (ii) The trainee's rapport with the trainer and (iii) The climate of training.
- The effectiveness of learning can be defined in terms of learning being quick and sustained, effectively used, leading to creativity, and the development of a capacity for self-learning.
- The most complex form of learning takes place when training is concerned with the attitudes and values of people. This is not only the most complex area, it is also the most difficult and dangerous.
- The various elements involved in the process of learning are, (i) the training/teaching organization, (ii) and the technology of training/learning, (iii) the trainer/teacher and, (iv) the learner.
- Factors Affecting the Learning Process are Knowledge of results, Length of learning sessions, Logical sequence, Repetition, Association of Ideas and Transfer of learning.
- The purposes that feedback serves is to support behaviours exhibited by the learner to encourage learner behaviour and to correct or improve poor performance exhibited by the learner
- For feedback to be effective the aspects of sincerity professionalism and correctiveness must be present in the feedback.

### **Keywords**

Cognitive Learning: Situations where information is stored and processed by mind without explicit manipulation of reinforcers is called cognitive.

Feedback Balance: Feedback balance refers to the relative amounts of positive and corrective feedback given to the learners.

Learning: Learning can be defined as any relatively permanent change in behaviour which occurs as a result of practice or experience.

Specific Feedback: The feedback in which learner knows exactly what behavior is appropriate or inappropriate.

Vague Feedback: Feedback that makes people confused about what they did.

Behaviourism: The learning theory that stresses the importance of having a particular form of behaviour reinforced by someone, other than the trainee, to shape or control what is learnt.

E-Learning: It is the use of technology to enable people to learn anytime and anywhere and includes training and delivery of just-in-time information.

Learning Curve: It is a graphical representation of the changing rate of learning.  
Learning Principles: Learning principles are the guidelines to the ways in which people learn must effectively.

Programmed Learning: Learning technique characterized by self-paced, self-administered instruction presented in logical sequence and with much repetition of concepts.

### **Self Assessment**

1. .... stresses the importance of having a particular form of behaviour reinforced by someone, other than the trainee, to shape or control what is learnt.  
A. Behaviourism  
B. Individualism



- 
2. Two major branches of cognitive theory are the information processing model and the social interaction model.
    - A. False
    - B. True
  
  3. Combined approach provides a way to measure behavioural outcomes and promote cognitive learning.
    - A. True
    - B. False
  
  4. The social interaction theories stress that learning and subsequent changes in behaviour take place as a result of interaction between the student and the environment.
    - A. True
    - B. False
  
  5. Behaviourism theory provides the instructor with ways to manipulate students with stimuli, induce the desired behaviour or response, and .....the behaviour with appropriate rewards.
  
  6. Facilitation theory or humanistic theory was advocated by .....
    - A. Ivan Pavlov
    - B. B.F. Skinner
    - C. Carl Rogers
    - D. Jean Piaget
  
  7. Theories account for forgetting, includes disuse, interference, and .....
  
  8. The basis of the interference theory is that people forget something because a certain experience has ..... it, or that the learning of similar things has intervened.
  
  9. Modern work on human learning and memory focuses on the cognitive processes people use in storing and retrieving information.
    - A. True
    - B. False
  
  10. Changes in behaviour and ..... equate to learning transfer.
    - A. Skills
    - B. Attitudes
    - C. Knowledge
    - D. Performance
  
  11. Learning principles are the ..... to the ways in which people learn must effectively.
    - A. Guidelines
    - B. Regulations
    - C. Rules
    - D. policies

12. Participation improves ..... and apparently engages more senses that help reinforce the learning process.
13. .... is the art and science of helping adults to learn.
  - A. Sociology
  - B. Anthropology
  - C. Andragogy
  - D. Psychology
14. Learning in an adult is facilitated by comfortable physical environment and ..... climate.
15. According to behavioural scientists, effective learning takes place through.....

**Answers for Self Assessment**

- |       |                |                 |                   |                          |
|-------|----------------|-----------------|-------------------|--------------------------|
| 1. A  | 2. A           | 3. A            | 4. B              | 5. Reinforce             |
| 6. C  | 7. repression  | 8. overshadowed | 9. A              | 10. D                    |
| 11. A | 12. motivation | 13. C           | 14. psychological | 15. active participation |

**Review Questions**

1. Comment - "Learning is approached as an outcome - the end product of some process"? Discuss
2. Define learning. Explain the purpose of learning.
3. Explain the various kinds of learning and suggest ways of strengthening the learning in our lives.
4. Explain in detail the various factors affecting learning. How does each factor differ from the another in terms of influence?
5. What are factors upon which a trainee's learning from a formal classroom situation depends?
6. Explain in detail the four basic reinforcement strategies employed in encouraging desirable behaviour and discouraging undesirable behaviour.
7. Why do people learn? What is the significance of learning in organisational setting?
8. Discuss ten simple rules of learning and give ten major conditions for learning to be effective.
9. How does a trainer determine how to respond to learners need to clarification or feedback?
10. Describe the methods and ways through which feedback can be make more effective.
11. Improving learning is quite complex process. What are the ways to improve learning?
12. What are the different theories of learning to solve learning problems?
13. A consideration of why people forget may point the way to help them remember. Several theories account for forgetting. Explain those theories.

14. 'Both the behaviourist and the cognitive approaches are useful learning theories.' In light of this statement describe the significance of combined approach of learning.



### **Further Readings**

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## Unit 06: Training Modules

### CONTENTS

Objectives

Introduction

6.1 Training Module

6.2 Lesson Plan and Learning Climate

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this lecture, you will be able to

- gain an insight into the concept of training module.
- analyse the process of developing a training module.
- understand the training module with special reference to an example (sales onboarding).
- gain an insight into the concept of lesson plan and its need.
- analyse the components and structure of lesson plan.
- understand the process of writing a lesson plan
- study about learning climate, its elements and ways to create it in a training room.

### Introduction

- Ask any business owner, and they will tell you that it is important to train your workforce.
- When you train your workforce properly, your workers become more efficient at what they do.
- They produce more, and that makes your revenues and profits go up as your costs go down due to increased efficiency.
- Training your workforce can also help your workers comply better with both internal and external regulations.
- They could even end up being more satisfied with their work and happier overall, which will make them more engaged with the work at hand.
- That leads to lower turnover, allowing you to reduce your employee recruitment and onboarding costs.
- Building courses can be tough to get right.
- Not only do they have to be educational, they also have to be manageable for your learners to complete.
- One of the most effective and actionable ways to achieve this is by creating a course that's made up of training modules.

## 6.1 Training Module

What is a training module?

- A training module is one structured section of a course.
- The content within a training module should be designed, and created, to support the learner's intake and retention of the information it contains.
- Grouping training modules together is used to create step-by-step learning.
- Each module forms one part of an overall topic, enabling learners to gradually progress through a course, module by module, to reach their training goals.
- It's a tactic that makes training delivered through a learning management system more digestible.

How to develop a training module?



### 1. Know your audience

- First up, you need to focus on who'll be taking the course.
- Knowing your audience determines everything from the tone of voice, to the content formats you'll use within each training module.
- For example, if you're training partners or senior staff members, you may want to use a more formal tone of voice.
- If you're training a smaller team within the company, or new recruits, you may want the tone to be more informal.
- On top of this, knowing when and where your audience will complete their training, helps you to decide how long a course should be and how many modules you should include.
- If your learners will be training on the go or in between completing tasks, create a shorter course with multiple modules that they can dip into.
- If they'll be sitting at their desk, then a longer course with denser modules will work best.

### 2. Break your topic into modules

- Now you've identified your audience, it's time to think about how to organize your course content.
- Break your topic into modules
- Let's break down a sales onboarding course into individual training modules as an example.

## Unit 06: Training Modules

- You need to create a course for your new sales hires which they'll complete on their first day.
- You've decided to break this course down into three training modules.
- This **first module** gives your new hires insight into how the organization works and what they can expect from their new role.
- The **next module** jumps into the company's culture, getting your new hires settled in before they start digging into the more challenging elements of onboarding. It could include examples of how the company supports its culture and core values, as well as information on any social groups within the company.
- Lastly, the **third module** features an overview of the sales team. This doesn't need to be overly detailed – introduce the sales team, with a short bio on each team member, and explain the function the team plays within the organization.



### 3. Plan your content formats

- Next, think about what content formats you want to use in each module.
- When planning and creating online training modules for your courses, you need to keep learner engagement top of mind.
- If you hold your learners' interest from one module to the next, they're more likely to complete the course.
- LMS's work with many types of content, so you can upload videos, webinars, images, and so on.
- To make each module as engaging as possible, it is suggested to mix it up.
- Open with a PDF, followed by a slide deck, and finish with a video.
- Whatever content formats you choose, it's important they're right for your audience.
- If you know that your learners prefer webinars to PDFs, then use them.
- Keep your content fresh and up-to-date by regularly gathering feedback from your learners on their training content preferences.



### 4. Add knowledge checks

- Quizzes and exams are a great way to break up training modules and reiterate the important points being made throughout the course.

- Using our sales onboarding course example again, let's test your new sales hires at the end of each module.
- After the "Introduction to company" module, a true or false quiz could be used to help the learners recall the need-to-know information they've just acquired, making it that little bit more sticky.



### 5. Responsive course content

- With your online training modules built and packaged into a course ready for your learners, you'll need to ensure that the course content isn't cropped or clipped when viewed on different devices.
- A good LMS will make your courses responsive for mobile, tablet and desktop devices, by automatically resizing the content to fit the screen it's being displayed on.
- With your courses looking great and working seamlessly on all devices, all your learners need to do is start training.



#### Important Notes:

- The first rule of training success is: Solve the right business problem!
- SMART training objectives are specific, measurable, attainable, relevant, and time-based.
- The secret to building great training is to match the right kind of module to the learning task.
- Avoid the tendency to make all of your training modules look, sound, or feel the same.
- Feedback and revision is an important part of the process of creating training.
- Set up a pilot program to "test drive" new training to a select audience before making it available organization-wide.
- Be sure to review all training on an annual basis.
- Update modules that contain old or outdated information and permanently retire any obsolete training.

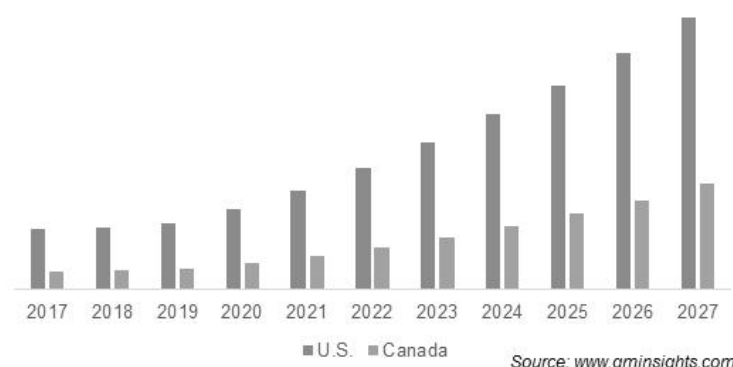
## 6.2 Lesson Plan and Learning Climate

- Imagine that you've just led a training session. Unfortunately, it didn't go as well as you'd hoped.
- First, you forgot to cover some important points in your presentation. Then, you ran out of time to answer questions, because you had to change your session "on the fly" to cover the points you'd missed.
- All in all, you're not sure that people learned what they needed to know, and you wish you'd had a clearer plan for the session.
- In this article, we'll look at how to plan a training session effectively.

## Unit 06: Training Modules

- Back in 2017, research data predicted the boom of the global e-learning market, saying it would reach \$325 billion by 2025.

North America E-Learning Market Size, By Country, 2017 - 2027



- 2020 is outside, and the black swan known as COVID-19 seems to get this ball rolling: More and more people and corporations choose online education and training, not only because of its comfort and flexibility but also safety.
- But the catch is that an effective lesson plan for online trainees is not the same as for traditional students.

### Lesson? Plan? Need for a plan?

- A lesson plan is a teacher's / trainer's / instructor's road map of what the students / learners / trainees need to learn and how it will be done effectively during the class time.
- Is used to assist the teacher to deliver a training course in an organized way without missing important elements or parts.
- Incorporates learning principles and strategies to ensure that learning objectives are met and essentially provides an agenda for the teacher/ trainer.
- Helps the teacher to carry out all the important task of setting goals and describing how the teacher can reach these goals.
- A carefully and properly prepared lesson plan enables the teacher/trainer to deliver well thought out content.
- Also ensures that the teacher has created a logical, systematic learning process essential to ensure that students achieve the most learning with the least time.

### What is a lesson plan?

- A lesson plan refers to a detailed step-by-step guide for a teacher to understand what materials to give to students and how to provide them so students would accomplish their learning goals during the course.

### The Components of Lesson Plans

- So, before you take a seat and start writing, make sure you know and include all the critical components of lesson planning.
- They are seven, derived from the Hunter Model (named after Madeline Hunter, an education writer and UCLA professor, who initially developed it).

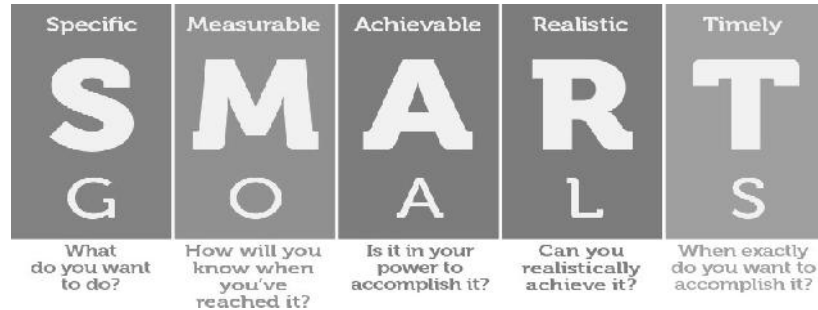
### Learning objectives

- Your students will be most motivated and learn best when they know what they are going to learn and why they need this knowledge.



- So, the first component of your lesson plan will be a specification of learning objectives – goals for your students and takeaways they’ll get after your lesson.
- In plain English, it is the answer to the question, “What will my students be able to do after completing my lesson?”

### SMART Objectives



### Anticipatory set

- This component goes first in some lesson plan formats, as it refers to specifying something that will grab the students’ attention so they would get involved and excited about the upcoming lesson.
- Anticipatory set refers to a short activity that helps a teacher to draw the students’ attention before the lesson begins.
- When writing your lesson plan, think about what it could be in your case: a question about their prior knowledge, a handout (for online courses, it becomes digital, of course), an example problem, etc.
- The idea is to focus student attention on your lesson.

### Input Modeling

- This component refers to a lesson procedure.
- Often prepared as an essay outline, input modelling specifies the list of steps a teacher will follow to present learning materials.
- In plain English, input modelling is your step-by-step instructions for what you will do through a lesson, from the time students enter a class until the bell (real or virtual) rings.

### Checking Understanding

- For a lesson to be successful, you’ll need to know if students understand what you’re saying.
- So please include some questions or any other signals in your lesson plan that you’ll use during a lesson to check the students’ understanding.
- It can be simple questions such as,  
“Is everything clear?” or “Should I move forward or back up?”

### Guided practice

- These are exercises you’ll provide students so that they could demonstrate their grasp of new knowledge under your direct supervision.
- Consider the tripod, see-hear-do approach when choosing the practices for this component of your lesson:
  - See: a visual demonstration of how to do an exercise
  - Hear: an audio (or your voice) explanation

- Do: your help while students do a task (you observe how they do it and provide recommendations if needed)

### Independent practice

- These are exercises or materials students will do and examine without the need for your supervision or intervention.
- In traditional schools, it's homework or seatwork assignments. In online courses, it may be homework as well as tests, lists of references and notes for further learning and self-study, actions to practice at home, etc.
- No matter what you choose, make sure these exercises are relevant to learning objectives you've specified before, and remember to include this independent practice in your lesson plan.

### Closure

- And finally, here goes the last but not least component to include when writing your lesson plan: a closure.
- It's a step when a teacher wraps all the things up, reviewing the main points of the lesson and asks if students have understood everything.
- This component is like a concluding part of your essay or book: Think of a series of statements or actions that will help students bring the material together and organize their learning better.
- And now that you know all the critical components to have in your lesson plan, let's go to its overall structure.

### The Structure of a Lesson Plan

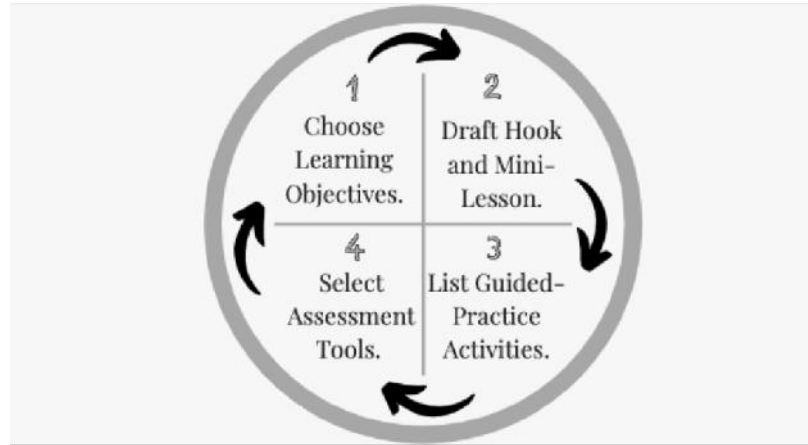
The top three items to include in your lesson plan are learning objectives, timing, and materials you'll use. Depending on how much time you have and how many students are in a class, your lesson plans may vary.

- Warmer (5-7 minutes): Get your students interested in what will happen in the class during a lesson; ask a question, come up with a creative name for your lesson, or provide them with some reviews so that they would get involved in the learning process.
- Presentation (up to 10 minutes): Create the need for students to learn what you are going to present.
- Procedure (the remaining class time): Prepare lesson materials you'll use with students when learning the topic: digital handouts, videos, visuals, textbooks, some software platforms, etc.
- Practice (10-15 minutes): Think about exercises and other activities your students will practice in the lesson with you, individually, or in groups.
- Review and assessment (5 minutes): Think about how you will finish a lesson; write the takeaways for students to sum up their new knowledge.

### Lesson Plans for Corporate Training

- When it comes to writing lesson plans for corporate training, a teacher also needs a clear understanding of who their students are.
- As a rule, corporate training is for business development purposes, and organizations choose it for employees so they would grow the necessary skills.
- So, the better you understand your trainees and their learning styles, the more efficient your lesson plans will be.

## Keep It Super Simple (K.I.S.S. MODEL)



### How to Write a Lesson Plan?

#### 1) Write down the objective;

- If wondering how to write a lesson plan objective, think of a statement that would describe what your students will be able to do after completing your course. It needs to be short, simple, and up to a point. Think of it as a thesis statement: Outline the main ideas you want to cover in your lesson.

#### 2) Write a lesson overview;

- Outline your lesson: what hook you will use to warm-up the students, what big ideas you'll cover to explain the topic, etc.

#### 3) Schedule your timeline;

- Break your lesson plan into sections, depending on how much time you must cover the topic. Therefore, you'll know where you can speed up or slow down to control the process.



#### Example of Lesson Plan

**9:00-9:10:** Warm up. Bring class into focus and recap yesterday's discussion on great tragedies; relate it to Hamlet.

**9:10-9:25:** Present information. Discuss Shakespearean history briefly, focusing on his creative period 2 years before and after Hamlet.

**9:25-9:40:** Guided practice. Class discussion regarding major themes in the play.

**9:40-9:55:** Free practice. The class writes a paragraph describing the current event in Shakespearean terms. Individually encourage bright students to write 2 paragraphs, and coach slower students.

**9:55-10:00:** Conclusion. Collect papers, assign homework, dismiss class.

### Some Actionable Tips to Prepare For Your Lesson Better

- Always gather all needed equipment and prepare materials in advance.
- Present material in small steps, providing students with practice after each block of information.
- Remember to review the students' prior knowledge and do a recap of what you've learned with them before.
- Give them clear and detailed explanations.

## Unit 06: Training Modules

- Ask questions, check for understanding, involve students in communication. Make sure you interact with all students in your group, and all students in your class participate in the learning process.
- Guide students during their first practice and do your best to encourage them to practice more.
- Provide feedback. Don't merely tell a student they are wrong but explain why and what they can do to correct their mistakes.

### Learning climate

An environment where a person feels to work, consists of basically 6 clear elements

- Clarity.
- Recognition.
- Standards.
- Teamwork.
- Commitment.
- Responsibility.

All these elements are measurable and manageable. Training climate is an important variable which influences the effectiveness of the training and development efforts. Therefore, Organization's training or learning climate appears to be playing an important role.

A learning climate in an organization implies the following basics.

Employees enjoy work.

Desire to make things happen.

System is open to new ideas.

There exists a climate of trust.

Decision making is fair and transparent.

### Elements which make the training climate:

Managerial Support (MS):

- Supervisors give recognition and credit to those who apply new knowledge and skills to their work.
- Supervisors match associates' needs for personal and professional development with opportunities to attend training.
- Independent and innovative thinking are encouraged by supervisors.

- Top management expects high levels of performance at all times.
- Top management expects continuing technical excellence and competence.

Job Support (JS):

- Gaining new information about ways to perform work more effectively is important in this organization.
- Job assignments are designed to promote personal development.
- Learning new ways of performing work is valued in this organization.
- Work assignments include opportunities to learn new techniques and procedures for improving performance.
- There is a strong belief that continuous learning is important to have successful job performance.

Team work and friendship thrive.

Experimentation is encouraged.

Bonafide errors are acceptable.

Mistakes are seen as learning

Organizational Support(OS):

- There is a performance appraisal system that ties financial rewards to use of newly acquired knowledge and skills.
- This organization offers excellent training programs.
- Employees are provided with resources necessary to acquire and use new knowledge and skills.
- There are rewards and incentives for acquiring and using new knowledge and skills in one's job.
- This organization rewards employees for using newly acquired knowledge and skills on the job.

**How to create a learning climate in Training Room:**

- Enabling objectives
  - Explain how groups form and develop.
  - Use effective presentation skills.
  - Introduce a presentation.
  - Use questioning techniques.
  - Summarize a presentation.
- Characteristics of learners:
  - Require learning to be relevant.

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*Unit 06: Training Modules*

- Are highly motivated if they believe learning is relevant.
- Need participation and active involvement in the learning process.
- Involving participants: Allowing participants to provide input regarding schedules, activities and other events. Questioning and feedback. Brainstorming and discussions. Hands-on work. Group and individual projects. Classroom activities.
- Use of variety of methods: Audiovisual aids. Illustrated lectures. Demonstrations. Brainstorming. Small group activities. Group discussions. Role plays and case studies. Guest speakers.
- Use the positive feedback: Give verbal praise either in front of other participants or in private. Use positive responses during questioning. Recognize appropriate skills while coaching. Let the participants know how they are progressing toward achieving learning objectives.
- Treat participants as individuals: Use participant names as often as possible. Involve all participants as often as possible. Treat participants with respect. Allow participants to share information with others.
- Maintain self esteem: Provide corrective feedback in an appropriate manner. Provide training that adds to their sense of competence and self-esteem. Recognize participants' own career accomplishments.
- Individuals become group: They share a common purpose. They share a common experience in attending the course. Each member's contributions and questions are valued and respected. An open and trusting climate develops.
- Understand group dynamics: Observe Develop increased awareness. Develop options to support the group.
- To move towards learning goals: Structure. Direction. Leadership.
- Effective presentation skills: Follow a plan and use trainer's notes. Communicate in a way that is easy to understand. Maintain eye contact with participants. Project your voice. Avoid the use of slang or repetitive words, phrases or gestures. Display enthusiasm. Move around the room.
- Purpose of introduction: Capture interest. Make participants aware of the clinical trainer's expectations. Help foster a positive training climate.
- Introduction techniques: Reviewing the objectives. Asking a series of questions about the topic. Relating the topic to previously covered content. Sharing a personal experience. Relating the topic to real-life experiences. Using a case study or problem-solving activity. Using a videotape or other audiovisual aid.
- Questioning techniques: Ask a question of the entire group. Target the question to a specific participant. State the question, pause and then direct the question to a specific participant. The key in asking questions is to avoid a pattern. Use participant names during questioning. Repeat a participant's correct response. Provide positive reinforcement.
- Participant's responses: Use participant names during questioning. Repeat a participant's correct response. Provide positive reinforcement.

#### **Four Research-based Recommendations To Help You Establish A Healthy And Productive Learning Climate**

- Creating realistic learner expectations.
- Showing learners that training is a process.
- Showing learners that training is an opportunity.
- Showing learners that the organization is committed to training.

## **Summary**

- Learning occurs within each individual as a continual process throughout life.
- Learning theory may be described as a body of principles advocated by psychologists and educators to explain how people acquire skills, knowledge, and attitudes.
- The various learning theories are: Behaviourism theory, Cognitive theory, Combined approach and Facilitation theory.
- A consideration of why people forget may point the way to help them remember. Several theories account for forgetting, including disuse, interference, and repression.
- Modern work on human learning and memory focuses on the cognitive processes people use in storing and retrieving information.
- Transfer of learning refers to how much or how well the new knowledge, skills, and attitudes acquired during training actually result in on-the-job behaviour change.
- Learning principles are the guidelines to the ways in which people learn must effectively. These principles are participation, repetition, relevance, transference, and feedback.
- There is the teachable moment in adult training. The sequence of the curriculum must be timed so as to be in step with his development tasks.
- According to the behavioural scientists, effective learning takes place through active participation. The learner has to respond.

## **Keywords**

- Behaviourism: The learning theory that stresses the importance of having a particular form of behaviour reinforced by someone, other than the trainee, to shape or control what is learnt.
- E-Learning: It is the use of technology to enable people to learn anytime and anywhere and includes training and delivery of just-in-time information.
- Learning Curve: It is a graphical representation of the changing rate of learning.
- Learning Principles: Learning principles are the guidelines to the ways in which people learn must effectively.
- Programmed Learning: Learning technique characterized by self paced, self administered instruction presented in logical sequence and with much repetition of concepts.
- Learning climate: Learning climate refers to the prevailing mood, attitudes, standards, and tone in the clinical or classroom environment. A negative climate can feel hostile, chaotic, and out of control. A positive climate feels safe, respectful, welcoming, and supportive of learning.
- Lesson plan: A lesson plan is a teacher's detailed description of the course of instruction or "learning trajectory" for a lesson. A daily lesson plan is developed by a teacher to guide class learning. Details will vary depending on the preference of the teacher, subject being covered, and the needs of the students.
- Training module: A training module is an instructional guide primarily used for teaching and learning step-by-step procedures. Training modules also can be used to present more factual information. Although most OJT is carried out for the purpose of teaching skills, practical experience indicates that employees also need a way to document facts, concepts, processes, and principles.

## **Self Assessment**

1. Training is most effective in resolving:
  - A. Skill gaps
  - B. Attitudinal problems
  - C. Poor motivation
  - D. Attendance issues
  
2. A key principle of adult learning suggests that adults:
  - A. Are keenly open to change
  - B. Tend to be problem centred
  - C. Do not need theoretical knowledge, just practical applications
  - D. Prefer a relaxing "lecture style" training delivery
  
3. One of the differences between pedagogy and andragogy is that:
  - A. Adult motivation is primarily intrinsic not extrinsic
  - B. Adults are keenly receptive to change
  - C. Adults are oriented to learning using a subject centred approach
  
4. Training works best under which of the following conditions:
  - A. The task is easy and perfection is not required
  - B. Correct performance is critical
  - C. The task is infrequently performed
  
5. Bloom's Taxonomy divides specific learning objectives into these three categories of educational objectives:
  - A. Knowledge, comprehension and application
  - B. Cognitive, affective and psychomotor
  - C. Receiving, responding and valuing
  
6. This learning objective "Develop a lesson plan or outline" is, at the highest level, primarily under the domain and the level.
  - A. Cognitive - synthesis
  - B. Psychomotor - guided response
  - C. Cognitive - comprehension
  
7. The interaction style that refers to learners expecting the trainer to be primarily responsible for the learning that occurs is:
  - A. Collaboration
  - B. Dependence
  - C. Independence
  
8. According to the systematic training cycle which of the following is not defined as a stage in it.:
  - A. Evaluation
  - B. Assessing training needs
  - C. Planning the training



- D. Job instruction on a one-to-one basis
9. What is a learning organization?
- A. An organization which facilitates the learning of all its members and continuously transform itself.
  - B. An organization in which the managers are encouraged to develop
  - C. An organization which facilitates the learning of all its members in order to preserve the status quo
  - D. An organization which does a lot of training on an ad hoc basis
10. Planned and associated with specific outcomes refers to learning that is:
- A. That is imposed from above
  - B. Structured learning
  - C. Is theoretical in nature
  - D. Is text book learning
11. Learning to prepare the individual related to specific future job is called:
- A. Training
  - B. Counselling
  - C. Development
  - D. Education
12. It is the ability to formulate unique approaches to problem solving and decision making:
- A. System thinking
  - B. Creativity
  - C. Personal mastery
  - D. Sensitivity
13. Which of the following should not be included in a training objective?
- A. The location of where the behaviour should be exhibited
  - B. The conditions under which the behaviour is to be exhibited
  - C. The criterion behaviour
  - D. The standard of performance of the behavior
14. The basic managerial skill(s) is(are)
- A. To supervise
  - B. To stimulate
  - C. To motivate
  - D. All of the above
15. Which of the following is a benefit of employee training?
- A. Improves morale
  - B. Helps people identify with organisational goals
  - C. Provides a good climate for learning, growth and co - ordination
  - D. None of the above

## Answers for Self Assessment

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. A  | 2. B  | 3. A  | 4. B  | 5. A  |
| 6. A  | 7. B  | 8. D  | 9. A  | 10. B |
| 11. A | 12. B | 13. A | 14. D | 15. B |

## Review Questions

1. Explain the entire concept of formulation of a training module for a training session.
2. What do you understand by the term training module? Build a sample for any domain of your choice.
3. Describe SMART goals with the help of an example.
4. Why is it important to enlist training objectives before actual implementation of a training program?
5. What information needs to be included in a lesson plan?
6. Explain the steps one need to take in order to build a congenial learning environment?
7. Explain the elements that boost overall training climate?



## Further Readings

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## Unit 07: Training and Development

### CONTENTS

Objectives

Introduction

- 7.1 Training Methods
- 7.2 Disadvantages of On-the-job Training
- 7.3 Advantages of Off-the-Job Training
- 7.4 Lecture Method
- 7.5 Simulation Method
- 7.6 Case-study Method
- 7.7 Special Projects
- 7.8 Games
- 7.9 Action Learning
- 7.10 Role Play
- 7.11 Team Building
- 7.12 Sensitivity Training

Summary

Keywords

Self Assessment

Answer for Self Assessment

Review Questions

Further Readings

### Objectives

- gain an insight into the two types of training methods available.
- analyze the advantages and disadvantages of On-the-Job and Off-the-Job Training methods.
- compare On-the-Job and Off-the-Job Training methods.
- gain an insight into the concept of off-the-job training.
- analyze primary two methods of off-the-job training.
- understand the advantages and disadvantages of lecture method and simulation.
- study how is simulation integrated.
- gain an insight into the concept and meaning of case study.
- analyse the advantages and limitations of case study training method.
- understand the ways to use the case method appropriately.
- Know some of the preparation guidelines and best practices to implement while using case study training method.
- gain an insight into the concept of Special projects.
- analyse the ways to add special projects to the opportunities available within an organization.
- gain an insight into the concept of business games.

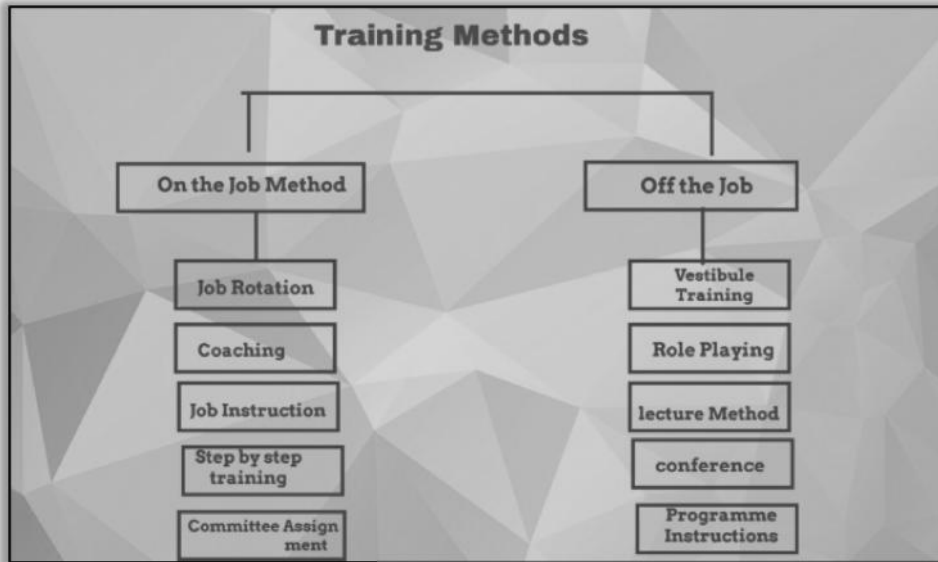
- analyse the benefits and limitations of business games.
- gain an insight into the concept of action learning.
- analyse the examples of organisations using the principle of action learning in reality.
- understand six sigma and kaizen to reduce defects and to cut costs.
- know as to how does action learning work.
- gain an insight into the concept of role-play training.
- analyse the benefits and limitations of role-play training.
- understand the process to conduct role-play training.
- know the activities for effective role-plays.
- gain an insight into the concept of team and team building training.
- analyse the main elements of the structure of team training.
- understand the strategies for team building.
- know the benefits and limitations of team building activities.
- gain an insight into the concept of sensitivity training.
- analyse the essential steps for sensitivity training.
- understand the procedure of sensitivity training.
- know the importance, goals, outcomes and disadvantages of sensitivity training.

### **Introduction**

- To create a happy, productive workforce, training managers must provide opportunities for further training and growth.
- Unfortunately, too many employees or management dismiss training as boring or unnecessary.
- And, let's face it, employee-training can be boring, but only when the wrong types of training are matched up with the topic or issue, you're tackling.
- Matching the types of employee training to your employee needs can ensure they receive the information they need, in the format best suited for it.
- Research on training methods is essential to avoid the unnecessary costs that come with training.
- According to Forbes, the training market is worth approximately \$109 billion in the United States.
- Therefore, the tasks of researchers are to search and define the best methods to present the information to the targeted trainees, as well as to find the right approach to investing in project management training.
- One excellent study that explores such training methods is "Training Methods: A Review and Analysis."
- The authors of the said article performed an integrative review of some of the most popular training methods.
- In addition to defining the core methods for training, the study does the following:
  - ✓ Defines the key characteristics of the chosen types of training methods.
  - ✓ Researches the conditions in which the training methods are most suitable.
- There are two methods through which managers can improve their knowledge and skills.
- One is through formal training and other is through on the job experiences.
- On the job training is very important since real learning takes place only when one practices what they have studied.

- But it is also equally important in gaining knowledge through classroom learning.
- Learning becomes fruitful only when theory is combined with practice.
- Therefore, on the job methods can be balanced with classroom training methods (off-the-job methods).

## 7.1 Training Methods



### On-the-Job Method

- This type of training is also known as job instruction training.
- This is the most used method.
- Under this method, the individual is placed on a regular job & taught the skills necessary to perform the job.
- It means 'learning while doing'.
- The trainees learn in the real work environment and gain practical experience dealing with the tasks and challenges during a normal working day.
- This is the most common method of training in which a trainee is placed on a specific job and taught the skills and knowledge necessary to perform it.

### Advantages Of OJT

- On the job method is a flexible method.
- It is a less expensive method.
- The trainee is highly motivated and encouraged to learn.
- Much arrangement for the training is not required.

### Simplified Learning

- On-the-job training offers a simplified learning experience where juniors learn by shadowing seniors.
- A new employee finds it much easier to execute a complex assignment once they've seen a senior work at it.
- They have the required project information at their fingertips and become well-equipped to deal with setbacks.

## Training and Development

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### **Cost-Efficiency**

- Cost-efficiency is one of the most important advantages of on-the-job training.
- A recent HR Onboard study showed that the average cost of onboarding a new employee can go up to US\$40,000.
- On-the-job training helps organizations cut down on these costs.
- It's easy to set up and use existing resources to achieve training goals.
- There's no need to hire outside instructors or send new hires for expensive training programs.

### **Quicker Learning**

- On-the-job training integrates learning into everyday assignments.
- Employees get to put into practice the theoretical knowledge they gain each day from their seniors, rapidly picking up job-specific skills.
- This is one of the most significant merits of on-the-job training, where employees learn as they work and work as they learn.

### **Systematic Approach**

- Among the other merits of on-the-job training is its systematic approach.
- A structured on-the-job training program assesses training needs to set up a training schedule with assignments and targets.
- Employees get a clear picture of the step-by-step execution of a project.
- By working with experienced colleagues, they become well-versed with the organization's methodology.

### **Instant Feedback**

- During on-the-job training, employees receive immediate feedback from their trainers after the execution of a task.
- This is a significant advantage because it allows employees to spot errors, identify their strengths and weaknesses and get a grasp on the right approaches and techniques.
- All of this results in confident, motivated employees.
- From improving organizational productivity to promoting teamwork among employees, the advantages of on-the-job training are many.
- Studies show employees who are offered on-the-job training are 30% happier with their careers than those who receive no training.

## **7.2 Disadvantages of On-the-job Training**

### **Lack of Proper Trainers**

- The lack of qualified trainers is one of the disadvantages of on-the-job training.
- The best employees of an organization don't always prove to be the best trainers.
- Skilled trainers have excellent communication skills. They're patient and ready to answer any off-the-track question their trainee might have.
- In the absence of such trainers, on-the-job training can be counterproductive, leading to confusion among new hires, lost time and derailed projects.

**Risk of Accidents**

- During on-the-job training, new hires undergo hands-on experience, handling new equipment, tools and machinery.
- This increases the risk of accidents because they don't have the required skill and knowledge to operate certain equipment.
- To ensure a safe training process, especially in industries that deal with dangerous machinery, new recruits must be given sufficient safety information about the tools they use.

**Rushed Process**

- On-the-job training can sometimes be conducted hastily.
- Organizations often want the majority of their employees—including new hires—to contribute to everyday workload and rush through the training process.
- Without the solid foundation, they need to excel at their jobs, new employees are left confused and doubtful about their roles.

**Possibility of Errors**

- When new employees are made to perform complex tasks during on-the-job training, there remains a possibility of error.
- This is because such employees are still learning the ropes of the job and haven't yet picked up all the required skills to excel in their role.

**Balance of Merits and Demerits**

- There are both merits and demerits of on-the-job training.
- However, organizations can minimize the disadvantages by rolling out a well-planned program with long-term goals and developing the training capacities of existing employees.

**Off-the-Job Methods:**

- On the job training methods have their own limitations, and in order to have the overall development of employee's off-the-job training can also be imparted.
- The methods of training which are adopted for the development of employees away from the field of the job are known as off-the-job methods.
- Off-the-job training involves any form of supplementary learning that's arranged by an organization to boost their employees' skills or help address their weaknesses.
- Off-the-job training takes place outside the work environment but is included within the working hours of employees, as stipulated in their contracts.
- Any separate learning that employees undertake on their own outside working hours is not included as part of off-the-job training.
- Conventionally, off-the-job training involves a variety of methods and techniques—lectures and seminars, simulation, role-playing, business and management games.

### **7.3 Advantages of Off-the-Job Training**

**Productivity**

- One of the main purposes of off-the-job training is to optimize employee performance and provide clarity on their role in an organization.
- It also gives employees an opportunity to self-evaluate and study their development in a systematic manner over a period of time.
- All these factors ultimately combine to make employees more efficient and productive.

### **Low Risk**

- Even if employees mess up during off-the-job training, there are no tangible costs that the organization has to bear.
- This makes off-the-job training a suitable training ground where participants can push their limits and experiment with their working styles.

### **Economically Efficient**

- A well-designed off-the-job training program means that organizations can simultaneously train several employees without having to devote time to individuals.
- A well-structured off-the-job training program helps organizations optimize resources to get the best out of their employees.

### **Insight and Knowledge**

- One of the biggest advantages of off-the-job training is that it provides employees with insights and knowledge by simulating real-time scenarios.
- Research has proved that what employees learn during off-the-job training, both in terms of theory and practical application, prepares them well to deal with a variety of scenarios as part of their jobs.

### **Promotes Team Spirit**

- Most off-the-job training exercises involve working in a collective environment, with many techniques requiring active collaboration and teamwork.
- Through off-the-job training, employees get hands-on experience of working with associates who they'll need to work with as part of their jobs as well.
  - This provides a great opportunity to develop a healthy working environment and cultivate team spirit.

All of these not only help improve employee performance but also nurture their foundational skills, assisting in personal growth and development.

### **Disadvantages Of Off-the-job Training**

- For all its benefits, off-the-job training has some shortcomings as well.
- These have more to do with the application of different methods and techniques and practical problems.
- The main disadvantages of off-the-job training are:

#### **Reduced Exposure to Work Environment**

- Surveys have shown that most employees believe that off-the-job training doesn't provide adequate exposure to their work environment.
- Regular off-the-job training sessions mean that employees spend a fixed time every week away from their workstations.
- This may pose a problem for new recruits who need time to familiarize themselves with their surroundings.
- In jobs that require handling complex equipment, reduced exposure to the work environment can be an even bigger hindrance to performance.

#### **Requires Considerable Investment**



**Unit 07: Training and Development Methods**

- While a well-constructed off-the-job training program is generally profitable in the long run, organizations have to make a considerable investment initially.
- This investment, both in terms of financial resources as well as time and personnel, may not always pay off.
- There's always the possibility that some employees will not take off-the-job training seriously or cannot juggle its requirements alongside their primary responsibilities.

**Breeds Complacency**

- If an employee excels during off-the-job training, they can be under the impression that they are bound to ace the same challenges on the job.
- This is a naive approach as the pressures of real-time scenarios may prove harder than the simulation.

**Lack of Feedback**

- The way in which most off-the-job training programs are designed leaves little room for feedback or engagement from employees about what works for them and what doesn't.
- On the surface, this may seem easy to fix, but in practice, it can be hard to provide a proper feedback mechanism for off-the-job training.
- Notwithstanding the advantages and disadvantages of off-the-job training, recent history has shown that organizations are better off with it than without it.

BASIS FOR COMPARISON	ON-THE-JOB TRAINING	OFF-THE-JOB TRAINING
Approach	Practical	Theoretical
Active participation	Yes	No
Location	At the workplace	Away from the workplace
Principle	Learning by performing	Learning by acquiring knowledge
Work disruption	No, because trainees produce the products during learning.	Yes, because first training is provided which is followed by a performance.
Carried out by	Experienced employees	Professionals or experts.
Cost	Inexpensive	Expensive
Suitable for	Manufacturing firms	Non-manufacturing firms

## Training and Development

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### Off-the-Job Training Method

- Off-the-job training is conducted in a location specifically designated for training. It may be near the workplace or away from work, at a special training centre or a resort.
- Conducting the training away from the workplace minimize distractions and allows trainees to devote their full attention to the material being taught.
- However, off-the-job training programs may not provide as much transfer of training to the actual job as do on-the-job programs.
- Many people equate off-the-job training with the lecture method, but in fact a very wide variety of methods can be used.

We will now be discussing some of the training methods: -



### 7.4 Lecture Method

- Lecture method is the most used method for teaching science.
- It is a teacher- controlled & information centred approach in which the teacher works as a sole-resource in classroom instruction.
- In lecture method only the teacher talks & students are passive listeners.
- Since the student does not actively participate in this method of teaching, this is a teacher - controlled & information centred method.
- Lecture method is most followed in colleges and in schools in big classes.
- This method is not quite suitable to realise the real aim of teaching science.
- The lecture method is the oldest method of teaching. It is based on the philosophy of idealism.
- This method refers to the explanation of the topic to the students.
- The emphasis is on the presentation of the content.
- The teacher clarifies the content matter to the students by using gestures, simple devices, by changing voice, change in position and facial expressions.
- Teachers are more active, and students are passive, but the teacher also asks questions to keep the students attentive.

#### **Meaning of Lecture**

Wasley, Edgar B, Wronski, Stanley suggested that the lecture method serves four basic purposes:-

- To motivate.

- To clarify.
- To review.
- To expand.

### **Planning the Lecture**

Before starting to prepare a lecture, the teacher must be able to answer four basic questions:-

Who is your audience?- Who?

What is the purpose of your lecture?- Why?

How much time is available- How long?

What is the subject matter?-What?

### **Purpose of Lecture**

The objectives of lecture may be to:

1. Give general information on a subject.
2. Gain acceptance for a new point of view.
3. Change basic attitude.
4. Teach a particular skill.

Situations Where Lecture Method Can Be Used

In the introduction of a new topic.

In the introduction of new instruments.

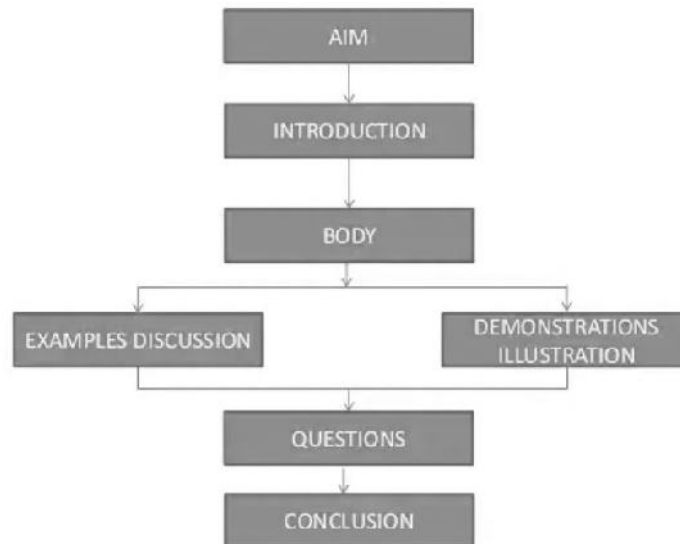
Presenting the history of a subject matter.

**A good trainer must take care of:**

- Time available.
- The audience.
- Subject matter.

- Posture.
- Appearance.
- Manner.
- Gesture.
- Voice.
- Vocabulary.
- Use of audio-visual aids & black board.

#### Organizing the Lecture



#### How to Evaluate?

- The speaker's content expertise.
- The language used.
- The degree of transparency of presentation.
- Use of audio-visual aids.
- Attention and intellectual participation of pupils.

#### Advantages of lecture Method

- It is quite economical method because it is possible to handle many trainees at a time & no laboratory equipment, aids, materials are required.
- Using this method, the knowledge can be imparted to trainees quickly & prescribed topics can be covered in short time.
- It is quite attractive & easy to follow and also by this method trainer can develop his own style of teaching and exposition.
- It simplifies the task of trainer as he/she dominates the lesson for 70-85% of the lesson time & trainees just listen to him.
- Some good lectures, delivered by the teacher may motivate, instigate and inspire a student for creative thinking.

#### Disadvantages of lecture Method

- In this method the trainees participation is negligible and trainees become passive recipients of information.

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*Unit 07: Training and Development Methods*

- In this method we are never sure if the trainees are concentrating and understanding the subject matter being taught to them by trainer.
- In this method knowledge is imparted so rapidly that weak trainees developed a hatred for learning
- In this method there is no place of 'learning by doing' and thus teaching by this method strikes at the very root of science.
- It doesn't take into the account of previous knowledge of trainees and it does not take cater to individual needs and differences.
- It does not provide for corrective feedback and remedial help to slow learners.
- It does not help to inculcate scientific attitudes and training in scientific method among the pupils.
- It does not provide for corrective feedback and remedial help to slow learners.
- It does not help to inculcate scientific attitudes and training in scientific method among the pupils.

## 7.5 Simulation Method

- Simulation training, or simulation-based training, involves the use of basic equipment or computer software to model a real-world scenario.
- During simulation-based training, the learner is taught how to perform certain tasks or activities in various real-world scenarios so they will be better prepared should the event actually occur.
- Simulation training usually involves interacting with a technology. Simulation training is the newest technological advancement in the world of employee learning.
- Studies across the globe have shown that this kind of training allows for an immersive, all-encompassing experience, and hence improves the effectiveness of the training exercise.



- With the rapid evolution in technology, creating a real-life mock-up scenario is no longer a complicated feat.
- Organizations can now benefit from the reduced risk factor during training by creating online simulations, while still being able to provide real-life learning experience.

### **What is Simulation Training?**

- Simulation training, as the name suggests, is a kind of training created to mirror real-life situations.
- Employees can put their knowledge to the test in situations they may encounter in their jobs.
- However, this attempt is within the safety net of simulation, thus allowing them to experiment, learn, and grow.

## ***Training and Development***

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- This training is highly cost-effective for employers.
- It also allows for them to assess their employees with respect to how they use their skills when put in pressure situations.
- And thus, it can help gauge each employee's decision-making ability.

### **Benefits of Simulation Training**

#### **Life-Like Experience**

- When training in a simulation, employees are able to explore the situation and understand the rules & regulations and the limitations.
- Employees work in virtual scenarios that is a replica of what they will face in their actual jobs and are armed with choices on how to proceed.
- As a result, despite being in a controlled environment, trainee employees can experience every facet of an on-the-job training module.

#### **Accurate and Immediate Feedback**

- Because of the nature of this training, employees receive immediate feedback from their instructors regarding their performance.
- This feedback is also as accurate as it can get, regardless of the form of training.
- Any constructive criticism or tips and advice received during such training greatly enhances employee performance in the long run.
- Simulations with branching scenarios are quite helpful in guiding the employee towards the right outcome.

#### **Efficiency and Knowledge Retention**

- Knowledge acquired through reading or by being part of a real-time training session can't possibly be retained as long as the one acquired through hands-on training.
- Simulation-based training not only allows for better knowledge retention, but they also allow employees to use the acquired knowledge and understand the broader concepts.
- The insight gained through such training is invaluable, irrespective of the job profile.

#### **Zero Risk**

- Employees are often hesitant when using new tools because of the fear of making mistakes and the resulting consequences.
- However, when training is conducted in a simulated environment, this fear is removed from the equation and in the long run, having already learned from their share of mistakes made while in training, employees make fewer errors.

#### **Quantifiable Training**

- An obvious benefit of any simulation-based training is that it is easily measurable.
- All performance data and analytics related to it can be used by the organization to design future training exercises.
- The same data sets, when passed along to managers and team leads, allows them to assess their teams and use their strengths and bypass their weaknesses.

#### **Cost-Effectiveness**

- Any training program based on simulation tactics dramatically reduces the time and cost associated with the same in the long run.
- A mobile-based training program cuts travel and utility expenses, as well as the logistics of arranging for a training session.

**Knowledge Retention**

- By physically deploying new skills or actions, employees are more likely to retain insights and learned knowledge.
- Not only will employees retain the theory and broader concepts behind the new processes, but they will also be able to apply those principles to practice, further enhancing knowledge retention.

**Cooperation and Competition**

- Learning new skills and talents with others can be beneficial in several respects.
  - For one, employees can learn from each other through observation and collaboration.
  - Cooperation can have long-lasting benefits as employees trained together reach out to offer tips or help each other master new work.
  - In some workplaces, friendly competition is appropriate and can be factored into simulation training, as long as it is done in a constructive and productive manner.

**Simulation is Integrated:**

- Most corporations and academic courses that contain a training simulation integrate it into an existing or completely new training programme.
- This allows the participants to get the maximum value from the experience, as well as review the sessions in order to improve them for future use.

The structure of a training session would normally be as follows:

- **Introduction:**The organizer of the program (plus sometimes a specialist in the training simulation) will meet the participants and give them a brief explanation of the purposes behind the training and what they should hope to achieve.
- **Lectures:** Sometimes the trainees will also receive one or more lectures around the topics that the simulation will be based on, in order to give them an idea of the type of skills they will need. This is especially important within academia, when the students will often be examined on this section after the event.
- **The simulation:** The simulation will then be played, allowing newly acquired knowledge to be tested and skills practiced. A positive atmosphere is vital here to maintain enthusiasm.
- **Evaluation:** Once the simulation has been completed, it is important to summarize what has been learnt and the effectiveness of the training. Presenting results to others may provide a means of internal assessment, as well as showcasing the players' achievements.

This integrated training will allow everyone taking part in the simulation to get the maximum experience possible, as well as being entertaining, exciting and giving them a new perspective on the business world. Many companies that specialize in training simulations also offer to create a special integrated plan unique to the client, to make the process as streamlined and efficient as possible.

**Factors the trainer should consider when using Simulation Training: -**

- Trainers need to determine how the simulation will be controlled.
- What kind of simulation they will use as there are numerous kinds of simulation available.
- How well it will relate to real-life situations.
- How the learners are going to be engaged, as different people learn differently.

**Examples of Simulation**

## Training and Development

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- Flight simulation – involves reproducing real-world flight scenarios which include runway take offs, air scenes and also weather conditions.
- Ship simulation – involves reproducing real-world naval scenarios which include ship docking, ocean scenes and also weather conditions.
- Driving simulation – involves reproducing realistic car movements, traffic, driveways and weather conditions.
- Air traffic control simulation – involves reproducing real-life flight scenarios which include runway take offs, air scenes and also weather conditions.
- Healthcare simulation – involves replicating real-life medical scenarios with the use of dummy models. Please follow this link to read more about healthcare simulation.
- Military Simulation – involves the use of real-life military scenarios and drills. They take on differing degrees of realism and allow soldiers to undertake what is sometimes referred to as ‘war games’ while not incurring any real casualties.

### **7.6 Case-study Method**

- The case study is a method used as a part of, off-the-job managerial training and development.
- It includes a detailed written description of a stimulated or real life decision making scenario.
- Trainees are expected to solve the problems stated in the case using their decision making ability complemented with teamwork skills.
- The aim of the case study method is to develop managerial competency, problem solving and decision-making skills.
- The trainer will only act as a facilitator to guide the discussion but will not provide any input in order to encourage the trainees to participate and master their KSAs.

#### **Case Study | Definition**

- It is a partnership between trainees and trainers as well as among trainees.
- Promotes more effective contextual learning and long-term retention.
- Involves trust that trainees will find the answers.
- Answers questions not only about "how" but about "why."
- Provides trainees the opportunity to "walk around the problem" and to see varied perspectives.

#### **Case Study | Advantages**

- An advantage of the case study method is that it exposes the trainees to a wide range of situations, which they otherwise may not have faced, thereby allowing them to test their skills and develop their strengths.
- Furthermore, this method provokes real life behaviour to help trainees understand and improve their behaviour in a crisis situation.
- Another advantage is that case studies stimulate innovation and ideas which can be further implemented on the job.

#### **Case Study | Limitations**

- However, many times, case studies are considered unrealistic and therefore irrelevant by trainees.
- As a consequence, trainees may not put enough effort into generating viable solutions.
- Furthermore, in real life, problems are not laid out on paper as they are in the case study, so problem identification skills are not developed.



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### Unit 07: Training and Development Methods

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- Lastly, case studies have no right or wrong answer, so validation of the solution is difficult.

#### What is The Value of The Case Method?

- It is effective: As it employs active learning, involves self-discovery where the teacher serves as facilitator.
- Builds the capacity for critical thinking: It uses questioning skills as modelled by the teacher and employs discussion and debates.
- Exercises an administrative point of view: Students must develop a framework for making decisions.
- Models a learning environment: It offers an exchange and flow of ideas from one person to another and achieves trust, respect, and risk-taking.
- Models the process of inductive learning-from-experience: It is valuable in promoting life-long learning. It also promotes more effective contextual learning and long-term retention.
- Mimics the real world: Decisions are sometimes based not on absolute values of right and wrong, but on relative values and uncertainty.

What are some ways to use the case method appropriately?

- ✓ Choose an appropriate case.
- ✓ Develop effective questions.
- ✓ Get students prepared.
- ✓ Set ground rules with your students.
- ✓ Other suggestions.

#### Choose an appropriate case

Cases can be any of the following (Indiana University Teaching Handbook, 2005):

- Finished cases based on facts; these are useful for purposes of analysis.
- Unfinished open-ended cases; where the results are not clear yet, so the student must predict, make suggestions, and draw conclusions.
- Fictional cases that the teacher writes; the difficulty is in writing these cases, so they reflect a real-world situation.
- Original documents, such as the use of news articles, reports, data sets, ethnographies; an interesting case would be to provide two sides of a scenario.

#### Develop effective questions

- Think about ways to start the discussion such as using a hypothetical example or employing the background knowledge of your students.

#### Get students prepared

To prepare for the next class, ask trainees to think about the following questions:

- What is the problem or decision?
- Who is the key decision-maker?
- Who are the other people involved?
- What caused the problem?
- What are some underlying assumptions or objectives?
- What decision needs to be made?
- Are there alternative responses?

#### Set ground rules with your students

For effective class discussion, suggest the following to your students:

## Training and Development

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- Carefully listen to the discussion, but do not wait too long to participate.
- Collaboration and respect should always be present.
- Provide value-added comments, suggestions, or questions. Strive to think of the class objective by keeping the discussion going toward constructive inquiry and solutions.

### How to Prepare for Case Discussions?

- There's more than one way to prepare for a case discussion, but these general guidelines can help you to develop a method that works for you.

#### Preparation Guidelines

Read the professor's assignment or discussion questions

- The assignment and discussion questions help you focus on the key aspects of the case. Ask yourself: What are the most important issues being raised?

Read the first few paragraphs and then skim the case

- Each case begins with a text description followed by exhibits. Ask yourself: What is the case generally about, and what information do I need to analyze?

Reread the case, underline text, and make margin notes

- Put yourself in the shoes of the case protagonist, and own that person's problems. Ask yourself: What basic problem is this executive trying to resolve?

Note the key problems on a pad of paper and go through the case again

- Sort out relevant considerations and do the quantitative or qualitative analysis. Ask yourself: What recommendations should I make based on my case data analysis?



### Case Study Best Practices

**Prepare-** The key to being an active listener and participant in case discussions—and to getting the most out of the learning experience—is thorough individual preparation.

**Discuss-** We've set aside formal time for you to discuss the case with your group. These sessions will help you to become more confident about sharing your views in the classroom discussion.

**Participate-** Actively express your views and challenge others. Don't be afraid to share related "war stories" that will heighten the relevance and enrich the discussion.

**Relate-** If the content doesn't seem to relate to your business, don't tune out. You can learn a lot about marketing insurance from a case on marketing razor blades!

**Apply-** Actively apply what you're learning to your own specific management situations, both past and future. This will magnify the relevance to your business.



**Note:** People with diverse backgrounds, experiences, skills, and styles will take away different things. Be sure to note what resonates with you, not your peers.

**Understand-** Being exposed to so many different approaches to a given situation will put you in a better position to enhance your management style

### Other suggestions

- Try to refrain from being the “sage on the stage” or a monopolizer.
- If you are, students are merely absorbing and not engaging with the material in the way that the case method allows.
- Make sure the students have finished presenting their perspective before interjecting.
- Wait and check their body language before adding or changing the discussion.
- One way is by using the board or computer to structure the comments.

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### Unit 07: Training and Development Methods

- Another way, particularly useful where there is a conflict or multiple alternatives, is the two-column method. In this method, the teacher makes two columns: “For and Against” or “Alternative A and Alternative B.”
- If you decide to grade participation, make sure that your grading system is an accurate and defensible portrayal of the contributions.

## 7.7 Special Projects

- On-the-Job training refers to the methods that are used at the workplace, while the employee is actually working.
- It means ‘learning while doing’.
- The trainees learn in the real work environment and gain practical experience dealing with the tasks and challenges during a normal working day.
- The main advantage of on the job training is that trainees understand the rules, regulations and the work procedures by adopting them in their day-to-day performance.

### Opportunity at Work

- Employees thrive at work when they can do something great, be part of something bigger, and make a difference that matters.
- When you choose a place to work, you look for more than just the salary and benefits.
- What is the organisation’s purpose, and am I inspired by it? What is the culture like? Are there opportunities for me to grow and make a difference?
- The phrase “opportunity at work” often leads us to think about promotions, pay raises, and career development. But true opportunity means more than just climbing the corporate ladder. The chance to grow, learn, make an impact, and create great work are areas of opportunity that employees crave.
- Opportunity means to tap into an individual’s unique talent, to help them shine.

### Special Projects | Introduction

- According to the 2018 Global Culture Study, only 59% of employees worldwide feel positive about the opportunity for growth and development in their organisation.
- While not all organisations can provide career advancement or salary increases, most can provide a simple yet powerful way to build a sense of opportunity: by using special projects.
- Special projects highlight an individual’s specific talents and invite them to participate in something new.
- They help employees learn new skills, grow in their responsibilities, and connect with other employees they don’t normally interact with.
- In fact, 3 out of 4 employees feel special projects help them grow in ways their day to day jobs cannot.
- 71% report they connected with people they normally would not have when they worked on a special project.
- Inviting employees to participate in a special project also shows you value them and chose them for their unique skills and contributions.
- The individual is able to make an impact and contribute to the organisation in a meaningful way.
- Special projects engender feelings of success.

### *Training and Development*

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- Research shows when an employee is invited to tackle a problem or take on an initiative with a group of their peers, and that project is outside of their day-to-day duties, they perceive themselves as a successful contributor to the organisation.

#### **Special Projects Assignments:**

- Special project assignments denote a highly useful training technique, under which trainees are assigned a project that is closely related to their jobs.
- Sometimes, a number of trainee executives are put together to work on a project directly related to their functional areas.
- Trainees analyze the problems and submit the written recommendations, which provide them with a valuable experience in tackling the problem.
- These special project assignments help the trainees to analyze the organizational problems from different angles and perspectives.
- When trainees work as a member of the team, they not only acquire knowledge but also learn how to work with others having different viewpoints.
- This is a very flexible training device.
- Such special project assignments grow ordinarily out of an individual analysis of weaknesses.
- The trainee may be asked to perform special assignment; thereby he learns the work procedure. Sometime a task force is created consisting of a number of trainees representing different functions in the organisation.
- Trainees not only acquire knowledge about the assigned activities, but also learn how to work with others.
- A special project is planned and assigned to a trainee.
- Care is taken to see that it is closely related to the objectives of his department; for example, a trainee may be asked to develop a system of cost-control in the execution of an order.
- He will have to study the problem to make appropriate recommendations based on his evaluation.
- A special project is planned and assigned to a trainee.
- Care is taken to see that it is closely related to the objectives of his department; for example, a trainee may be asked to develop a system of cost-control in the execution of an order.
- He will have to study the problem to make appropriate recommendations based on his evaluation.
- Such a special project may also prove useful in educating the concerned trainee by giving him an idea of the importance of cost and to realise the organisational relationships with the accounting and other departments.
- In this process, the trainee concerned is sure to acquire knowledge of certain other allied subjects also.

#### **Ways to add special projects to the opportunities available within an organization:**

- Identify the Right Projects.
- Pick the Right People.
- Leverage Multiple Departments.

#### **Identify the Right Projects**

- Special projects are more than allowing a group of employees to plan the company holiday party or digitize paper records.
- These projects should be meaningful and contribute to the company's overall mission.

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**Unit 07: Training and Development Methods**

- This could include streamlining existing company processes or researching the viability of a new product or market.
- Among respondents who had been involved in special projects, 40% worked to improve an outdated process, procedure, or product, with a similar number creating a new process, procedure, or product; another 21% had moved the organization forward in a new or challenging direction.

**Pick the Right People**

- The benefits that come with special projects can have a strong benefit to employee engagement and the company's bottom line, but this doesn't mean any project and any employee will be a winning combination.
- Assigning a highly technical employee who may not be comfortable speaking in front of large groups with leading an officewide discussion, for example, might not bring about desired results.
- Likewise, asking someone whose specialty is in customer service to overhaul a recordkeeping system could be a bad fit.

**Leverage Multiple Departments**

- One of the biggest benefits of special projects is giving employees access to leaders and colleagues they wouldn't normally work with.
- Bringing together people from different departments also gives an eclectic collection of skills – and a holistic approach to problem solving – to the project at hand.
- Mixing workers with different specialties and backgrounds can also help employees gain new skills and experience.
- There are many facets to building a great culture, and the implementation of special projects is just one of them.
- But it is a great way to increase employees' sense of opportunity for growth and development.

**7.8 Games**

- According to Fortmüller 2009, business game is one of the most important methods to acquire technical and problem-related knowledge.
- With the adequate set up, business games able to be a practical teaching-learning arrangement that combine both the natural predisposition of the players with planned and directed knowledge acquirement.
- Under a suitable learning condition together with an appropriate structure and dynamic of games, the player would be able to acquire new skills and knowledge.
- However, it is not possible to include all knowledge and skills into one game. Therefore, it would be the best to carry out several games instead of one.
- According to this method the trainees are divided into groups and each group has to discuss about various activities and functions of an imaginary(simulated marketplace or the situations) organization.
- They will discuss and decide about various subjects like production, promotion, pricing etc.
- This gives result in co-operative decision making process.

**Seven Benefits of Game Based Learning**

- Less Training Time
- Cost-Effective
- Improved Learning Outcomes

## Training and Development

- Increased Employee Engagement And Participation
- Ahead Of The Technological And Learning Curves
- Enhances Employee Perceptions
- Easy Progress Tracking



### Some Examples of Business Games

Ice breakers

Role playing

Multi choice quiz's on specific topics

Aircraft simulator used to train new pilots

Railcar simulator used to train new train drivers

On line driving tests

Fire fighters

Fire drills

Puzzles

## 7.9 Action Learning



- This is a continuous process of learning and reflection with the intention of getting something done.
- It does not use project work, job rotation, or any form of a simulation such as case studies or business games.
- Learning is centered around the need to find a solution to a real problem.
- Most action learning programs take from four to nine months to complete.
- Learning is voluntary and learner-driven, while individual development is as important as finding the solution to the problem.
- **Action learning** gives teams or work groups an actual problem, has them work on solving it and committing to an action plan, and then holds them accountable for carrying out the plan.
- Companies use action learning to solve important problems, develop leaders, quickly build high-performance teams, and transform the organizational culture.
- Several types of problems are addressed in action learning, including how to change the business, better use technology, remove barriers between the customer and company, and develop global leaders.

### Composition of groups

- Typically, action learning involves between six and thirty employees. It may also include customers and vendors.
- There are several variations in the composition of the group.
- One variation is that the group includes a single customer for the problem being dealt with.
- Sometimes the groups include cross-functional representatives who all have a stake in the problem.
- Or the group may involve employees from multiple functions who all focus on their own functional problems, each contributing to solving the problems identified.

### How is it executed?

- Employees are asked to develop novel ideas and solutions in a short period of time.
- The teams usually need to gather data for problem solving by visiting customers, employees, academics, and/or industry leaders.
- Once the teams have gathered data and developed their recommendations they are required to present them to top-level executives.



Live examples – Sony Music and Kirin Brewery

Consider how Sony Music and Kirin Brewery used action learning teams to provide solutions to urgent and complex business problems.

- Sony Music was losing income because of sales losses due to consumers' increased use of downloaded music such as iTunes.
- An action learning team of seven managers, all from different countries, met for a week in London, England, to identify ways to increase revenue.
- It was a services contract in which Sony Music would distribute music and arrange artists tours, market their merchandise, and help get their music placed in movies and television shows.
- This solution led to millions of dollars in revenue and helped Sony sign contracts with music artists from other record labels.
- Leaking beer cans and stale beer were examples of the types of quality problems that Kirin Brewery was experiencing, resulting in decreased sales and undermining customer relationships.
- An action learning team with representatives from customer service, sales, manufacturing, and quality control was given the problem to develop a strategy for producing a higher quality can.
- The action learning team developed a redesigned beer can, resulting in reduced manufacturing time, costs, and customer complaints.

### Process – Action Learning

- The process action learning maximizes learning and transfer of training because it involves real-time problems that employees are facing.
- Also, action learning can be useful for identifying dysfunctional team dynamics that can get in the way of effective problem solving.
- Action learning at General Electric has required employees to use and apply skills to team building, problem solving, change management, conflict resolution, communications, coaching, and facilitation.
- General Electric believes that action learning has resulted in such benefits as greater speed in decision making and implementation, employees who work more easily across borders and business units, management that is willing to take more risks, and an increase in open dialogue and trust among employees.

*Training and Development*

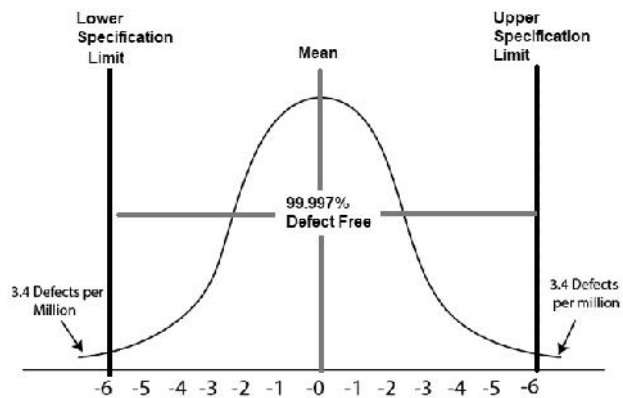
**Six Sigma, Black Belt Training, and Kaizen**

- Six Sigma and Kaizen, black belt training programs, involve principles of action learning.
- Six Sigma and Kaizen provide employees with measurement and statistical tools to help reduce defects and to cut costs.

**Six Sigma**

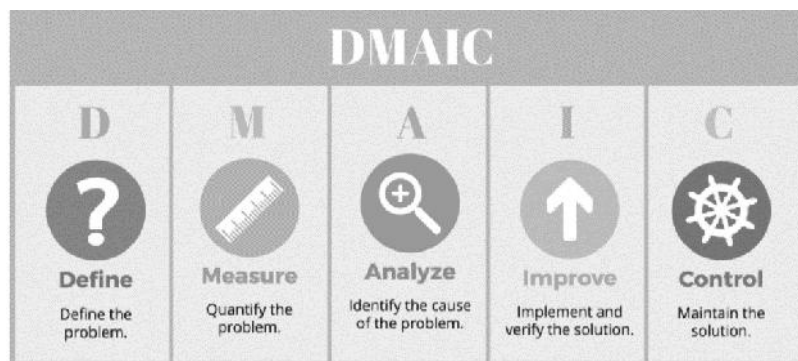
- Six Sigma is a set of techniques and tools for process improvement.
- It was introduced by American engineer Bill Smith while working at Motorola in 1986.
- A six sigma process is one in which 99.99966% of all opportunities to produce some feature of a part are statistically expected to be free of defects.
- Six Sigma is a method that provides organizations tools to improve the capability of their business processes.
- This increase in performance and decrease in process variation helps lead to defect reduction and improvement in profits, employee morale, an quality of products or services.

**Six Sigma Curve**



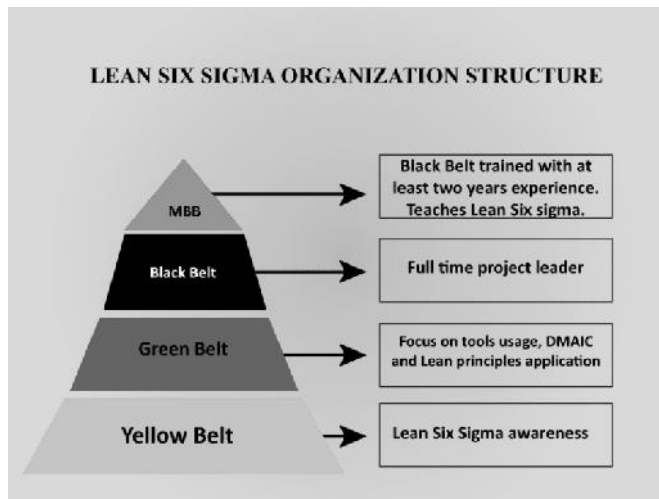
Six Sigma Curve

**DMAIC Cycle**



**Lean Six Sigma Organization Structure**





### Six Sigma, Black Belt Training

- Six Sigma is a quality standard with a goal of no more than 3.4 defects per million processes.
- There are several levels of Six Sigma training, resulting in employees becoming certified as green belts, champions, or black belts.
- To become black belts, trainees must participate in workshops and written assignments coached by expert instructors.
- The training involves four 4-day sessions over about sixteen weeks.
- Between training sessions, candidates apply what they learn to assigned projects and then use them in the next training session.
- Trainees are also required to complete not only oral and written exams but also two or more projects that have a significant impact on the company's bottom line.
- After completing black belt training, employees are able to develop, coach, and lead Six Sigma teams; mentor and give advice to management on useful Six Sigma projects; and provide Six Sigma tools and statistical methods to team members.
- After black belts lead several project teams, they can take additional training and be certified as master black belts.
- Master black belts can teach other black belts and help senior managers integrate Six Sigma into the company's business goals.

### Live Example - Six Sigma

- First Data Corporation used Six Sigma to train green belts and yellow belts with the goal of improving the execution of projects, alignment with customers, and creating a continuous improvement culture.
- The green belts and yellow belt programs include e-learning, instructor-led courses, coaching, and support transfer of training through an online community of practice, Six Sigma fair days, assignments, and projects linked to business goals.
- The Six Sigma training has resulted in beneficial projects, resulting in outcomes such as reducing the time it takes to hire a new employee from seventy-five to forty-five days and reducing waste, defects, and rework.

### Kaizen

- Kaizen is a Japanese term meaning "change for the better" or "continuous improvement."
- It is a Japanese business philosophy regarding the processes that continuously improve operations and involve all employees from the CEO to the assembly line workers.
- Kaizen sees improvement in productivity as a gradual and methodical process.

### 5 Founding Elements

The Kaizen approach consists of 5 founding elements :

- teamwork,
- personal discipline,
- improved morale,
- quality circles,
- suggestions for improvement.

**kai zen**  
**改善**  
**change good**

Where to improve?



Kaizen Event



Live Example - Kaizen

- Just Born, the company that makes Mike and Ike and Peeps candies, uses the Wow . . . Now Improvement Process, a customized Kaizen process to improve business processes and results.

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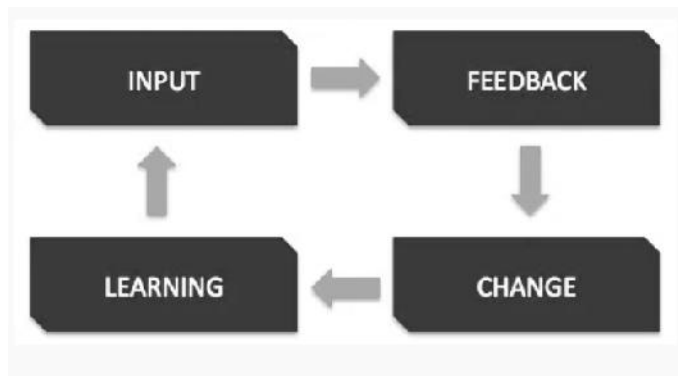
**Unit 07: Training and Development Methods**

- The Wow . . . Now Improvement Process includes training employees how to identify improvement opportunities, collect data, make improvements, measure results, and refine practices based on the results.
- *Kaizen*, the Japanese word for improvement, is one of the underlying principles of lean manufacturing and total quality management.
- **Kaizen** refers to practices participated in by employees from all levels of the company that focus on continuous improvement of business processes.
- As the Wow ... Now Improvement Process illustrates, Kaizen involves considering a continuous cycle of activities, including planning, doing, checking, and acting (PDCA).
- Statistical process control techniques are used by employees to identify causes of problems and potential solutions.
- They include process flow analysis, cause- and-effect diagrams, control charts, histograms, and scatter grams.

**How Does Action Learning Work?**

- The primary focus of action learning is developing individuals by giving them a chance to speak openly about the challenges they encounter at their level.
- The best way to go about the process is setting up a group of about six to eight people who are like-minded and give them time to meet and hold discussions.
- The term used for the group is a “set.”
- When the set meets, the first thing they are likely to do is elect one of their own to be a leader, or also known as a facilitator.
- The roles of the set facilitator are as follows:
  - ✓ Mobilize set members for meetings
  - ✓ Prepare for the meeting
  - ✓ Looked up to by the set as an advisor
  - ✓ Structure the given time to maximize it
  - ✓ Control the set to focus on the questions to make the best use of their time
  - ✓ Control the set by providing a chance for everyone to air their views
  - ✓ Follow-up on the findings
  - ✓ Encourage the set to be out-of-box thinkers when aiming to tackle the problem at hand
  - ✓ “Midwifery” - Initiating the birth of new ideas from his set members and passing them on to the organization managerial team
  - ✓ Serve as an intermediary between the management of the organization and the set members
  - ✓ Keep time for the meeting
  - ✓ Contribute to the meeting by speaking out on the problems they encounter
  - ✓ Contributing to solutions to the problems
  - ✓ Listening
  - ✓ Taking action and implementing the solutions at their workplace

Steps involved in Action Learning



### 7.10 Role Play

- Role-play training is a learning technique in which participants act out scenarios under the guidance of a trainer.
- This type of training can create a safe environment for employees to build confidence in their abilities to succeed in their jobs.
- Learning how to conduct role-play training can help you prepare your employees for difficult or unfamiliar work situations.
- Role-play training is an active learning strategy that requires participants to perform realistic scenarios under the supervision of a trainer or facilitator.
- For instance, participants might simulate the interaction between an employee and a customer.
- The facilitator can then provide feedback regarding the participants' performances.
- **Role-plays** refer to experiences in which trainees take on a role such as a manager, client, or disgruntled employee, and explore what is involved in the role.
- Role-plays are usually included in training programs involving interpersonal skills such as communications, sales, providing performance feedback, coaching, leadership, and team building.
- Role-plays can be completed in small groups of two to three persons in which all trainees complete the role-play. Or several trainees can volunteer to role-play while the remaining trainees observe them. In a role-play, outcomes depend on the emotional (and subjective) reactions of the other trainees.

#### Why is role-play training beneficial?

- Role-play training is a social activity.
- Participants interact within the situations given, which can encourage them to work together to find solutions.
- Individuals can also analyze their own performances and provide tips or feedback for other participants.
- **It prepares participants for real-life situations.** This activity allows employees to be in situations they may encounter at work and get feedback on their performances.
- **It indicates current skill levels.** The facilitator of the session can analyze each employee's current skill level and highlight their strengths and weaknesses to help them improve their skills.
- **It helps create empathy.** Employees can act in customer roles during role-play training, which may allow them to understand the customer's point of view and develop empathy.
- **It's Social and Communal.** Players interact within the scenarios they're given, which encourages individuals to come together to find solutions and to get to know how their colleagues think.

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## Unit 07: Training and Development Methods

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- **Prepares for Real Life.** In some cases, role playing can prepare groups for scenarios that occur in real life. Not only does this exercise offer staff a glimpse of the situations they may encounter, but participants also receive feedback on how they've performed.
- **Indicates Current Skill Level.** When an individual participates in a role-playing scenario, she is demonstrating the way that she would actually handle a similar situation in real life. Role playing allows much of the hypothetical nature of training to be removed, so that the leader of the session can see how staff react and can make notes on each employee's level of competence.

### Limitations of Role-Plays

- **Makes Some Uncomfortable.** Not everyone is comfortable with role-playing scenarios, and this can affect performance. Some staff will feel intimidated by the idea of what they see as theatrics and may be anxious about the training session if they know it contains a role-play exercise. This can impede an individual's confidence and contributions to such a session.
- **May Not Be Taken Seriously.** While some employees will be comfortable role playing, they're less adept at getting into the required mood needed to actually replicate a situation. Individuals may find the whole experience funny or else be unable to pretend to be angry for example when speaking to a co-worker they like.

### How to conduct role-play training?

#### 1. Identify an issue

- Before the role-play session, gather participants and introduce a hypothetical issue they may encounter during their jobs.
- Make sure participants clearly understand the problem you're trying to address and what you want to accomplish during the activity.
- You can also engage in a discussion to help participants think about the issue and consider what they might do in the situation.

#### 2. Describe a specific scenario

- Choose a scenario for your participants to act out. Describe it thoroughly, providing specific details to make the role-play session as realistic as possible.
- Consider using scenarios that participants might experience in their work, such as collaborating on a team with other employees or marketing a new product.

#### 3. Assign roles

- Once you've established a scenario, assign roles to participants for the various fictional characters involved in the scene.
- Some characters may be employees who'll handle the situation, such as salespeople.
- Other participants may represent supporting characters, such as customers.
- Some participants may also watch the performance and offer feedback.

#### 4. Have participants act out the scenario

- Ask some participants to act out the scenario and create different strategies for resolving the situation.
- For example, if the goal of your role-play activity is to have employees practice giving a sales pitch, participants might develop different ways to present a product to prospective customers.

#### 5. Provide feedback

- It's important for all participants to discuss the role-play activity once it's over.
- You may ask individual role-players about why they completed a specific action or made a certain statement during the scenario.
- The resulting discussion can help participants gain a deeper understanding of the social dynamics that relate to the work situation and how they can address it in real life.

## Training and Development

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### Tips for conducting role-play training

#### Create a safe environment

- It's important to establish that the role-play activity requires a respectful and positive environment that can help participants improve their self-confidence.
- Participants may better engage in role-play training if they feel supported.
- Telling your participants they can make mistakes and try different methods may assure them you care about their development and want them to succeed.

#### Begin with a demonstration

- You can also begin your role-playing session with a demonstration.
- Ask two experienced employees to act out the scenario for the other participants, giving them ample time to prepare.
- Having this example may help less experienced employees see how they can react and respond to different situations.

#### Make role-play training an ongoing progress

- Conduct role-play training regularly so participants can continue to improve their communication and problem-solving skills.
- After each session, consider having participants reflect on their performances and write down their current strengths and weaknesses relating to the scenario.
- Their answers can help you review their performances and track their progress over time.

### How to Start Role-Playing?

While some organizations prefer to hire a professional facilitator for the most effective role-play, here are a few tips for doing it yourself:

- **Use actual locations:** The best role-play is as realistic as possible. Put participants in the physical locations where they actually would experience the scenarios you're trying to replicate, whether that's the boardroom, the warehouse, or an executive's office.
- **Videotape your role-play:** Videotaping the participants in role-playing scenarios is a valuable teaching tool. It allows people to see themselves—and their strengths and weaknesses, which can be quite powerful. It also allows them (and you) to "record" improvement as they progress.
- **Imitate real-world scenarios:** This is perhaps one of the easiest forms of role-play training to execute yourself. Give the "customers" or "clients" a personality profile and list of objectives that the trainee doesn't know about. Make the goal to determine the "customer's" objectives.
- **Hire consultants and actors:** Getting an authentic role-play experience from your team may be difficult to do on your own. Bring in consultants and professional actors to get the training your team deserves.



#### Examples of Role Play Exercises

- **Interview practice**—In preparation for career interviews, employees can assume the role of the interviewer and/or the interviewee.
- **Marketing**—In preparation for a class presentation, employees can assume the position of a sales representative and sell a product.
- **Retailing**—To help prepare employees for a guest speaker in merchandising course, employees can play the role of sales manager and sales representative to gain better insight on the responsibilities of these positions.
- **Counselling**—In preparing for clinical practice, employees can role play a family therapist whose client has revealed she has committed a criminal act.
- **Teaching**—In preparation for a job fair, employees can role play the teacher and the student, or the administrator and the student, or the teacher and a parent.

## Unit 07: Training and Development Methods

- **Debates**—As a spontaneous exercise, the instructor has employees briefly prepare arguments for and arguments against positions on a topic such as *Logging in the Northwest and the Spotted Owl*, *Arab-Israeli Conflict* or *Airline Flight Departure Delays*.



### Live Example – Wequassett Resort and Golf Club

- At Wequassett Resort and Golf Club in Chatham, Massachusetts, the training schedule considers both the need to make guests happy and the need to help both new and returning employees learn to do that.
- From April to October, the resort is closed, but 340 employees start work in the spring before the resort opens.
- Half of the employees are receiving training for the first time, while the returning employees need refresher training.
- Wequassett Academy offers seventy courses in four schools (customer intimacy, technical training, information and technology, and management).
- The goal of training is to provide the kind of service that will encourage guests to come back again, as well as recommend the resort to their friends.
- The resort's training is in step with its business, which requires a personal touch.
- Training involves classroom instruction with role-plays, as well as the use of DVDs.
- Employees have to successfully complete competency checklists before they are able to work.
- For example, food servers may have to take courses in menu knowledge, food service, and wine knowledge.

### Activities for Effective Role-Plays

- Provide background information on the purpose of and context for the role-play.
- Make sure that a script is provided with enough detail for trainees to understand their role.
- The room is arranged so trainees can see and hear the role-players.
- Observations sheets and checklists that emphasize the issues in the role-play are developed and used.
- Debriefing occurs on the experience of the role-players and observers, the relationship of the role play to the company context, and important learning points.

## 7.11 Team Building

### What is a team?

- Individuals who are not compatible with each other can never form a team.
- They should have similar if not the same interests, thought processes, attitude, perception and likings.

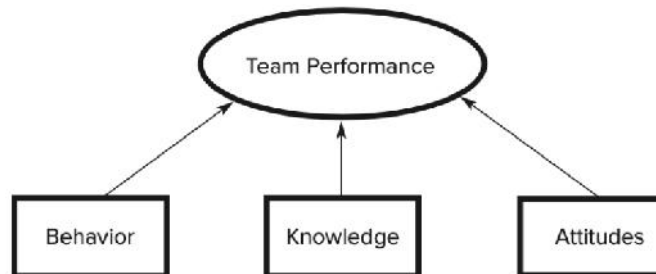
### Team Building Training | Introduction

- Trust is a critical component to business, especially when teamwork is required on a daily basis to achieve objectives and grow companies.
- Team Building Training courses are designed to help enhance social relations, define roles within teams and improve the efficiency of a workforce team.
- Through team-building activities, employees can learn how to better communicate with one another because they probably will be faced with activities that need to be solved as a group.
- **Team training** refers to training that is designed to improve team effectiveness.
- There are many different types of teams in companies, including production teams, service teams, committees, project teams, and management teams.

### Training and Development

- Teamwork tends to be episodic. That is, teams engage in a cycle of identifying their goals, engage in interpersonal interactions, and take actions to achieve their goals.
- They repeat this cycle as goals are reached and tasks are completed and they move on to new tasks or goals.
- Regardless of the type of team, successful team performance depends on the knowledge, attitudes, and behaviours of its members.

#### Three Components of Team Performance



- The **behavioural** requirement means that team members must perform actions that allow them to communicate, coordinate, adapt, and complete complex tasks to accomplish their objective.
- The **knowledge** component requires team members to have mental models or memory structures that allow them to function effectively in unanticipated or new situations.
- Team members' beliefs about the task and feelings toward each other relate to the **attitude** component. Team morale, cohesion, and identity are related to team performance.

#### Practical Example of Teams

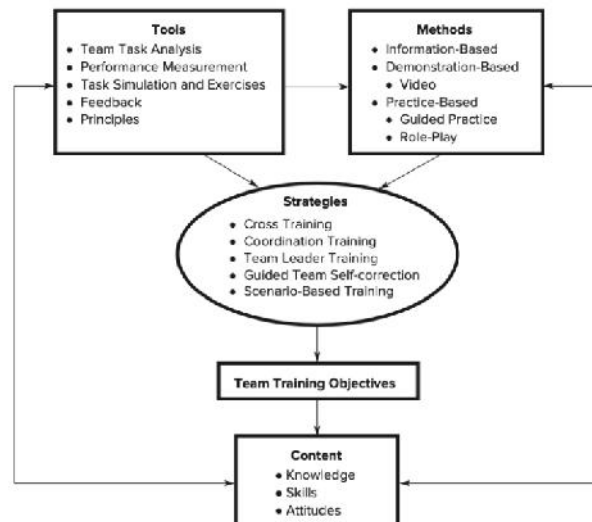
- For example, in the military, as well as many areas of the private sector (e.g., nuclear power plants and commercial airlines), much work is performed by crews, groups, or teams.
- Successful performance depends on coordination of individual activities to make decisions, on team performance, and on readiness to deal with potentially dangerous situations (e.g., an overheating nuclear reactor).
- Research suggests that teams that are effectively trained develop procedures to identify and resolve errors, coordinate information gathering, and reinforce each other.

#### Main Elements of The Structure of Team Training

There are four main elements of the structure of team training:

- ✓ tools,
- ✓ methods,
- ✓ strategies, and
- ✓ team training objectives.





- Several tools help define and organize the delivery of team training.
- These tools also provide the environment (e.g., feedback) needed for learning to occur.
- These tools work in combination with different training methods to help create instructional strategies.
- These strategies are a combination of the methods, tools, and content required to perform effectively.

### Strategies for Team Building

- **Cross training** has team members understand and practice each other's skills so that members are prepared to step in and take the place of a member who may temporarily or permanently leave the team.
- Research suggests that most work teams would benefit from providing members with at least enough understanding of teammates' roles to discuss trade-offs of various strategies and behaviours that affect team performance.
- **Coordination training** instructs the team in how to share information and decision-making responsibilities to maximize team performance.
- Coordination training is especially important for commercial aviation or surgical teams who are in charge of monitoring different aspects of equipment and the environment but who must share information to make the most effective decisions regarding patient care or aircraft safety and performance.
- **Team leader training** refers to training that the team manager or facilitator receives.
- This may involve training the manager on how to resolve conflict within the team or helping the team coordinate activities or other team skills.
- **Scenario-based training** refers to training that places team members in a realistic context while learning.
- This type of team training helps trainees experience the consequences of their actions, make adjustments, accomplish their tasks, and build team self-efficacy (feeling that the team can successfully perform tasks).
- **Guided team self-correction** refers to training that emphasizes continuous learning and knowledge sharing in teams.
- In this type of training, team members observe each other's behaviour and give and receive performance feedback.

### Methods for Team Building

- Employees obviously need technical skills that can help the team accomplish its task.

## ***Training and Development***

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- But team members also need skills in communication, adaptability, conflict resolution, and other teamwork issues.
- Team training usually involves multiple methods.
- For example, a lecture or video may be used to disseminate knowledge regarding communication skills to trainees.
- Role-plays or simulations may be used to give trainees the opportunity to put into practice the communication skills emphasized in the lecture.
- Regardless of the method chosen, opportunities for practice and feedback need to be included.

### **Relevance of Team Training**

- As we move into a future where many companies are embracing hybrid working, team building activities will be more important to help keep your people connected where ever they're based.
- These activities can range from a short problem to solve which can be done online to face to face games like a scavenger hunt.
- And whilst some people see team building as a 'nice break' from regular work, they do have a purpose.
- This is to develop the skills and knowledge of your staff as well as help build rapport between your teams.
- If you can organise team building activities that have a purpose and objectives behind the planning, then your organisation can reap a range of benefits.

### **Benefits of Team Building Activities:**

#### **Connect Remote Teams**

Remote team building has the power to build stronger relationships which will in turn improve productivity, retention, engagement and morale, and shouldn't be overlooked.

#### **Increase Motivation**

Team building can help increase employee motivation and nurture a successful company culture in a number of ways. When a group of employees successfully complete a team building activity it creates momentum and makes them feel good about themselves - it increases employees' confidence in their, and their team's, ability.

#### **Improve Productivity**

Improving productivity is one of the most common goals of team building activities. Take the opportunity to identify ways to improve the 'three Ps' that can affect productivity: Policies ; Processes; Procedures

By encouraging employees to learn to work together more effectively and reduce duplication of effort, your employees can work more efficiently.

#### **Increased Collaboration**

Collaboration is about knowing who has what knowledge (or can answer to a question), trusting them and their experience and being able to get access to that person when you need it.

#### **Encourage creativity**

To have a successful business based on creativity and innovation you need to employ different people with diverse perspectives and expertise in order to "cross-pollinate" the organisation with fresh ideas. Out-of-the-ordinary team building tasks give employees permission to use their imagination to come up with creative solutions

#### **Positive reinforcement**

Team building can also be used to provide recognition to employees by highlighting the work specific employees are doing and the behaviours that have lead to the recipient receiving the recognition.

#### **Improved Mental Health**

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## *Unit 07: Training and Development Methods*

Problem-solving challenges and physical activities are good for people's mental health. By proving that you are capable of completing challenges you will gain a huge boost in confidence and self-esteem.

### **Improved Physical Health**

Giving your staff a day out of the office where they aren't sitting at a desk all day is a great way to promote improving physical health. Team building activities are much more active than typing emails and making phone calls all day!

### **Responsibility**

In a team-building game, every member of staff has to contribute otherwise, they are letting the team down. Team games reinforce the responsibilities that everyone has and this will hopefully manifest into the workplace.

### **Trust**

Getting to know your work colleagues better personally helps to develop trust. This is a major benefit of team building activities as people in the workplace will know each other's capabilities and interests, leading to better collaboration with tasks and improved morale.

### **Respect**

While working together on problem-solving tasks and team games, a level of respect is gained between employees because they can see that their colleagues are there to help them and they can also identify skills and qualities that each other have.

### **Lots of fun!**

Creating a fun environment between colleagues and teammates can help in so many ways from staff turnover and sick days to productivity and in turn, profits. Team building is a whole lot of fun and it is a great way for staff to see another side of their colleagues that they may not normally see at work.

### **Humanize Workforce**

When working in a company, team members are not regularly in contact with all members of your organization, especially if the company is large-sized. Because of this, team-building activities present a rare opportunity for your team to get to know members from other departments.

### **Creates shared memories and talking points**

When team members who do not frequently interact do so, a lot of the awkwardness stems from not having shared memories or talking points. Doing even simple team building activities like icebreaker questions helps find commonalities that participants can talk about when they next meet.

### **Hones conflict resolution and problem solving skills**

Conflict resolution and problem solving skills are valuable in the workplace because your team members need to successfully navigate disagreements to work well together.

### **Improved communication**

Perhaps the key benefit of a properly planned team building activity is improved communication between employees. Enjoyable, fun activities enable employees to get to know each other, create a better understanding of each other and break down walls of mistrust by encouraging people to focus on what they have in common rather than their differences.

### **Breaks up the monotony of the work week**

Team building should not be a one-time thing or even an annual thing. Instead, regular team building keeps your team happy and working well together. Team building activities break up the monotony of the work week by periodically inserting fun and joy.

### **Encourages new skill formation**

Since team building activities plunge your team into new situations, they also encourage new skill formation. During an activity, a team member who never explored art may further develop their sketching and design skills and so on.

### **Limitations of Team Building**

**The results achieved from team building are generally short-term in nature.**

Most teams return to their baseline soon after a team building event has been completed. This means teams must include team building as part of their regular routine for it to be beneficial.

**It can be a costly process.**

If you are taking time for team building activities, then you are losing time to be productive. Not only do you have to pay for the cost of the activity or event, but you also have to pay the cost of labor for that team even though they aren't being productive.

**People need time to get comfortable with a team building exercise.**

You'll have your extroverts who jump right into an activity like it's a giant free cheesecake. Then you'll have introverts shy away from an exercise like it has an odour that is reminiscent of a closet full of Limburger cheese.

**Some people just don't work well together.**

There will always be a few people who don't mesh well together. Forcing these folks to work together is like trying to force a square peg through a round hole. If you're not watching the activities closely, you may find that more resentment is being built through the team building efforts than positivity.

**Team building activities can backfire and cause the opposite effect**

While team building activities are intended to improve communication between team members and strengthen relationships, it also has the potential to do the opposite-like when, for example, the activities are too competitive.

**Not everybody enjoys team building activities**

The motivation to participate in a team building exercise may vary drastically from person to person. Some will be excited to improve their workflows and connections with their colleagues, while others might feel uncomfortable because they have to let urgent tasks wait.

**Hard to measure**

Big bosses like to see results, but team building efforts can be hard to measure. Outcomes can take time to appear. Alternatively, your team might see a temporary boost in productivity and collaboration that fizzles out within a couple of weeks.

**Abundance of options**

Options are great, but choices can become overwhelming. Decision fatigue means that every choice tires our brains. Making too many decisions lowers our motivation and willpower. When presented with too many options, we may throw our hands up and choose hastily just to end the dilemma.

**7.12 Sensitivity Training**

Sensitivity training is a psychological technique that uses intensive group discussions and interactions to increase sensitivity to others as well as self-awareness of an individual's own prejudices. Usually, an unorganized meeting is held between members of different genders, abilities, races, and ages (to mention a few) in a workplace.

- Here, a passive leader maintains a safe space for participants to discuss different issues and build good interpersonal relationships among them.
- Workplace sensitivity training is not specific to topics like preventing harassment or discrimination, it also includes training on how to improve your emotional intelligence, deal with difficult personalities, or even gossip.
- This form of training is intended to make employees more aware of their own prejudices and help them gain more sensitivity towards others in the workspace.
- It is not just for people who have behavior problems in the workplace or for offices who experience a harassment or discrimination incident.
- Sensitivity training should be an ongoing effort to improve the environment in the office and it is an important part of an organization's culture.
- Remember, it is the mental strength and ability of a person that helps him to understand the emotions of others and manage his own behavior and impulses accordingly.

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**Unit 07: Training and Development Methods**


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- Sensitivity training is also known as encounter groups, laboratory training, and T-Groups.
- It is headed by a passive leader who maintains a psychologically safe environment so that every member feels safe enough to share his thoughts.
- Members belonging to different cultures, age, gender, and even abilities are encouraged to participate in a free discussion about various issues.
- The passive leader in the group creates ample opportunities so that everyone can have a say and express their beliefs, attitudes, perceptions, emotions, and ideas.
- All the members gradually find ease and learn about others and at the same time, observe and participate in making changes in their own behaviour and beliefs.

**Essential steps for sensitivity training**

- The members of a sensitivity group must keep aside their own prejudice or opinion about the other members so that they do not sound judgmental.
- It will give the others a chance to form a new relationship by speaking and hearing freely to other members.
- Motivating others to take part in a conversation so that they can overcome their hesitancy is one of the essential steps of sensitivity training.
- Once a member gains the confidence to speak freely, whatever is on his mind, interactions between everyone starts taking place.
- It is easy to see the behavioral pattern of each other and its impact on others.
- This is an essential step in sensitivity training, as all the members start developing trust and beliefs.
- The objective of sensitivity training is to see how others perceive him.
- Once an individual becomes a frequent speaker, he starts molding himself in terms of what others think about him. He gets the opportunity to practice his behavior and see the difference it is creating.

**Procedure of Sensitivity Training**

1. Unfreezing the old values
2. Development of new values
3. Refreezing the new ones

**1. Unfreezing the old values -**

- It requires that the trainees become aware of the inadequacy of the old values.
- This can be done when the trainee faces dilemma in which his old values is not able to provide proper guidance.
- The first step consists of a small procedure.
- An unstructured group of 10-15 people is formed who looks to the trainer for his guidance.
- But the trainer refuses to provide guidance and assume leadership.
- Soon, the trainees are motivated to resolve the uncertainty.
- Then, they try to form some hierarchy. Some try assume leadership role which may not be liked by other trainees.
- Then, they start realizing that what they desire to do and realize the alternative ways of dealing with the situation.

**2. Development of new values -**

- With the trainer's support, trainees begin to examine their interpersonal behaviour and giving each other feedback.
- The reasoning of the feedbacks are discussed which motivates trainees to experiment with range of new behaviours and values.

## Training and Development

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- This process constitutes the second step in the change process of the development of these values.

### **3. Refreezing the new ones -**

- This step depends upon how much opportunity the trainees get to practice their new behaviours and values at their work place.

**Sensitivity training** is the process of developing emotional intelligence, which means "the mental ability an individual possesses enabling him or her to be sensitive and understanding to the emotions of others as well as being able to manage their own emotions and impulses".

### **Emotional Intelligence**

- Emotional intelligence enable employees to act according to the situation in the organization faced by him.
- It develops the ability to understand others feeling and their mental status and interact accordingly.
- Conflicts and misunderstandings are mostly raised because of lack of emotional intelligence possessed by the person which leads to breakup in perception and relationship they maintain since long time in organization and effects the productivity of the organization.

### **Importance of sensitivity training**

- It creates a better interpersonal relationship between a group.
- Diversity leads to a better understanding of the sensitivity training meetings.
- Helps individuals to get an insight into others so that they could observe, learn and rectify their behaviour.
- Educates members of the sensitivity group about constructive and correct emotional actions and behavioral pattern.
- Sensitivity training encourages the concept of interaction and sharing between individuals.
- Improvement in the ability to analyze and rectify own behaviour.
- Increased awareness of own feelings, actions, and its impact on others. He becomes more sensitive to the feelings of others and tries to change his behavior accordingly so that he does not cause any harm to the well-being of others.
- A gradual change in attitude and thinking.
- In several cases, an individual joins a sensitivity training group following some negative experience in his life. This method helps to overcome the negative impacts and once again walk towards a positive and happy environment.

### **Goals of Sensitivity Training**

While the emphases, styles and specific goals of the multitude of sensitivity training programs vary, there does seem to be some consensus as to general goals. These include:

1. Increased understanding, insight, and self awareness about one's own behaviour and its impact on others, including the ways in which others interpret one's behaviour.
2. Increased understanding and sensitivity about the behaviour of others, including better interpretation of both verbal and nonverbal clues, which increases awareness and understanding of what the other person is thinking and feeling.
3. Better understanding and awareness of group and inter-group processes, both those that facilitate and those that inhibit group functioning.
4. Increased diagnostic skills in interpersonal and inter-group situations. For the authors, the accomplishments of the first three objectives provide the basic tools for accomplishing the fourth objective.
5. Increased ability to transform learning into action, so that real life interventions will be more successful in increasing member effectiveness, satisfaction, output, or effectiveness.

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### Unit 07: Training and Development Methods

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6. Improvement in individuals' ability to analyze their own interpersonal behaviour, as well as to learn how to help themselves and others with whom they come in contact to achieve more satisfying, rewarding, and effective interpersonal relationships.

Different sensitivity programs may emphasize one or more of these goals or may neglect some. However, they are goals that are common to most T groups.

#### Outcomes of sensitivity training

- The outcomes they depict (self, role, and organization) are only possibilities, and cannot be guaranteed for everyone attending a sensitivity training program.
- This is because some participants do not learn or learn very little from a T group experience, others learn some things, and others learn a considerable amount and variety of things and because programs vary so much in terms of their nature and goals.
- Possible outcomes are as follows:

#### Outcomes of sensitivity training -Self

- Increased awareness of own feelings and reactions, and own impact on others.
- Increased awareness of feelings and reactions of others, and their impact on self.
- Increased awareness of dynamics of group action.
- Changed attitudes toward self, others, and groups; i.e., more respect for, tolerance for, and faith in self, others, and groups.
- Increased interpersonal competence; i.e., skill in handling interpersonal and group relationships toward more productive and satisfying relationships.

#### Outcomes of sensitivity training – Role

- Increased awareness of own organizational role, organizational dynamics, dynamics of larger social systems, and dynamics of the change process in self, small groups, and organizations.
- Changed attitudes toward own role, role of others, and organizational relationships, i.e., more respect for and willingness to deal with others with whom one is interdependent, greater willingness to achieve collaborative relationships with others based on mutual trust.
- Increased interpersonal competence in handling organizational role relationships with superiors, peers, and subordinates.
- Increased awareness of, changed attitudes toward, and increased interpersonal competence about organizational problems of interdependent groups or units.
- Organizational improvement through the training of relationships or groups rather than isolated individuals.

#### Why is Sensitivity Training in the Workplace Important?

- Sensitivity training in the workplace will increase the overall well-being of an organization, providing benefits for employees in all levels.
- Implementing regular sensitivity training is important in order to achieve:

#### Mutual trust among employees

- Employees will gain more sensitivity and learn how to accept each other's differences. By getting to know and understand their team members, they will feel more comfortable in the workplace and it will be easier to create an environment of trust.

#### Increased communication with managers

- Sensitivity training sessions can be used as an open and safe space for managers to interact with their team, without fear of judgment. This will help them gain a better understanding of their employee's behaviours and get to see who they are as people. Being able to communicate better in an interpersonal way with their manager or supervisor will also make it easier for employees to reach out for help regarding work and non-work-related issues.

**A work environment free of discrimination**

- As employees gain awareness of their differences, issues like harassment, bullying, and other types of discrimination will decrease. Additionally, all information gathered during these interactions can help identify employees that can potentially be creating a hostile work environment. This makes it easier for the issue to be addressed in an effective manner.

**Disadvantages**

- Sometimes members of a group find these activities chaotic and disorganized especially at the onset.
- As sensitivity training is an informal activity, there is no superior and subordinate relationship. Sometimes the informal talks can harm the relationship between both of them.
- It can tamper relationship between employees also.
- Sometimes people are unable to give their true opinion as they are too aware of others and afraid of their reaction.
- Sensitivity training is based on assumptions and not on facts.
- Although sensitivity training is referred to as having a psychological impact, the meetings are unable to find a psychological reason for the behaviour.
- Critics often have slammed sensitivity training as a method for brainwashing.

**Summary**

- The development of operatives calls for specific increase in skill and knowledge to perform a particular job. There are primarily four basic methods in use:
  - (a) on-the-job training,
  - (b) vestibule school,
  - (c) apprenticeship, and
  - (d) special courses.
- Presentation Methods includes demonstration method, Lecture and Training with Magic.
- Buzz session is a technique for involving every member of a large audience directly in the discussion process.
- Hands-on training helps console new employees by showing them what their job will be like.
- The Hands-on Training Method Prepare, Open, Present, Practice, Evaluate and Review the training programs in order to attain the best productivity.
- The on the job training/hands on training methods include Job instruction training, Job rotation, Syndicate groups, Mentoring and Apprenticeship.
- Group Building Methods of training include Committee assignments, Discussion Method, Debate and Fish Bowl Exercise.
- The main factors to be considered during the selection process of the training methods are the human factors (trainer, trainees), the programme topic, the available time and facilities.

**Keywords**

- Debate: It is essentially a structured but cordial argument about a particular issue or motion.
- Job Rotation: It is a training method that assigns trainees to various jobs and departments over a period of a few years.
- Lecture: It is a traditional, formal method of instruction, and usually consists of verbal explanation or description of the subject matter, with or without illustration.



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*Unit 07: Training and Development Methods*

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- Mentoring: It is an ongoing relationship that is developed between a senior and junior employee which provides guidance and clear understanding to the junior employee.
- Panel: It is a group of four to six persons with a special knowledge of a subject holding an orderly conversation on an assigned topic in full view of the audience.

**Self Assessment**

1. The term which describes long term training which includes a combination of both on-the-job and in-class training is:
  - A. Mentorship
  - B. Computer based training
  - C. Vestibule training
  - D. Apprenticeship
2. Which item is NOT an example of an indirect training cost?
  - A. Overtime
  - B. Increased scrap
  - C. Room and food charges
  - D. Low productivity
3. Demonstration type of training method is used to train
  - A. Workers
  - B. Supervision
  - C. Managers
  - D. All of the above
4. The following method is used to give to trainees the important information in permanent form for immediate or future use
  - A. Lecture methods
  - B. Conference
  - C. Written instructional method
  - D. Training within the industry (TWI)
5. The following is not a on the job training method
  - A. Understudies
  - B. Job rotation
  - C. Management by objectives (MBO)
  - D. Case study method
6. \_\_\_\_\_ is widely used for human relations and leadership training
  - A. Business games
  - B. Role playing
  - C. Case study method
  - D. Job rotation

7. The following training aims to provide broad training to enable the trainee to take up a wide variety of tasks within his field of specialisation
  - A. Demonstration
  - B. On-the-job training
  - C. Apprenticeship
  - D. All of the above
  
8. Training within the industry (TWI) scheme imparts training in
  - A. Job instructions
  - B. Job rotation
  - C. Job method
  - D. All of the above
  
9. The following is not a on the job training method
  - A. Understudies
  - B. Job rotation
  - C. Management by objectives (MBO)
  - D. Case study method
  
10. Which of these is an off - the - job training method?
  - A. Television
  - B. Job rotation
  - C. Orientation training
  - D. Coaching
  
11. Vestibule training utilises equipment which closely resemble the actual ones used on the job.
  - A. True
  - B. False
  
12. Which of the following is not a method of on the job training?
  - A. Supervision
  - B. Job instruction
  - C. Role play
  - D. Job rotation
  
13. Sensitivity training is also known as
  - A. S-group training
  - B. T-group training
  - C. P-group training
  - D. L-group training
  
14. The main factors to be considered during the selection process of the training methods are the human factors (trainer, trainees), the programme topic, the available time and .....

Unit 07: Training and Development Methods

15. The training needs and learning objectives of a training programme in management must be formulated in terms of ....., attitudes and skills change for improvement.

**Answer for Self Assessment**

- |       |       |       |               |                      |
|-------|-------|-------|---------------|----------------------|
| 1. D  | 2. C  | 3. A  | 4. C          | 5. D                 |
| 6. B  | 7. C  | 8. D  | 9. D          | 10. A                |
| 11. A | 12. C | 13. B | 14. Knowledge | 15. Training methods |

**Review Questions**

1. Explain the various on the job and off the job training methods of training.
2. Discuss the various factors which affect the choice of the training methods to use.
3. What are the drawbacks of lecture method? Why is the lecture method popular amongst trainers in spite of these drawbacks? How can you, as a trainer, improve the effectiveness of your own lecture?
4. It has been said; "you cannot teach a person anything; but a person can learn". Discuss the implication of this for training methodology.
5. Take any three training methods and compare and contrast them on relevant features.
6. Discuss the main principles of learning with specific reference to the lecture method in the classroom.

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## Training and Development

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**Unit 07: Training and Development Methods**

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## Unit 08: Training Evaluation

### CONTENTS

Objectives

Introduction

8.1 Benefits of Training Evaluation

8.2 Methods for Evaluating Training

8.3 Phillips ROI Model

8.4 Anderson's Model of Learning Evaluation

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this unit, you will be able to:

- gain an insight into the concept of training evaluation,
- analyse the requirement of training evaluation,
- understand the meaning, process and benefits of training evaluation,
- know the evaluation process of training program.
- gain an insight into the concept of training evaluation,
- analyse the different levels of training evaluation,
- understand the purpose, principles and methods of training evaluation,
- Study the guidelines for making training programme effective.

### Introduction

Training evaluation can be defined as any attempt to obtain information (feedback) on the effects of training program and to assess the value of training in the light of that information for improving further training.

Evaluation of training can be viewed as a method of measuring change in knowledge, skills, attitudes, job performance, costs and the quality of the training facilities.

- A major reason to evaluate training programs is to determine whether the training programs are accomplishing their specific training objectives.
- The process of training evaluation has been defined by A. C. Hamblin as “any attempt to obtain information on the effects of training performance and to assess the value of training in the light of that information”.
- Training evaluation has a far higher profile now than it did in the past.
- As a profession, training has long promised- ‘Give us the resources and we’ll transform the business.’

## *Training and Development*

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- Line management is now replying- 'Prove it!' There is a requirement to prove the connection between an investment in training and an improvement in organisational performance.
- While this is understandable, it creates some difficulties for trainers.

### **Why is the training evaluation required?**

- I. The evaluation enables the effectiveness of an investment in training to be appraised which can help to justify expenditure on future programmes.
- II. It allows the effectiveness of differing approaches to be compared.
- III. It provides feedback for the trainers about their performance and methods.
- IV. It enables improvements to be made, either on the next occasion, or if the evaluation is ongoing, as the training proceeds.
- V. Recording learning achievements can be motivational for learners.
- VI. The evaluation indicates to what extent the objectives have been met and therefore whether any further training needs remain.

### **What should be evaluated, and when?**

- A number of different models have been developed by various writers, some of which are described below to answer this question.
- Knowledge of at least one of these models or frameworks is necessary to help to get to grips with the evaluation process.

### **Training Evaluation - Meaning**

- Training evaluation can be defined as any attempt to obtain information (feedback) on the effects of training program and to assess the value of training in the light of that information for improving further training.
- Evaluation of training can be viewed as a method of measuring change in knowledge, skills, attitudes, job performance, costs and the quality of the training facilities. A major reason to evaluate training programs is to determine whether the training programs are accomplishing their specific training objectives.
- Evaluation of a training programme becomes necessary to find out how far the training programme has been able to achieve its aims and objectives.
- Such an evaluation provides useful information about the effectiveness of training and the design of future training programme.

### **Evaluation Process of Training Program**

Training programs can be evaluated by asking the following questions.

- Has change occurred after training?
- Is the change due to training?
- Is the change positive or negative?
- Will the change continue with every training program?

These 4 questions give the 4 steps of evaluating training Program:-

- Reaction.
- Learning.
- Behaviour.
- Result.



### 1. Reaction

- Reaction refers to the attitude of employees about the training, whether the employee considers training to be a positive or negative one.
- If the reaction is positive, then people have accepted the program, and changes will be possible.

### 2. Learning

- Another method of judging effectiveness is to identify levels of learning, i.e., how much the people have learned during the training.
- This can be found out by trainers mark sheet, the report submitted by the employee, and actual performance.

### 3. Behaviour

- The HR department needs to understand the behaviour of the employees, to understand the effectiveness of training.
- The behavioural change can be seen in how the person interacts with juniors, peer groups, and seniors.
- They mark the behaviour change and inform the HR department of the success of the training program.

### 4. Result

- Results provided by the employee in monetary terms also determine the effectiveness of the training program, i.e., employee success in handling the project, the group performance before and after training, etc.

#### Why should training programs be evaluated?

- The main reason for evaluating the training program is determining whether they are accomplishing specific training objectives that correct performance deficiencies.
- A second reason for evaluation is to ensure that any changes in trainees' capabilities are due to the training program and not due to any other conditions.
- Third reason: Training programs should be evaluated to determine their cost-effectiveness.

## 8.1 Benefits of Training Evaluation

Evaluation ensures accountability



## *Training and Development*

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- Training evaluation ensures that training programs comply with the competency gaps and that the deliverables are not compromised upon.

### Check the Cost

- Evaluation ensures that the training programs are effective in improving the work quality, employee behaviour, attitude and development of new skills within the employee within a certain budget.
- Since globally companies are trying to cut their costs without compromising upon the quality, evaluation just aims at achieving the same with training.

### Feedback to the Trainer / Training

- Evaluation also acts as a feedback to the trainer or the facilitator and the entire training process.
- Since evaluation assesses individuals at the level of their work, it gets easier to understand the loopholes of the training and the changes required in the training methodology.

### **Training Evaluation - Levels**

- Training segment must evolve criteria for evaluating the impact of training on employees.
- Generally, four different criteria are used to evaluate training programme namely reaction of trainees, knowledge acquired, behaviour modification and other job performance parameters like reduced accidents, increased productivity, lowered absenteeism leaving sales etc.

#### **Pre-Training Evaluation:**

- In this stage, an evaluation is made in the beginning of the training programme in order to understand the expectations of the trainees from the training programmes and the extent to which they have understood its objectives.
- This step enables the training segment to modify the training curricula in such a way that the objectives of the training programme are aligned to those of the trainees.

#### **Intermediate Training Evaluation:**

- Training and development segment wants to ensure that training is progressing as expected.
- Mid-course corrections can be made in the event of deviation from the envisaged objectives.
- For example, if trainees perceive that a training programme is aimed at building communication skill is more theory-oriented, rather than practice-oriented, the feedback may be useful to modify the instruction method. Thus, it serves as a verifying tool.

#### **Post-Training Evaluation:**

- The criteria used for assessing the impact of training programme include Reaction, Learning, Behaviour and Results (RLBR).

#### **Purposes of Training Evaluation**

- To justify the role of training, considering budget availability and cutback situations.
- To improve the quality of training for employee development, training delivery, trainer deployment, duration, methodology, etc.
- To assess the effectiveness of the overall programme, quality, and competency of the trainer.
- To justify the course through cost-benefit analysis and ROI approach.

#### **The output of training evaluation will serve:**

1. To illustrate the real worth of a training.
2. To pinpoint where improvement is required in forthcoming training programmes.

3. To assess effectiveness of the overall course, trainer, and the training methods.
4. To carry out cost-benefit analysis to justify the amount spent; to prove that the benefits outweigh the cost.
5. To formulate a basis for making rational decisions about future training plans.
6. To justify the role of training for budget purposes and in cutback situations of budget crunch.

**Principles of Training Evaluation:**

1. Evaluation specialist must be clear of the training program and also about the goals and purposes of evaluation.
2. Evaluation should be continuous.
3. Evaluation must be specific.
4. Evaluation must provide the means and focus for trainers to be able to appraise themselves, their practices, and their products.
5. Evaluation must be based on objective methods and standards.
6. Realistic target dates must be set for each phase of the evaluation process.

**8.2 Methods for Evaluating Training**

Some of the well-established methods to perform training evaluation are as follows:-

- 360-Degree Appraisal Feedback Process.
- Performance-Learning-Satisfaction Evaluation.
- Kirkpatrick Taxonomy Model.
- Phillips ROI Model.
- Summative and Formative Evaluation.
- Kaufman's Five Levels of Evaluation.
- Anderson's Model of Learning Evaluation.

**360-Degree Appraisal Feedback Process**

- This performance evaluation system uses input from all employee levels (appraisers, supervisors, and peers) to assess performance.

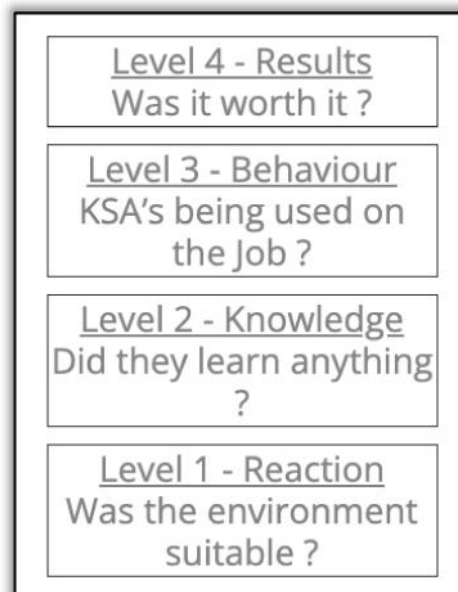


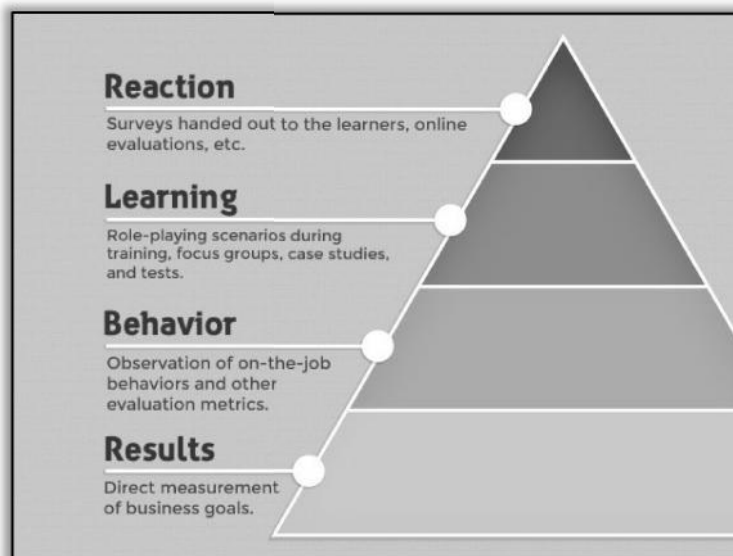
### Performance-Learning-Satisfaction Evaluation

- This method uses both conceptual components and data processing to assess business results at an organizational level and financial results in terms of monetary ratios.
- Its creators claim the model has a 2:1 return on investment.

### The Kirkpatrick Taxonomy Model

- Kirkpatrick Taxonomy is one of the most widely used methods for evaluating the effectiveness of corporate training programs.
- Developed and designed by Don Kirkpatrick, the framework offers a comprehensive four-level strategy to evaluate the effectiveness of any training course or program.
- The four levels used in this are -



**Level 1: Reaction**

- This is the level where you gauge how the participants responded to the training given to them.
- To be able to identify if the conditions for learning were present, you can ask the participants to complete a short survey or feedback forms and gauge their reactions to training.

**Level 2: Learning**

- In the second stage, the idea is to understand what the participants learned from the training.
- In most cases, practical tests or short quizzes before and after the training are used to assess this.

**Level 3: Behaviour**

- This is the stage that takes place a while after the training.
- In this stage, you try to assess whether the participants actually put what they learned into practice in their job roles.
- This can be done either by asking participants to complete self-assessments or by asking their supervisor to formally assess them.

**Level 4: Results**

- In the last stage, you need to evaluate whether the training met the stakeholders' expectations by determining the return on the expectations, also known as ROE.

**8.3 Phillips ROI Model**

Very similar to the Kirkpatrick model in approach, the Phillips ROI model has an extra step, which is to evaluate the program's return on investment (ROI) by measuring the difference between training cost and training results. Here is the step-by-step procedure to calculate ROI as per this method –

- Collect the pre-training data

The first step here is to collect pre-program data as a baseline measure that allows you to compare metrics before and after training.

- Collect the post-training data

### Training and Development

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The next step is to collect post-training data through varied sources such as participants, organizational performance records, team/peer group, participants' supervisors, and other internal/external groups.

- Isolate the effects of a training program

At this stage, determine whether results discovered are actually due to the training program. Identify all the key factors that might have contributed to the performance improvement.

- Convert the data to monetary gains

Once you've isolated the effect of the program, you need to convert the data to monetary values and compare it to the overall program costs.

- Calculate the return

Use the formula below to calculate the return.

$$\text{ROI (\%)} = \frac{\text{Net Program Benefits}}{\text{Program Costs}} \times 100$$

- In case the training results exceed the cost, it is an indication of a positive training ROI.
- Whereas if the cost of training is more than the results, enterprises need to change their approach.

#### **Summative and Formative Evaluation**

- A thorough evaluation can give you the best insight into the drawbacks of your training.
- So, it is also important to know how to assess a training program both while it's being developed (formative evaluation), and after it has been delivered. (summative evaluation).

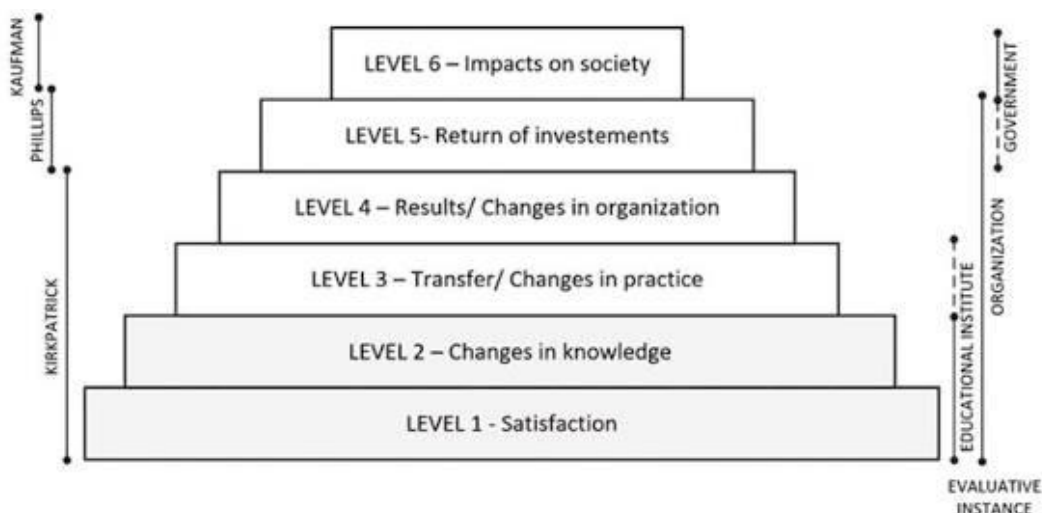
#### **How to Conduct a Formative Evaluation?**

- Reviewing the training materials with one or a group of trainees.
- Using the material in a situation similar to that of an actual training program to see the impact of the material.
- Holding group discussions with the trainees to gain feedback.
- Assessing the material with managers and supervisors who oversee trainees.

#### **How to Conduct a Summative Evaluation?**

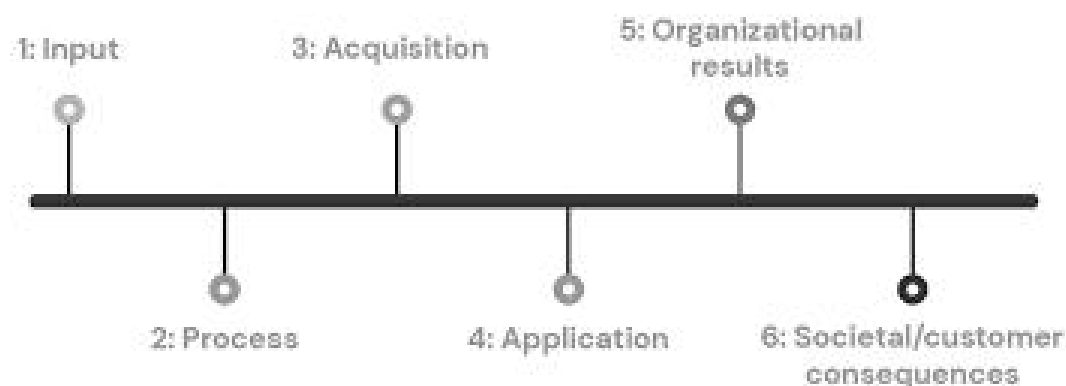
- Testing trainees on how well they grasped the information provided.
- Asking trainees for their opinion about the training program after it has been delivered.
- Measuring changes in production and quality of work that has been accomplished post-training.
- Conducting surveys or interviews with each trainer to gain a better understanding of what they learned.

#### **Kaufman's Five Levels of Evaluation**



The levels and considerations of this method are as below –

- Input - Kind of resources and learning materials that training teams have at their disposal that they can use to support the learning experience.
- Process- Focuses on the delivery of the learning experience in terms of its acceptance and how people are responding to it.
- Micro-level results – Takes into account if the learner or the learning group acquired the knowledge and applied it to their respective jobs.
- Macro-level results – Takes into account if the performance improvements due to the learning and application of new skills in the workplace and what kind of benefits participants get from the learning on an organizational level.
- Mega level impact – Considers the kind of impact that the learning has on society or larger external stakeholder groups.



#### 8.4 Anderson's Model of Learning Evaluation

- This method helps businesses to keep their business strategy a priority. There are three stages to the Anderson Model –
- **Stage 1:** Evaluating your current training programs against the business' strategic priorities.
- **Stage 2:** The stage of measuring the contribution of training to strategic business results.
- **Stage 3:** At this stage, you find the most relevant approaches for your company and decide whether the ROI is worthwhile.

**Guidelines for making training programme effective:**

1. Training objective to be specific to performance standards of trainees to achieve organisational objectives.
2. Proper screening of personal needs in comparison to operational needs will give an added advantage to establish actual needs of individual employees.
3. Efforts should be made to establish where the trainee has the required intelligence, maturity and also the motivation to successfully complete the training programme.
4. The trained should be encouraged to see the training by making him aware of the personal benefits he can avail through better performance.
5. Training programme to be planned so that it is related to the trainees' previous experience and background. This background may be used as a base for new advancement in professional career.
6. Efforts to be taken to create friendly atmosphere that is conducive to good learning environment.
7. It is to be understood that all levels of trainees do not progress at the same speed; hence, flexibility should be shown in judging the rate of progress in the training programme.
8. The personal involvement of trainees, as far as possible be encouraged in the training programme.
9. As the trainee's acquisition knowledge, skills, attributes and utilise them while executing the job. At the same time the trainee should be motivated for better performance and also be given necessary incentives.
10. Trainees to be given personal guidance as and when needed so as to help obviate learning obstacles.

**Summary**

- The trainer should be fairly clear of: Why to evaluate, When to evaluate, what to evaluate and How to evaluate?
- Evaluation of training is an attempt to obtain information on the effects of training programme and to assess the value of training in the light of that information for improving further training.
- The evaluation process is segregated into Pre-training Evaluation, Evaluation during Training and Post-Training Evaluation.
- Post-Training evaluation i.e. determining outcomes comprises of two aspects which are Reaction Evaluation and Learning Evaluation.
- Various techniques for training evaluation are questionnaires, Tests, Interviews, Studies, Human resource factors and cost benefit analysis.
- The various models of evaluation are Hamblin Model of Evaluation, Kirkpatrick's Design of Evaluation, Warr's Framework of Evaluation, Virmani and Premila's Model, Peter Bramely's Model of Evaluation and David Reay's Approach to Evaluation.
- The rationale of training audit is to study the effectiveness of key training programs in terms of their program contents, pedagogy, duration and effectiveness.
- The Methodology of training audit includes the combination of Focused group, Questionnaire & interview method.

- Use of tangible economic indices for evaluating training can definitely strengthen the hands of the trainers and in turn improve the organisational commitment to its human resource development.

### Keywords

- Fixed Cost: These include the costs which are reasonably permanent and regular and fixed over a period of time, say a year.
- Rating Scales: These are forms on which, at the end of each training session/programme, trainees are asked to place on a number of five point scale.
- Skills Analysis: Analysis that provides techniques for repetitive manual operations and task analysis for non-repetitive managerial and social jobs.
- Work Analysis: studying the workflow activities, context and output of a job.

### SelfAssessment

1. Evaluation of training programs to determine how the process and outcomes can be improved is:
  - A. Summative evaluation
  - B. Formative evaluation
  - C. Net cost analysis
  - D. Any of the Above
2. Evaluation of training programs should happen:
  - A. Only at the end
  - B. By predetermining the evaluation criteria at the planning stage
  - C. For high cost programs only
  - D. Ocassionally
3. What is the role of a plan in crafting a strategic vision via an interactive group process?
  - A. It is the "roadmap" that the group steadfastly follows.
  - B. t is the desired outcome of the process.
  - C. It is the main component in the evaluation of the present state.
  - D. t is the bridge between the present state and the future state.
4. According to the systematic training cycle which of the following is not defined as a stage in it.:
  - A. Evaluation
  - B. Assessing training needs
  - C. Planning the training
  - D. Job instruction on a one-to-one basis
5. The systems model of training contains three phases: \_\_\_\_\_, training and Development, and evaluation.



- A. Preparation
  - B. Assessment
  - C. Introduction
  - D. Organizing
- 
- 6. According to Hamblin evaluation can be done at any of the four levels namely : Reaction, Learning, Job Behaviour and functioning.
    - A. True
    - B. False
  
  - 7. David Reay has divided evaluation into four stages.
    - A. True
    - B. False
  
  - 8. Peter Warr had, for evaluating organisation training, recommended the C.I.P.O. framework of evaluation.
    - (A) True
    - (B) False
  
  - 9. The Methodology of training audit includes the combination of Focused group, Questionnaire &interview method.
    - A. True
    - B. False
  
  - 10. The assessment becomes more and more difficult with the complexity of the functions.
    - (A) True
    - (B) False
  
  - 11. Variable cost includes the costs which are reasonably permanent and regular and fixed over a period of time, say a year.
    - (A) True
    - (B) False
  
  - 12. While determining the effectiveness of training in achieving the training objectives, the trainer could check the suitability and ..... of the objectives set for training.
  
  - 13. A good evaluation design would highlight the impact of training on the ....., performance and behaviour of the trainees.
  - 14. The transfer of training decision wholly belongs to the .....
  
  - 15. The JIP (Job Improvement Plan) could be the frame of reference for obtaining data on areas of .....

**Answers for Self Assessment**

1. A      2. B      3. D      4. D      5. B
6. A      7. B      8. A      9. A      10. A
11. B      12. Feasibility    13. Knowledge    14. Learner    15. Application

**Review Questions**

1. What is training evaluation? Explain the significance of training evaluation.
2. What is the contribution of Donald Kirkpatrick to training evaluation? Explain his four level model of training evaluation.
3. Describe how will you go about if have to measure ROI for a mentoring programme.
4. How do you evaluate knowledge learning? How do you validate the test? What scoring system do you follow?
5. Explain techniques of evaluation. Identify the one closest to your training needs.
6. Briefly enumerate any five methods available for measuring the outcome of training.
7. Discuss the various approaches for evaluating training. If you are the training manager, what criteria would you adopt for organising a training programme for your own company?
8. How do you monitor the trainees' performance? How do you analyse the faults that may arise during the performance of trainees' tasks?
9. How do you measure transfer of training of a learner? What factors will help and hinder transfer of training?
10. What are the major hurdles in cost-benefit analysis? How do you calculate training cost? How do you measure training benefit?

**Further Readings**

G Pandu Naik, "Training and Development - Text, Research and Cases", Excel Books, New Delhi

PL Rao, "Enriching Human Capital through Training and Development", Excel Books, New Delhi

**Web Links**

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<https://scontrino-powell.com/blog/design-effective-training-features-of-a-positive-learning-environment>

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## Unit09: Problems in Evaluation

### CONTENTS

Objectives

Introduction

9.1 Flawed Expectations for Training Evaluation

9.2 Costing of Training

9.3 Measuring Costs and Benefits of Training Program

9.4 The Ultimate value of Getting Trainees' Feedback?

9.5 Training Issues Resulting from the External Environment and Internal Needs of the Company

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this chapter, you will be able to

- gain an insight into the concept of training evaluation and its flawed expectations.
- analyse the barriers to conducting training evaluation.
- understand the costing of training and its determinants.
- know the process to calculate training cost per employee.
- analyse the questions to which T&D managers seek answers.
- understand the different costs and benefits associated with a training programme.
- study the feasibility of cost-benefit analysis.
- analyse the value of getting trainees' feedback.
- understand the methodology of getting trainees' feedback professionally.
- study the different types of surveys used to gather training feedback.
- gain an insight into the different aspects which result in training issues.
- analyse the training issues resulting from external environment.
- study the training issues resulting from internal need of the company.

### Introduction

Did you know?

The relationship between training and job performance can be tested.

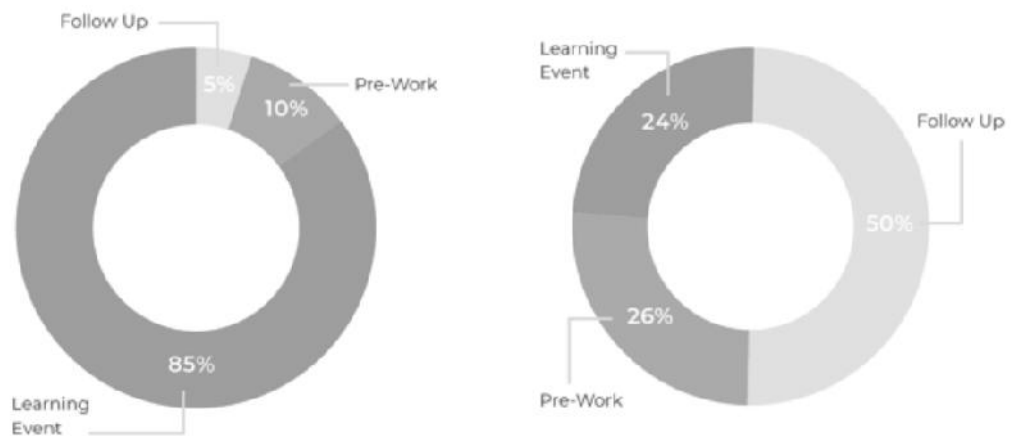
- Human resources management is facing a challenging period, with tight budgets in the federal government and in many states increasing pressure to improve productivity.

## Training and Development

- At the same time, the changing demographic nature of the workforce and the rapid introduction of new technology into the workplace suggest a need for increased training opportunities, both to give entry-level staff the necessary work skills and to retrain experienced employees in new skills.
- In times of budget stringency, however, training is often seen as expendable and thus is the first area cut.
- Given the often precarious position of training, one would expect trainers to put a high priority on evaluation, in order to document improved individual performance or organizational productivity.
- In fact, the state of the art in training evaluation remains quite primitive, for the most part.
- Training evaluation is generally seen as having **four possible levels**: evaluation of trainees' reactions, of learning, of individual behaviour, and of organizational results.
- "A great deal of money is wasted each year on the false assumption that learning equals behaviour."
- It is not safe to assume that training that is enjoyed by the participants, and which leads to apparent learning in the training environment, will automatically lead to changes in individuals' behaviour on the job.

### 9.1 Flawed Expectations for Training Evaluation

- Participant Satisfaction Equals Learning Success
- Training ROI is the Ultimate Indicator of Value in the Kirkpatrick Model



Typical Learning Environment.

Activities contributing to learning effectiveness

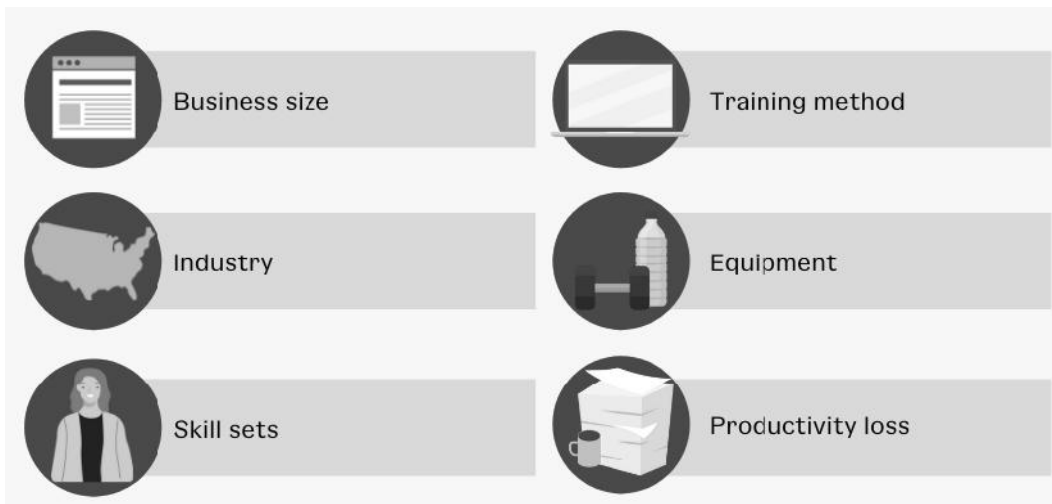
#### Barriers to conducting Training Evaluation

- Too difficult to isolate training impact on results versus the impact of other factors.
- Learning staff does not have the access to the data needed to conduct higher-level evaluations.
- It costs too much (tools and staff time) to conduct higher-level evaluations.
- System may not be able to collect or provide the necessary data to conduct evaluation.
- Learning staff may not be having enough skills and competencies to conduct higher-level evaluations.
- Participants do not co-operate with efforts to collect evaluation data.
- Leaders generally do not care about evaluation data.

## 9.2 Costing of Training

- Hiring new employees is a beautiful thing.
- Employees can simplify operations and bring in more money for your business.
- Before employees can be all-stars at your business, you need to train them.
- What is the cost of training employees?
- After spending time and money searching for top talent, you might not want to hear that the work isn't over.
- But, training new employees is a necessary part of onboarding.
- You must pour time and money into making sure a new hire understands their job responsibilities.
- Improper training can lead to sloppy work or eventual employee turnover, which means repeating the whole process.

How to Determine the cost of training employees?



### 1. Business size

- The size of your business has a big impact on how much you will spend on training.
- Employee training costs tend to be higher for small businesses than large corporations.
- On the other hand, large corporations spend more time training employees than smaller businesses.

Why does the cost of training staff vary between small and large businesses?

Large companies might bring on multiple employees at once, so training costs can be spread out between employees.

### 2. Industry

- Business size isn't the only factor that influences employee training costs.
- Your business industry also plays a role in costs.
- The type of training new hires need varies from industry to industry.
- For example, training a receptionist is different than training a hazardous materials removal worker.
- Some industries require extensive training. Specialized training for dangerous jobs is typically more expensive.

### 3. Skill sets

## Training and Development

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- An employee's skills will also determine training costs.
- Even if the employee meets or exceeds the required qualifications, there might be other skills they need for the job.
- Some employees will learn faster than others.
- No two employees work or learn at the same pace.
- Instead of overloading a struggling new hire with information, you might want to slow down.
- You may need to take more time and use more resources for some employees.

### 4. Training method

- The type of training you provide impacts how much training will cost.
  - What you use might depend on factors like your industry and the position.
5. Equipment
- Depending on the training method you choose, you will need equipment and supplies.
  - For example, technology-based learning requires computer programs and videos.
  - If employees keep their equipment (e.g., new work laptops), you won't be able to reuse the materials in training future employees.
  - You will need to buy new equipment each time you hire employees.
6. Productivity loss
- When you train new employees or get your workforce involved, there is a loss in productivity.
  - The time that could be spent on growing your business is instead spent on training the new hire.
  - The cost of productivity loss will depend on how long your training program lasts.

### How to calculate training cost per employee?

If you want to determine how much training is costing you, keep accurate records of your expenses.

Consider these costs:

- Training materials and equipment.
- Loss of productivity. (e.g., salaries paid during training)
- Payment for outside help. (e.g., lecturers)

To find the cost of training employees for the year, add up all your training costs and divide by the number of new employees.

- You can do the same per month (training costs per month / number of new employees).
- This is the formula for calculating the training cost per employee:

**Training Cost Per Employee = Total Training Expenses / Number of New Employees**

*Let's take an example*

Training Materials - \$5,000

Lost Productivity - \$3,000

New Laptops - \$2,000

- You spent a total of \$10,000 on training for the year.
- You hired 5 new employees.

- Your formula would look like this:  $\$10,000 / 5 = \$2,000$
- You spent an average of \$2,000 per employee.

What Answers do T&D Managers Seek?

Professional managers for whom training and development is an important part of human resource management continuously seek answers to questions like:

- What should be the optimum size of the training department?
- What is the total of training to the organisation?
- What is worth of the training manager/trainer, where could he be placed in the organisational hierarchy?
- How many trainees/training days can the organisation afford?
- What is the cost of training in relation to production/service cost?

### 9.3 Measuring Costs and Benefits of Training Program

#### Calculating Costs

- The training department cannot get away without having their costs analysed.
- Some are scrutinized annually or once in two/three years.
- Even if the training costs are not looked at with rigour, the training manager would like to know the worth of his function.

#### What are costs?

Costs are charges incurred for training and can be divided thus:

- The fees charged to the organization by the trainer.
- The cost of travelling and accommodation involved.
- Costs incurred, conceptually and actually, by the organisation's staff in connection with arrangements for the trainee's attendance.
- The trainee's time.
- Loss of production as a result of the trainee's absence.

In cases of in-house training conducted by company trainers, for company trainees, in company time and premises, exact costs are difficult to calculate and only a reasonable estimate can be made.

#### Assessing Values

- In order to assess values, one must be able to attribute a cost to everything; design, development and delivery stage of training in terms of:
  - Fixed costs.
  - Supportive costs.
  - Opportunity costs.

#### Fixed Costs

- These include the costs which are reasonably permanent and regular and fixed over a period of time, say a year.
- They can comprise:
  - Salaries, insurance and pension, contributions for all the people involved in the training function including any guest speakers (or at least a proportion of their costs related to their input to the training).



### Training and Development

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- Cost of the training accommodation, water rates, capital equipment (e.g. furniture, cabinets, etc.) and cleaning and regular maintenance costs. The accommodation would include any office accommodation allocated to training and of course accommodation used for training.

#### **Supportive Cost**

- They are the expenditure items for which costs are incurred for:
  - (i) The trainers
  - (ii) The learners.
- They are the more occasional items than the fixed costs and can include:
  - (i) External accommodation costs for the training and the trainer's training room hire, equipment hire, bedroom and meals costs for the trainers in hotels and conference centres; Travelling and out of pocket subsistence costs for the trainers; Equipment, books and aids purchase and other provision and maintenance.
  - (ii) Accommodation costs for the learners; Travelling and other subsistence costs for the learners; The learner's salaries.

#### **Opportunity Cost**

- Although the salaries of the learners have been included in the costing, while the learners are away on the training course, they are not directly contributing to the company output.
- The value of this is often described as the opportunity cost - the value of that individual's services if they had been contributing directly in their job to the company output.

#### **Cost Analysis**

The above methods of costing can be used to produce a monetary statement for:

- Cost of the training function.
- Cost of training per learner.

#### **Rough Estimate - Cost**

Suppose one wants to avoid all the intricacies of calculation and still wants to have a rough estimate of the cost of the training department, then the total of fixed, support and opportunity cost when divided by the number of people who contribute towards training would provide the baseline for comparisons using the same set of factors.

Let's look at it numerically

Total cost of training function  
with a staff of five in 2001 = ₹ 20,00,000

Unit cost per trainer = ₹ 4,00,000

Cost of per training with  
the same staff in 2002 = ₹ 22,00,000

Accordingly the unit cost  
will go up to = ₹ 4,40,000

The cost of living index in 2002 has risen by 5% whereas the cost of the training function has gone up by 10%. A cost training manager would like to analyse, explore and be able to explain the 5% increase in his training cost.

	2002	2003
The total training cost	₹ 20,00,000	₹ 22,00,000
The number of people trained	5000 Nos.	6000 Nos.
Cost of training per learner	400.00	367.00
Cost of each course	₹ 10,000	₹ 11,000

#### Analysis of Cost - Example

- Though the cost of each course has risen but the cost of training per learner has decreased.
- A calculative training manager would try to minimize the cost by optimizing the number of trainees in each course and to that extent reduce the number of course to a point where quality and resources of the training are maintained.

#### Measuring Benefits

- Assessing increase in work output, efficiency, etc. as an outcome of training is as difficult as calculating costs. Benefits may be:
  - Direct Benefits.
  - Indirect Benefits.
  - Long-term Benefits.

#### Direct Benefits

- In cases of introducing/teaching new skills it is comparatively easy.
- By the same token if the trainee required three hours to do a particular job for want of skills, and after training, is able to do the same job in two hours this reduction in time can be attributed to training.

#### Indirect Benefits

- Performance discrepancy before and after training can be with a certain degree of authenticity attributed to training in areas like:
  - Reduction in the number of grievances, improvement in punctuality and discipline, better appraisal, reporting and feedback; improvements in organisational climate, reduction in customer complaints.
  - To assign some value to these benefits is feasible through identification of critical incidents in support of the thesis before and immediately after training.

#### Long-term Benefits

- There are certain areas of training which require a long time to show results.
  - Creative and problem-solving skills.
  - Team and leadership relations.
  - Improved human relations.

## Training and Development

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- Better communication ability.

### **Feasibility of Cost-Benefit Analysis**

- Analysing the worth of training investment in terms of its ultimate value is no doubt desirable if not essential. Its feasibility decreases with:
  - (i) Increasing organisational hierarchy: It is easier to carry out such R.O.I. analysis for worker than for managerial training.
  - (ii) Increasing generality of the training programme e.g. skill training, computer training, vis-a-vis general management training.
  - (iii) Increasing level of evaluation: It is easy to carry out cost-benefit analysis at the department level than at the organisational and the corporate level, i.e. the assessment becomes more and more difficult with the complexity of the functions.

### **9.4 The Ultimate value of Getting Trainees' Feedback?**

- Employee training *feedback* gives you the opportunity to optimize the training experience, amplifying its effect on every link of the service-profit chain.
- The shorter the feedback loop, the better, so we advise you to keep your evaluation criteria few and simple.
- When you plan a training and development program for your organization, you expect it to improve your employees' skills, productivity, and retention.
- As a learning and development professional, you will want to consider the effectiveness of said training to determine if it was worth the time and money.
- To determine whether training was a success you need to gather feedback from your employees.
- It's standard practice to hand out survey forms when a day of training is done, or to email feedback forms to trainees the next day.
- But is that enough?
- Probably not.
- Because getting the right feedback in the right ways can lead to continuous improvement in all your training efforts, let's take a closer look at how to add value to the feedback process.

#### **Collect Operational Feedback as Soon as Sessions End**

- It is too early to collect data on the long-term effects that your training could produce. But it is a great time to ask trainees to comment on the quality of the program, by asking questions like these:
  - Did you learn what you expected to in the training sessions?
  - Was the trainer knowledgeable, prepared, and able to answer questions and resolve any problems?
  - Did the training keep you interested and engaged?
  - Which concepts do you think will be the most helpful and productive?
  - How soon will you start to apply the ideas that you took away?
  - Was there a good mixture of presentations, breakout sessions and other forms of learning?
  - Did any problems occur during the session? If so, how were they resolved?
  - What was the best part of the program?
  - What part of the program needed the most improvement?
  - What suggestions would you like to make about future training?

**Ask about Results at Regular Intervals after Training**

- Collect a different kind of feedback in the weeks and months after training is done – feedback that lets trainees tell you about results. Here are some questions to ask:
- Have you been able to apply what you learned?
- Specifically, which ideas have you put into practice?
- Have you been unable to apply some of the ideas you learned? If so what were they, and why?
- Can you provide any specific feedback on how your activities have changed since training? Have you closed more sales or accomplished other measurable results?
- In light of what you now know, what changes would you recommend in future training programs?

**Compare Feedback against Measurable Metrics**

- Compare the feedback to the metrics that you developed before training began.
- Remember that feedback from trainees generally yields “soft” data; they think they have applied certain concepts or that they are being more productive.
- But it is not enough to have people feel better, you need to quantify training results against hard data like increased sales, higher levels of customer satisfaction and cost savings.

**Get your Trainees’ Feedback Professionally**

- Solicit informal feedback.
- Conduct Summative Evaluations.

**Solicit informal feedback**

Professional trainers ask participants, either during class or at the break, if the training is meeting their needs and expectations. They also, watch for nonverbal cues. Effective questions could be:

- How did you perceive the previous session?
- What went well?
- What was your biggest learning moment?
- Are we going too slowly, good, or too fast?
- What could we improve?
- What topic did you miss in this session?

**Conduct Summative Evaluations**

This could be done by, asking trainees to fill out forms, at the end of training, to determine if the objectives and needs of the group, were met. Here is a sample of effective questions, on a 5 point Likert scale:

- The content connects well, with my work situation.
- The trainers knew the content well.
- The facilities were suitable for this training.
- The facilities are accessible via public transportation.

**Collecting Overall Employee Feedback**

- If your company is looking for feedback to help gather information on the overall training program, there are many ways to gather these types of opinions from employees.

## *Training and Development*

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- The following methods are great ways to gather feedback in numerous organizational areas to help identify training and development opportunities.

### **Types of Surveys**

- **New employee surveys:** The first 90 days on a job are critical. Send a survey to new hires within the first 90 days of employment to learn about their early experience.
- **Employee engagement surveys:** These surveys are a great way to collect large amounts of data from your entire workforce. These broad surveys can focus on anything relating to employee satisfaction, engagement, and retention. For an engagement survey to be most effective, keep the survey anonymous, and make sure you are taking visible actions to fix the areas that employees identified are an issue.
- **Pulse Surveys:** Pulse surveys are considerably shorter than employee engagement surveys. Typically, between one to five questions. This is an easy way to get a regular pulse on employee satisfaction.
- **Stay Interviews:** Stay interviews are a great tool to gather feedback from employees about why they continue working at the company or why they may be thinking about leaving.
- **Review Sites:** Employees may feel uncomfortable sharing their thoughts with employers, so they may share them on review sites like Glassdoor or Indeed.
- **Employee-Manager One-on-One:** Weekly or monthly individual meetings with the employees on the manager's team gives the employee a chance to talk with the manager independently and ask questions or bring up any concerns they may have. This helps the manager gather feedback and support their employees.
- **Exit Interviews:** Exit interviews are your last possible way of collecting feedback. Ask departing employees what they thought about their manager, compensation, benefits, team, growth opportunities, leadership, and anything else they would be willing to tell you.
- **Suggestion Box:** Like we said earlier, employees fear retribution from giving honest feedback. A suggestion box allows them to leave anonymous feedback.

### **Importance of Employee Training Feedback**

- Ensure Objectives Are Being Met.
- Identify Areas of Improvement.
- Demonstrate the Value of Training.

### **Examples of Training Survey Questions**

Some questions we recommend discovering answers to are:

- Was the training engaging?
- Did the training teach you something new?
- Did you like the style (visual, auditory, reading/writing, kinesthetics) of this training?
- How would you change this training for future learners?
- Did you like the method (microlearning, instructor-led, mentoring, etc.) of this training?

### **Pre-training survey questions to ask**

1. What are you looking to get from this training?
2. What level of expertise do you expect from this training?

What level of expertise do you expect from this training?

A Beginner

B Intermediate

C Advanced

### Post-training survey questions to ask

1. How many days in advance did you find out about this training?

How many days in advance did you find out about this training?

A 1-3 days

B 3-7 days

C 7-14 days

D More than 14 days

2. Were the training objectives clearly defined?
3. Were the topics covered relevant to you?
4. How well was the training structured?
5. Was the content well organized and easy to follow?
6. Was the content structure clear and logical?
7. How was the quality of the teaching?
8. What do you think of the trainer's proficiency?
9. Did the trainer provide relevant examples during the training?
10. Was the trainer able to answer all your questions and concerns?
11. How would you describe the training pace?
12. Did you have enough time allocated to complete the training?
13. Was the training interactive enough?
14. Were participation and interaction encouraged?
15. Were the materials distributed helpful?
16. Did the multimedia used within the training make it easier to comprehend the topic?
17. Do you think the course was easy to progress through?
18. Did the training meet your expectations?
19. After this training, do you feel comfortable handling the assigned tasks?
20. What did you like the most about the training?
21. What would you change about the training?
22. How could this training be improved?
23. Was the course different to what you initially expected? If so, why?
24. How would you rate the training overall?
25. Would you recommend this training to a friend or colleague?

## **9.5 Training Issues Resulting from the External Environment and Internal Needs of the Company**

- Yesterday's proven track record and today's seemingly perfect solution is often tomorrow's anchor.
- In a technology-driven environment, making the whole organization aware of the need to invest in human development perhaps may be the basic step in building up a resourceful and efficient group of individuals.
- The mindset of people should change in order to assimilate the changes taking place in and around their organization.
- This is essential even to carry on the existing line of activities and to earn the income they are presently earning.
- All should realize that only the unusual and resourceful HRM factor can lead the organization amidst rapidly changing business realities.

### **Training Issues Resulting from External Environment**

- The various environmental forces introduce changes and thus the training needs of the individuals, change according to the changes in the job and the organisation as a whole.
- It is commonly accepted that the areas of change, which have major impact on organisations, fall into four main categories: economic, political, social and technological.

#### **Economic Changes**

(a) Short-term: These operational changes may only affect a department or an individual by changing a small part of process.

(b) Long-term: Long-term drivers will have a strategic effect on business needs and fall into four main categories:

- Growth rates: Drastic changes in the underlying rate will exert a pull on training needs: more money to spend; more goods and services being bought; more need for a trained workforce.
- Local and world marketplaces: It makes sense that the larger the marketplace, the bigger the opportunity to sell and the greater the need for a trained workforce to meet its demands.
- Communities and neighbouring countries: Being part of community may increase demand through protectionism, but it also creates a need to overcome multiple languages and cultural differences.
- Competition: An industry fails in one part of the world and it is possible to expand existing business to plug the gap, by means of a buyout, or and M&A strategy.

#### **Political Changes**

- Legislation: Changes in health and safety.
- Trade relations: Improved union laws lead to better working practices.
- Public spending: More or less on defence spending, social security or health.
- The ability to live peacefully internally and with neighbouring countries.

#### **Social Changes**

- Personal Security
- Women's Right
- Religion

- The Environment
- Health and Safety
- Population and Demographics

### Technological Changes

- Changing what we make.
- Changing the way we make and the way we distribute what we make.
- Changing the way we communicate and store information.

### Training Issues Resulting from Internal Need of the Company

- **Interpersonal relationship:** It is the relationship between employees of the organisation on an interpersonal basis. It may be full of warmth, trust or apprehensive and impersonal, etc.
- **Supervision:** It is perceived as the general nature of the supervisions. It may be corrective, growth-oriented and prospective in nature.
- **Communication:** It indicates the nature and purpose of communication in the organisation. It reflects whether communication is free and frank, selective and creative, whether the purpose of supervision is to help or control and to condemn or to reform, etc.
- **Managing problems:** It includes the way in which organisational problems are viewed and solved in the system.
- **Decision-making:** It involves the various considerations and ways by which decisions are made in the organization, particularly whether involvement of the employees in decision making is restrictive or pervasive and the entire organisation is influenced by the decision.
- **Trust:** It involves the way by which management's trust on the employees and extent of mutual trust of employees for maintenance of interpersonal relationship in the organisation.
- **Managing mistakes:** It is an approach undertaken by the organisation in managing the mistakes, whether these mistakes are created in right perspective or learning experience or as an offence to punish subordinates.
- **Managing conflicts:** It includes the way conflicts are resolved in the organisation – whether they are avoided, whether one party's view is forced on the other, whether arbitration is made or whether it is resolved by analysing the situation keeping the organisational objectives in view.
- **Managing rewards:** It involves consideration of rewarding awards to employees for their performance that may be for Expertise, Loyalty, Ability, Control, etc.
- **Risk-tasking:** It involves the relationship pattern between managers and subordinates in risky situations.

### Summary

- Evaluation is a vital ingredient needed for the quality enhancement of an organisation.
- There are many reasons for carrying out evaluation. One of them is to assist the stakeholders in looking into the act and learning from it to receive feedback regarding success or otherwise, that is, regular appraisal points out areas of success, failure areas of improvement as well as actions to be taken.
- Evaluation of educational/training programmes is imperative so as to justify the huge investment in terms of funds, human and material resources expended.



### Training and Development

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- It is equally important to evaluate to ensure that each stage of programme is completed within the stipulated time.
- Furthermore, it helps to perform the managerial function of 'reporting', without which information feedback will not be available.

### Keywords

- Evaluation: Evaluation is the process of judging something or someone based on a set of standards.
- Training: Training is the process of learning the skills that you need for a particular job or activity.
- Education: Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, morals, beliefs, habits, and personal development.
- Models: a copy of something that is usually smaller than the real thing
- Organization: a group of people who form a business, club, etc. together in order to achieve a particular aim
- Costs: the amount or equivalent paid or charged for something
- Benefits: an advantage or useful effect that something has
- Feedback: information or comments about something that you have done which tells you how good or bad it is
- External environment: An external environment is composed of all the outside factors or influences that impact the operation of business.

### SelfAssessment

1. Evaluation of training programs to determine how the process and outcomes can be improved is:
  - A. Summative evaluation
  - B. Formative evaluation
  - C. Net cost analysis
  - D. None of the above
2. Evaluation of training programs should happen:
  - A. Only at the end
  - B. By predetermining the evaluation criteria at the planning stage
  - C. For high cost programs only
  - D. None of the above
3. What is the role of a plan in crafting a strategic vision via an interactive group process?
  - A. It is the "roadmap" that the group steadfastly follows.
  - B. It is the desired outcome of the process.
  - C. It is the main component in the evaluation of the present state.
  - D. It is the bridge between the present state and the future state.
4. According to the systematic training cycle which of the following is not defined as a stage in it:
  - A. Planning
  - B. Action
  - C. Evaluation
  - D. Reflection

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- A. Evaluation  
 B. Assessing training needs  
 C. Planning the training  
 D. Job instruction on a one-to-one basis
5. The systems model of training contains three phases: \_\_\_\_\_, training and Development, and evaluation.  
 A. Preparation  
 B. Assessment  
 C. Introduction  
 D. Organizing
6. According to Hamblin evaluation can be done at any of the four levels namely : Reaction, Learning, Job Behaviour and functioning.  
 A. True  
 B. False
7. David Reay has divided evaluation into four stages.  
 A. True  
 B. False
8. Peter Warr had, for evaluating organisation training, recommended the C.I.P.O. framework of evaluation.  
 A. True  
 B. False
9. The Methodology of training audit includes the combination of Focused group, Questionnaire & interview method.  
 A. True  
 B. False
10. The assessment becomes more and more difficult with the complexity of the functions.  
 A. True  
 B. False
11. Variable cost includes the costs which are reasonably permanent and regular and fixed over a period of time, say a year.  
 A. True  
 B. False
12. While determining the effectiveness of training in achieving the training objectives, the trainer could check the suitability and ..... of the objectives set for training.
13. A good evaluation design would highlight the impact of training on the ....., performance and behaviour of the trainees.
14. The transfer of training decision wholly belongs to the .....
15. The JIP (Job Improvement Plan) could be the frame of reference for obtaining data on areas of .....

**Answers for Self Assessment**

1. A            2. B            3. D            4. D            5. B
6. A            7. B            8. A            9. A            10. A
11. B            12. Feasibility   13. Knowledge   14. Learner   15. Application

**Review Questions**

1. What are the major hurdles in cost-benefit analysis? How do you calculate training cost? How do you measure training benefit?
2. Enlist some of the flawed expectations for training evaluation.
3. How to determine the cost of training employees?
4. How to calculate training cost per employee with help of an example?
5. Describe in detail the different costs applicable for assessing values in a business organisation?
6. Describe the different kinds of benefits that are enjoyed by business organisations?
7. Elaborate the different types of surveys to collect training feedback?
8. What training issues result from external environment?
9. What training issues result from internal need of the company?

**Further Readings**

G Pandu Naik, "Training and Development – Text, Research and Cases", Excel Books, New Delhi

PL Rao, "Enriching Human Capital through Training and Development", Excel Books, New Delhi

**Web Links**

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## Unit 10: Contemporary Methods of Training

### CONTENTS

Objective

Introduction

10.1 Introduction to Technology based Learning

10.2 Experiential Learning

10.3 Computer Based Training

10.4 Training for change

10.5 Learning Organisation

10.6 Future Trends of Training and Development

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objective

After this lecture, you will be able to:

- understand how did technology come to play in training methods.
- gain an insight into technology-based learning.
- analyse how technology-based training gained popularity.
- understand the use of technology in training and development.
- know how does employee engagement improves through technology.
- gain an insight into the concept of experiential learning and its cycle.
- analyse some of the forms of experiential learning.
- understand the experiential learning styles and principles.
- gain an insight into the concept of computer-based training.
- analyse some basic traits of CBT.
- understand the difference between CBT and WBT.
- know about some popular CBT software applications, its benefits and limitations.
- gain an insight into the concept of training for change.
- study the critical factors for ensuring training contributes to success
- analyse the barriers to change and the techniques to overcome these barriers.
- know how training leads to effective change management.
- gain an insight into the concept of learning organization.
- analyse the five disciplines of learning organization.
- study the merits of learning organisations.
- compare traditional and learning organisations.
- analyse the changes that have come up in recent times in the field of training and development.

- study different tools and technologies that have come up in training and development.

## **Introduction**

How it all started?

- Beginning in the 1980's organizations increasingly began utilizing technology-based delivery methods for employee training and development.
- At IBM during the 1980's, technology was used to deliver no more than five percent of the company's training.
- By 1990, that figure stood at thirty percent, and by the end of the decade, was expected to rise to seventy five percent of all training development delivered.

Technology and Opportunity

- Technology in business represents several opportunities—some of them cultural, and others satisfyingly measurable and profitable.
- The right technology in the right place can reduce human effort, but it also can sharpen your employees' sense of emotional engagement.
- It's a way to free up some of their daily bandwidth so they can focus on doing their jobs with distinction and thinking outside the box.

## **10.1 Introduction to Technology based Learning**

- Technology enabled learning can be an effective tool if the lessons are designed according to instructional design principles.
- Additionally, online training is not restricted to a specific time or location.
- Employees can complete training materials anytime and anywhere they have an Internet connection.
- Websites can deliver the primary instructional content or extend and enhance training content.
- Many online employee training programs require registration and have the capability to monitor employee performance through the use of a learning management system.
- Increasingly organizations are leveraging technology enabled instructional methods that utilize technology such as electronic learning via web based training, mobile technology such as I-pads, and simulations in the delivery of instruction.
- A primary benefit of technology-based training is leveraging the scale and scope of employee training programs.
- If an organization is required to train multiple employees, technology offers unlimited options based on relatively low-cost and employee accessibility.
- The most powerful influence on learning from instructional technologies is not the technology itself, but what is delivered with that technology.
- Poorly designed and implemented employee training programs will not stimulate and support learning outcomes regardless of how interactive or cutting edge the technology used to deliver the training.
- While technically and theoretically almost anything can be taught on-line, it may not be practical.

### **Technology based Training | Gaining Popularity**

- Surveys of company training practices suggest that although face-to-face classroom instruction is used by almost all companies, technology based training is gaining popularity.

## Unit 10: Contemporary Methods of Training

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- Web-based training is conducted via the Internet or through an internal organizational intranet.
- Web-based courses allow organizations to customize learning for individual needs and preferences, and provide the ability to measure performance.
- Virtual reality offers simulated training that mimics employee job duties, while virtual campuses connect training components by interactive systems.
- Strategic, future oriented-training, learners must be given opportunities, through role plays, case studies, and scenarios that simulate actual conditions, to gain experience before they confront those situations.

### The Use of Technology in Training and Development

- Technological training methods continue to evolve.
- Even basic entry-level jobs have video packages and tests, employees can take to learn the basics and demonstrate their knowledge.
- But what about large companies with complex or evolving job requirements and protocols? This is where modern technology shines.
- These have become a standard part of many training methods in HRM for distance learning.
- Did you know that some companies are looking to go back to the days of in-class teaching?
- Classroom training is sometimes the best approach for learning complex information.
- New advances in training and development programs allow large companies to implement virtual classrooms that allow such training across multiple remote sites without loss in quality.
- Another effective training and development strategy is simulation training, where employees work on seemingly real-life problems through virtual interfaces.
- With advancements in technology, training processes in HRM can incorporate simulation training remotely, sometimes on site (for example, through a computer at a point of sale in a retail environment) to give employees concrete, hands-on experience.

### How Technology Changes Training in the Workplace?

- One big change to HR training and development in the workplace is that job education becomes more engaging and relevant for employees.
- With virtual training, access to classroom teaching, and more options for simulation or role-playing, employees can take advantage of a variety of learning methods that potentially match their learning styles.
- For example, new advances in e-learning have emphasized “gamification,” or using gameplay concepts to encourage learning.
- And new advances in virtual and augmented reality are providing HRM specialists with new ways to present information and training materials to users, including classroom lectures and tests.
- New technologies provide a positive impact on employment and development by providing a larger variety of options to reach employees.
- Young employees especially expect training that engages them in ways that help them learn more, and new technologies provide the training development environment that can match their learning style perfectly.

### Improving Employee Engagement Through Technology

- Your employee engagement is simply a way to ensure that your employees are emotionally invested in your company.

### *Training and Development*

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- Engagement not only helps to keep employees happy but helps them stay productive as well.
- The manner in which employees are trained plays a big part in the engagement process.
- Do they feel supported? Are they receiving the information they need to do their jobs? Are training processes interesting, interactive, and fun?
- Modern technology can facilitate engagement in multiple ways.
- First, it provides the mix of approaches and learning styles that can keep an employee engaged and interested.
- A solid training and development program, using mixed learning styles and media, connects with employees in multiple ways so they get the most out of it.
- Second, it improves the potential types of engagement you have with your employees by providing multiple, flexible feedback channels.
- Surveys, questionnaires, and performance data are all available through modern training technologies to help you better assess the needs of your employees.
- Furthermore, with the increasingly social nature of technology, you can communicate with employees during their training to help them retain and act on the information they receive.
- Third, new technologies provide multiple ways to incorporate training into a group or workgroup style of organization.
- So, instead of simply providing basic training completed by an individual employee, you can also build team exercises that tie together remote participants, or leverage simulations to get trainees thinking and working through more collaborative means.

**We may sum up through following points: -**

- Training and development is not a one-stop shop for employee learning.
- With emerging social media technologies, VR and augmented reality platforms, and new responsive online interfaces, you can better engage your employees through cutting-edge training methods.
- This kind of training can improve employee engagement upon hiring or on an everyday basis.
- With staff training and development methods that engage different learning styles and media—and keeps things fun—your company will have a staff that is productive, well-educated, and invested in the future of your business.
- The use of technology driven training delivers benefits to employees and organizations.
- Leveraging internet enabled training capabilities maximizes available education training resources.
- Technology offers ease of use, learning retention, dissemination of information, the ability to reinforce learning, employee training convenience and a reduced impact on productivity.
- While technology provides the building blocks for employee training and development, it is an addition to, not a replacement for, employee training and development processes.
- Building a 21st century world class employee training and development program requires the integration of instructor-led training, technology-based training, employee assessments, employee coaching, work centre simulations and measurable training outcomes.

## 10.2 Experiential Learning

- Experiential learning is an engaged learning process whereby students “learn by doing” and by reflecting on the experience.
- Experiential learning activities can include, but are not limited to, hands-on laboratory experiments, internships, practicums, field exercises, study abroad, undergraduate research and studio performances.
- Well-planned, supervised and assessed experiential learning programs can stimulate academic inquiry by promoting interdisciplinary learning, civic engagement, career development, cultural awareness, leadership, and other professional and intellectual skills.
- Learning that is considered “experiential” contain all the following elements:
  - Reflection, critical analysis and synthesis.
  - Opportunities for students to take initiative, make decisions, and be accountable for the results.
  - Opportunities for students to engage intellectually, creatively, emotionally, socially, or physically.
  - A designed learning experience that includes the possibility to learn from natural consequences, mistakes, and successes.

### What Is Experiential Learning?

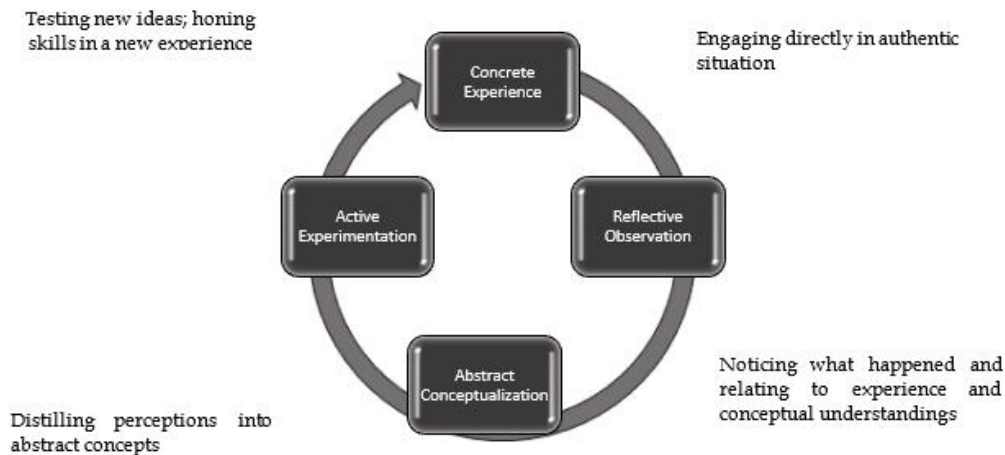
*“There are two goals in the experiential learning process. One is to learn the specifics of a particular subject, and the other is to learn about one’s own learning process.”*

**- David A. Kolb**

- David A. Kolb’s Experiential Learning Theory is a powerful foundational approach to all forms of learning, development and change.
- Experiential learning describes the ideal process of learning, invites you to understand yourself as a learner, and empowers you to take charge of your own learning and development.
- The way you learn is the way you approach life in general.
- It is also the way you solve problems, make decisions, and meet life’s challenges.
- Learning occurs in any setting and continues throughout your life.
- The experiential learning process supports performance improvement, learning and development.

### How does it work?





**The Experiential Learning Cycle**

- This cycle is so natural and organic that people engage in it without being aware that they are learning. It happens almost effortlessly all the time and is constantly transforming our lives. Most people have preferences for the way they use this learning cycle, focusing on some modes more than others.
- Kolb’s (1984) cycle of learning depicts the experiential learning process. This process includes the integration of:



- **Knowledge:**  
The concepts, facts, and information acquired through formal learning and past experience;
- **Activity**  
The application of knowledge to a “real world” setting;
- **Reflection**  
The analysis and synthesis of knowledge and activity to create new knowledge”

**What does experiential learning look like?**

- Experiences are carefully chosen for their learning potential (i.e. whether they provide opportunities for students to practice and deepen emergent skills, encounter novel and

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### *Unit 10: Contemporary Methods of Training*

unpredictable situations that support new learning, or learn from natural consequences, mistakes, and successes).

- Throughout the experiential learning process, the learner is actively engaged in posing questions, assuming responsibility, and constructing meaning, and is challenged to take initiative, make decisions and be accountable for results.
- Reflection on learning during and after one's experiences is an integral component of the learning process.
- This reflection leads to analysis, critical thinking, and synthesis (Schon, 1983; Boud, Cohen, & Walker, 1993).
- Learners are engaged intellectually, emotionally, socially, and/or physically, which produces a perception that the learning task is authentic.
- Relationships are developed and nurtured: learner to self, learner to others, and learner to the world at large.
- During experiential learning, the facilitator's role is to:
  - Select suitable experiences that meet the criteria above.
  - Pose problems, set boundaries, support learners, provide suitable resource, ensure physical and emotional safety, and facilitate the learning process.
  - Recognize and encourage spontaneous opportunities for learning, engagement with challenging situations, experimentation (that does not jeopardize the wellbeing of others) and discovery of solutions.
  - Help the learner notice the connections between one context and another, between theory and the experience and encouraging this examination repeatedly.

#### **Some forms of experiential learning include**

##### **Internships**

It is often a credit-bearing, free-standing activity in a student's field of interest not connected to a theoretical course.

- It is usually assessed by a faculty member and supervised by an employer who is not a faculty member.
- The student may work with practicing professionals, complete a project, attend public events, interview and observe employees.
- The mission is to support the integration of theory and practice, explore career options, or foster personal and professional development.

##### **Service learning**

This term is used to denote optional or required out-of-classroom community service experiences/projects attached to courses or a separate credit bearing experience.

- The location may be the broader community outside the university or one embedded in co-curricular activities.
- In these experiences, students participate in an organized service activity that meets identified community needs and reflect on the service activity to better understand course content and gain a broader appreciation of the discipline and an enhanced sense of civic responsibility.

##### **Cooperative education**

Mostly a part of professional programs, students gain practical relevant work experience over a period of multiple terms that intersperse their coursework.

## ***Training and Development***

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- Students alternate work and study, usually spending a number of weeks in study (typically full-time) and a number of weeks in employment away from campus (typically full-time).
- Alternatively, cooperative education may occur when students simultaneously attend classes part-time and work part-time during consecutive school terms in an intentionally planned and coordinated way.

### **Clinical education**

This is a more specifically defined internship experience in which students practice learned didactic and experiential skills, most frequently in health care and legal settings, under the supervision of a credentialed practitioner.

- It is often is a separate credit-bearing course tied to a related theoretical course or a culminating experience after a sequence of theoretical courses.

### **Student teaching**

This experience is specific to students in pre-professional and pre-service teacher education who are gaining required and evaluated experience in supervised teaching.

### **Practicum**

A relative of the internship, this form of experiential learning usually is a course or student exercise involving practical experience in a work setting (whether paid or unpaid) as well as theoretical study, including supervised experience as part of professional pre-service education.

### **Undergraduate research experience**

Students function as research assistants and collaborators on faculty projects.

Community-based research

Faculty and students cooperate with local organizations to conduct studies to meet the needs of a particular community. Students gain direct experience in the research process.

### **Field work**

- Supervised student research or practice carried out away from the institution and in direct contact with the people, natural phenomena, or other entities being studied.
- Field work is especially frequent in fields including anthropology, archaeology, sociology, social work, earth sciences, and environmental studies.

Study abroad - Students usually engage in courses at higher education institutions in another country.

- The experiential learning component is the cultural immersion which provides novel challenges for navigating living in a new place.
- The coursework connected to a study abroad can also include internships and service-learning experiences.

### **The Experiential Learning Styles**



- The way in which we navigate the learning cycle varies from person to person.
- Due to personality, educational specialization, professional career, culture, and adaptive competencies, people develop preferences for how they use the learning cycle.
- The Kolb Learning Style Inventory (LINK) describes nine different ways of navigating the learning cycle by learning styles. We lead with our preferred style and default to it when we are on automatic pilot or under stress.

#### **Experiencing**

- When using the Experiencing style, you are engaged, connected, warm and intuitive.
- You excel in teamwork and establish trusting relationships with others.
- You are comfortable with emotional expression.

#### **Imagining**

- When using the Imagining style, you are caring, trusting, empathetic and creative.
- You demonstrate self-awareness and empathy for others.
- You are comfortable in ambiguous situations, and you enjoy helping others, generating new ideas and creating a vision for the future.

#### **Reflecting**

- When using the Reflecting style, you are patient, careful and reserved, allowing others to take center stage.
- You listen with an open mind and gather information from a variety of sources.
- You are able to view issues from many perspectives and identify underlying problems and issues.

#### **Analyzing**

- When using the Analyzing style, you are structured, methodical and precise.
- You plan to minimize mistakes, integrate information to get the full picture, and use critical thinking to understand situations.
- You are methodical as you analyze details and data.

#### **Thinking**

- When using the Thinking style, you are sceptical, structured, linear and controlled.
- You use quantitative tools to analyze problems and frame arguments with logic.
- You know how to communicate ideas effectively and make independent judgments.

### **Deciding**

- When using the Deciding style, you are realistic, accountable and direct.
- You find practical solutions to problems and set performance goals.
- You are able to commit to one focus.

### **Acting**

- When using the Acting style, you are on time, assertive, achievement oriented and courageous.
- You commit to goals and objectives and find ways to accomplish them under a deadline.
- You are able to implement plans with limited resources.

### **Initiating**

- When using the Initiating style, you are outgoing, spontaneous and able to shrug off losses or “failure” in favour of trying again.
- You actively seize opportunities and participate without holding back.

### **Balancing**

- When using the Balancing style, you identify blind spots in a situation and bridge differences between people.
- You are resourceful and can adapt to shifting priorities.

When students participate in experiential education opportunities, they gain:

- A better understanding of course material
- A broader view of the world and an appreciation of community
- Insight into their own skills, interests, passions, and values
- Opportunities to collaborate with diverse organizations and people
- Positive professional practices and skill sets
- The gratification of assisting in meeting community needs
- Self-confidence and leadership skills

What are the principles of experiential learning?

- Focus on the learning process rather than outcomes
- The process of learning is grounded in experience
- Learning is a transactional process



### **Examples of Experiential Learning**

Learning to ride a bicycle

- Reflective observation - Thinking about riding and watching another person ride a bike.
- Abstract conceptualization - Understanding the theory and having a clear grasp of the biking concept.
- Concrete experience - Receiving practical tips and techniques from a biking expert.
- Active experimentation - Leaping on the bike and have a go at it.

Learning to coach

- Concrete experience - Having a coach guide you in coaching someone else.
- Active experimentation - Using your people skills with what you have learned to achieve your own coaching style.
- Reflective observation - Observing how other people coach.
- Abstract conceptualization - Reading articles to find out the pros and cons of different methods.

### **10.3 Computer Based Training**

- Even before Covid-19 turned the way we worked, upside down, the move was being made towards computer-based training in business and education across the entire globe.
- Computer Based Training, or CBT, is a way of teaching that centres around the use of digital technology in lieu of in-person instruction; frequently involves a Learning Management System (LMS) and can be done remotely.
- Computer-based training (CBT), often referred to as e-Learning, is education that is primarily administered using computers rather than an in-person instructor.
- CBT is typically delivered over the web using a training platform such as a Learning Management System (LMS).
- Corporate training about topics such as security awareness and harassment often include difficult concepts for employees to adopt but using alternative training methods such as e-Learning can be a great way to make such an important and serious topic engaging and easy to comprehend.
- In fact, corporate e-Learning has grown by 900% in the past 16 years, and an Association for Talent and Development (ATD) report found that almost 90% of companies offer digital learning today.

#### **How CBT gained recognition?**

- Educational technology had already made its first grand leap into the future long before the internet.
- Since back when computers were the size of a small room, people had sensed the new technology's potential for educational use.
- They began to experiment with it and make plans on how to use it to enhance the human learning experience.
- By then, many pioneering educational theories had promoted the practice of individualized learning.
- It was a much different approach than classroom-based, teacher-led processes.
- Learners would interact with the learning material on their own, take brief tests in-between and receive automated feedback to self-check their progress.
- However, individualized instruction methods were still difficult to implement to large groups of learners.
- Computer technology made that possible for the first time.
- Computer scientists combined the new tech with earlier visionary theories, and soon, they developed the first ever computer-based training software.

#### **What is Computer-based Training?**

- Usually referred to as CBT, computer-based training (also known as computer-based learning or computer-based instruction) is an interactive instructor-less educational process.

## *Training and Development*

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- Practically, learners interact with various types of learning material via computer.
- Computer-based training courses come in different shapes and forms.
- They can be multimedia-enhanced textbooks, tutorials, practice drills or even micro-world simulations.
- The learning material comes in computer-based training software packages.
- To access and take these courses, learners have to know how to use such software.
- By combining such methods with computer software, training programs that put the learner in charge were finally possible after the 60s.
- Later on, as computer-based training software evolved, CBT could be provided on-site via local networks.
- However, it was still quite costly to design, build and implement.
- That's why most computer-based training examples from that era involve specific uses like training people in how to use software applications.

### **Basic Traits of CBT**

- Delivering small chunks of information in a step-by-step manner.
- Prompting learners to respond to a lesson periodically, e.g., by taking brief tests.
- Providing learners with feedback on their responses or overall progress.
- Allowing learners to take courses at their own pace.
- Setting learning prerequisites for moving on to the next lesson.

### **Computer Based Training vs Web Based Training**

- Is there a difference between computer based training and web based training?
- Nope, they're basically the same thing.
- The two terms are referring to instruction that relies on digital technology and distance learning instead of an in-person presentation or a classroom setting.
- In some cases, when a person or organization refers to "web based training" they may actually mean "browser based training."
- A training program that is designed to work in a web browser like Google Chrome, Firefox or Safari is different from a piece of software that needs to be downloaded onto a hard drive in order to be used, and it offers some advantages.
- The main one is that a browser based training system doesn't need any downloads; which means it can likely be used on a phone or tablet.
- The main one is that a browser based training system doesn't need any downloads; which means it can likely be used on a phone or tablet.
- The disadvantage is that a browser-based training typically requires an active and strong internet connection and transmitting data over the internet opens up the potential for disruption, either through network failure on behalf of the internet service provider (ISP) or the misbehaviour of hackers.

### **Who is Computer Based Training Good For?**

- Computer based training is excellent for businesses and organizations with widely distributed teams (geographically and availability wise) and it is useful for groups that need to train a large and diverse group universally and quickly.
- Especially with groups of volunteers, being able to send a download link to everyone and giving them a deadline to take the training by, and leaving it at that, is an exceptionally efficient system.

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## Unit 10: Contemporary Methods of Training

- CBT is also good for groups with a regularly training roster of people; whether temp agencies, volunteer organizations or employers with a high turnover rate.
- Since there's no need to constantly schedule a teacher or a manager to come in and train (since the training is digital and accessible anytime) keeping a well trained staff is easy.

### Popular Computer Based Training Software Applications

- If you want to use computer based training in your organization, the most efficient way to implement it is to start using an LMS.
- An LMS has everything you need to teach and they typically offer functionality that's useful for larger organizations, like grading, individual feedback and the like.
- Here are a few great options.

#### Academy of Mine

- AOM is an LMS that is endlessly customizable and built from the ground up with whatever your organization needs most in mind.
- It has a free trial, tons of options for different trainings from corporate retraining to employee onboarding, and it has a super up-front pricing schedule without any hidden costs or fees.

#### Lessonly

- Lessonly's stated mission is to help teams practice, learn, and do better work.
- They offer a free trial and are aimed more for businesses.
- You can check out some of the reviews they've gotten to see if they sound right for your organization.

#### Talent

- Talent LMS is a cloud-based computer training software.
- It integrates with programs like Zoom to allow teams to meet and train together virtually, and it sports a try-before-you-buy system so you can get your feet wet before diving in.

#### Moodle

- Moodle, an open-source Course Management System (CMS), was launched in November 2001 and boasts over 50,000 validated registered sites in 214 countries, offering over 3 million courses.
- The Moodle platform is able to deploy on an individual website or for large institutions with thousands of students.

#### Articulate

- Articulate Rapid E-Learning products provide rapid prototyping for your CBT.
- You can create CBTs from PowerPoints and turn them into interactive Flash and add quizzes and movies.

#### Adobe

- Adobe's E-Learning Suite offers CBT creators the ability to add demonstrations, interactive simulation, nonlinear scenarios and quizzes.



### **Camtasia**

- Camtasia offers features such as recording PowerPoints, creating interactive videos, tables of contents and SCORM compliance quizzes, making it a simple to use CBT application.

### **Training Jump Start**

- Training Jump Start allows you to create CBT with a wide variety of options such as PowerPoint, videos, YouTube, Flash, audio, TechSmith's Camtasia Studio, Adobe Captivate or Articulate Presenter, HTML, Word, PDF and more.
- There is also the option of having users pay to enroll.

### **Helius**

- Helius Presenter allows the creation of interactive CBT and will convert PowerPoint into Flash presentations.
- Other features include audio narration, Flash movies, quizzes and surveys and the ability to add a table of contents.

### **Conductor**

- Conductor CBT for employee education allows registration and tracking of your employees' training needs.
- You can create employee profiles, assign classes and track attendance.
- You can also issue licenses and certifications. Reports are available and if you are not able to find a report from their list you have the option to modify or create your own.

## **Benefits of CBT**

### **Time, Money, and Savings**

- In-person training can come with many hidden costs, including travel, instructor fees, and employee productivity.
- Studies indicate that e-Learning has the potential to reduce overall training time by 40% - 60%.
- Reducing training time means more time for your employees to work on tasks that affect your organization's bottom line.
- The cost of hiring someone to train employees and improve retention can be a large financial burden.

### **Higher Engagement & Retention Rates**

- E-Learning can increase a learner's retention rate by 25% to 60%.
- In contrast, the retention rate of face-to-face training can be much lower at 8% to 10%.
- With eLearning, employees and the organization have more control over the learning process.
- What's more, if they happen to forget something, they can revisit the material whenever they need to.

### **Easier Scheduling and Deployment**

- Using CBT for corporate training efforts allows organizations to send out courses to large, small, or segmented groups for more specific training.
- Organizations can also send out reminders to ensure that training is not being forgotten.

**Tracking Progress and Analytics**

- By deploying training through CBT, you'll be able to track the progress of your learners in the LMS.
- This will allow you to see when an employee started or finished their training.
- Some LMS platforms also allow you to see who has passed or failed a course, when users log in, the status of a course, etc.
- Seeing these types of analytics will allow you to drill down into which course topics need more attention and which topics employees are the most comfortable with.

**Enhancing Competitiveness**

- In a survey by CertifyMe.net, almost 72% of organizations said that online learning is instrumental in enhancing their competitive edge.
- Organizations should consider offering incentives to individuals or departments in order to increase participation and create a positive mentality around required training.

**Limitations of CBT**

- Learners with low motivation or bad study habits may fall behind.
- Without the routine structures of a traditional class, students may get lost or confused about course activities and deadlines.
- Students may feel isolated from the instructor and classmates.
- Instructor may not always be available when students are studying or need help.
- Slow Internet connections or older computers may make accessing course materials frustrating.
- Instructor may not always be available when students are studying or need help.
- Slow Internet connections or older computers may make accessing course materials frustrating.
- Managing computer files and online learning software can sometimes seem complex for students with beginner-level computer skills.
- Hands-on or lab work is difficult to simulate in a virtual classroom.

**10.4 Training for change**

- Most organisations are facing a lot of change, much of it driven by external forces.
- Nearly all organisations are finding that achieving successful change is difficult - research suggests that three in five organisations failed to meet their targets for their change initiatives.
- Why are organisations so poor at what is clearly a core activity for most of them?
- Turning the question around, would a 40 per cent success rate be tolerated in finance, marketing, operations or HR?
- This suggests that senior managers are not sufficiently focused on change, for instance having a chief change officer at board level (just like finance, marketing, operations and HR).
- The answer seems to be that the capability for doing change is insufficient and the capacity for doing change is overestimated.
- In practice, organisations try to do too much change and poorly execute it.

## ***Training and Development***

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- McKinsey showed a direct correlation between change capability and the achievement of targets for change.
- In my view, the organisations that fail to achieve their targets for change have put in place barriers to success (or built in failure) whereas those who succeed have managed to avoid these barriers by building in success.

### **Critical Factors for Ensuring Training Contributes To Success**

- At the Centre for Change Management, we define success as delivering the benefits identified in the business case for the change, within the agreed costs and time scales.
- To ensure training contributes to that success, we have identified four critical factors:
  - timeliness Providing training when it is needed.
  - need and application Skills and knowledge to solve current problems.
  - commitment From staff and their line managers to success.
  - other contributors Training is necessary but not sufficient.

### **Key Training Topics For Change**

- Training for capability is essential to overcome the big barriers to change. The key training topics for change are:
  - benefits management.
  - stakeholder engagement and communications.
  - risk management.
  - people change and soft skills.
  - the business change manager role.

### **Barriers to change - Capability/Human Capacity**

- The lack of capability in change management is probably the main barrier.
- Capability means staff with the knowledge, skills and experience to deliver effective change across the organisation, especially across the whole management structure.
- It is usually the middle managers who either make change work or get in the way.
- Knowledge and skills can be acquired (most obviously through training) and experience can be nurtured.
- Most organisations stretch their human capacity too far by trying to do too much change at the same time.
- Most of us have agreed to do extra work to deliver some important goal, as long as the workload goes back to something we consider acceptable when the goal is achieved.
- Doing change as 'extra work' will quickly tire people out as change becomes the norm and the extra work becomes expected.
- This results in poor execution and, very often, new changes sweeping away recent ones that have not had time to have an effect, so are wasted.
- Capacity is a real issue because humans have an ability to deliver extra capacity, sometimes.
- A good way to characterise available capacity for change in an organisation is:
  - Cash.
  - Every person working on change is not working on the frontline delivering services or creating profit.

**Barriers to change – Senior Management**

- Serious barriers to effective change are the senior managers in an organisation.
- Research by Prosci using a worldwide survey of 650 organisations in 62 countries identified senior management sponsorship as the most critical contribution to success.
- Thus, a lack of senior management sponsorship is the main cause of failure.
- As the pace of change and the need for efficient change has grown, these senior managers have not learned new skills and do not really understand what they need to do to make change work.
- They need new skills to see how to make change successful and their role in achieving that success: being a change sponsor is a skill.
- It requires the ability to be accountable without doing day-to-day management.
- It also requires the ability to stick with the change right to the end and not move off onto other initiatives.
- Experience shows repeatedly that the most senior managers very rarely take part in any change training, while expecting their middle managers to take on board development without any release from day-to-day pressures.

**Barriers to change – Projects**

- Many organisations use projects to deliver change, which is an unsuitable method.
- A project is an excellent vehicle for producing something that has not been produced before but it usually finishes producing before people-change in the business is complete and embedded, so the focus is lost and the business fails to complete the change.
- This is especially common in technology-led change.
- A structured method is the third most important contribution to success identified by the Prosci research, which also identifies project management as not being enough.
- An obvious solution to the project problem is to have a separate change team responsible for doing the people change and following through to achieve the benefits identified in the business case.
- This, of course, requires additional resources of knowledgeable and skilled people!
- Most organisations don't have change teams so rely on good luck to make the changes work.

**Barriers to change – Focus on activities**

- A final barrier to success is a focus on activities and getting something (anything) done.
- This is a common problem in project-led change.
- The purpose of change, emphasised in a good business case, is to deliver benefits to the organisation.
- These benefits will be aligned to the organisation's strategic objectives.
- A change should be benefit-led.
- Every action in the change should be focused on delivering benefits.
- Without a focus on benefits there is no mechanism for making priority decisions or managing scope creep, both of which make change much less efficient.

**Training to overcome barriers**



- Increasing knowledge and skills can be achieved through training.
- By focusing the training and development of staff on overcoming barriers to change effectiveness, an organisation can have the most impact on its capability to do change.
- We have identified four factors that will affect the impact training has on change capability:
- **Timeliness** training needs to provide knowledge and skills at the time they are required, due to the very fast loss of knowledge and skill after training when it is not used.
- It is not efficient to train staff on everything in a week-long course when they will only use a very small portion of the knowledge in the near future.
- **Need and application** training should enable staff to practise skills and use knowledge to solve problems that are relevant to current needs.
- Staff will want to solve problems that they have identified as necessary to their success.
- They should use training as the chance to try out skills and knowledge in a safe environment in which mistakes can be made and lessons learned.
- **Commitment** effective training will only occur if the participants are committed to it and to their personal improvement.
- Too many people turn up on training courses with no commitment ('I was told to come, I have no idea why') and no agreement with their line manager about how the training will be used and what impact is expected in return for the investment.
- Both the participant and his manager need to commit to the training.
- **Other contributors** training is only one of the contributors to improving capability in an organisation.
- Other contributions need to be aligned and put in place so a self-reinforcing environment and culture of improvement is created.
- They include mentoring and coaching, leadership and appropriate motivation.

### Topics for change

- **Benefits management** benefits are the reason why most organisations do change.
- Benefits describe the advantages that the change will deliver to the organisation and are an important part of the business case for it.
- Indeed, the definition of a successful change is that it delivers the promised benefits.
- A common characteristic of an unsuccessful change is that it costs at least as much as predicted (if not much more) and all the benefits have vaporised.
- **Stakeholders and communications** how often have you heard complaints about poor, or non-existent, communication during a change, or about resistance that is not overcome?
- This is a failure of stakeholder engagement and communication.

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### Unit 10: Contemporary Methods of Training

- Every change has a plethora of stakeholders across the organisation and beyond.
- They need to be brought on board and, for some, taken on a journey that involves changing their behaviour. This is not easy but, with analysis, planning and a methodical approach, it can be achieved.
- **Risk management** risk management is a technique for analysing and managing uncertain events in the future and using the information to make informed decisions in the present.
- Doing change and people's response to change are prone to risks.
- Benefits are in the future and themselves subject to threats.
- Management techniques to identify, assess, manage and mitigate risks are essential to understand the nature of a change and its potential success or failure.
- **Soft skills** change in an organisation only results from people behaving differently to the way they do now and each individual finding his own path to adopting these new behaviours.
- Understanding the way humans are motivated and adapt to change, is key knowledge for anyone hoping to do change in an organisation.
- Skills in recognising differences in, and types of, people change and adapting the change approach to meet individual and group needs will ease the resistance, increase the impact of change and reduce the risk of failure.
- **Business change manager role** having a team of people to facilitate change in an organisation, who are more than the project, is a good idea.
- Understanding how such a team role fits with a project or programme, works with (say) a project manager, or what makes a good change team member needs to be worked out to enable the change team to be effective.
- What the change team needs to know, when they need to know it and the skills they require will drive their training requirements.

#### How Training Leads to Effective Change Management?

- Change Management has become a go-to term for most organizational HR problems, so much so that it loses its real meaning in some situations.
  - It is the process of preparing and supporting individuals to adopt change successfully in order to drive organizational success.
  - Traditionally, change management is used by companies to assist individuals, teams, and the whole organization in the transition, using methods to re-direct the use of resources, and other modes of operation that significantly reshape a company or organization.
  - Going by the book, there are a lot of change management models (i.e. Kotter's 8-step model, Lewin's model, ADKAR model, etc.) that act as a step-by-step guide to a successful organizational transition.
  - What all these models have in common is a phase about training and development.
1. **Determine specific training needs first**
    - In order for people to bring about change effectively and learn adaptable and buildable skills, they should receive timely and appropriate training.
    - Each employee will develop training requirements based on the skills, knowledge and behaviours necessary to implement the change.
    - A useful tool for generating these requirements is the training needs assessment survey.
    - This survey gathers data to determine how individuals and the organization can develop to accomplish their goals and objectives.
  2. **Incorporate communication into training plans**

## Training and Development

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- Insufficient information about upcoming transitions may cause change management programs to fail.
  - A communication plan must be put in place, focusing on explaining what specific changes will happen in the organization.
  - The context of the change and how the employees take part and affect its success and failure is often overlooked in these communications.
  - Messages need to be intentional and thought through.
  - Each message sent about the change, whether to create awareness or spur future action and cooperation must be packaged and constructed differently depending on the recipient.
- 3. Select more accessible training solutions**
- Usual costs for internal seminars and training programs include: handouts, equipment, rentals fees and trainer time.
  - Sending people to attend external programs means budgeting for travel, lodging and registration fees.
  - All of these situations take days, even months, to plan and would require the employees to leave their work temporarily. Fortunately, many programs can be accessed online or through mobile devices.
  - By availing of these training programs that can be accessed any time of the day, employees can participate in the training program without having to worry about accumulated or delayed work. Furthermore, the company can also save on the logistical costs.

## **10.5 Learning Organisation**

- According to the World Economic Forum, the average lifespan of a Fortune 500 company is 40 to 50 years.
- While many of them are bought, sold, split, or merged, many simply cease to exist – ending years of blood, sweat and tears for a beloved product or cause.
- Many succumb because they cling to the status quo; operating using outdated corporate models such as top-down force-feeding of company ideology and practices; doing what's comfortable or familiar instead of taking risks and challenging the status quo.
- In fact, there's a term for this practice: William Samuelson and Richard Zeckhauser introduced "status quo bias" to describe how most of us prefer to stick with what's familiar.
- Companies who shift from the familiar top-down corporate structure to a learning organization model have a better chance of creating an environment of continual growth, risk-taking, continual learning, collaboration—and a better chance of surviving in a very competitive environment.
- In today's economy, it's important for organizations to support learning. Without doing so, they risk losing market share or even going out of business due to increased competition or by being disrupted in the way that streaming video services such as Netflix disrupted the brick-and-mortar videotape rental business model of companies like Blockbuster.
- While all or most organizations try to learn and use the results of that learning to adapt, some organizations do this better than others. Those at the "good" end of the spectrum, who use learning well, may be known as learning organizations.

**What is a learning organization?**

## Unit 10: Contemporary Methods of Training

Learning organizations [are] organizations where people continually expand their capacity to create the results, they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the whole together.

Peter Senge, *The Fifth Discipline: The Art and Practice of the Learning Organization*



- Senge is an advocate for decentralized leadership, a model in which all people in an organization can work toward a common goal.
- His Five Disciplines of a learning organization outline how that can happen.

### 1<sup>st</sup> Discipline

**Personal Mastery :** In an interview, Senge called personal mastery the “cornerstone” of a learning organization. Personal mastery is the development of the capacity to accomplish personal goals; learning organizations make this possible by creating an environment where employees can, through reflection, develop their own sense of vision – how they look at the world, what matters to them, and what they are passionate about contributing to. Said Senge: “Personal vision is the soil in which shared vision can be grown.”

### 2<sup>nd</sup> Discipline

**Shared Vision :** A shared vision is only possible in an environment of trust and collaboration instead of compliance to directives from on high. Corporate leadership works together with employees toward a common vision – creating an environment where employees feel heard and are encouraged to take risks.

### 3<sup>rd</sup> Discipline

**Mental Models :** With a mental model, we understand how our deeply ingrained assumptions and generalizations affect our interactions and decisions. To paraphrase Senge: Understanding the difference between hearing what someone said, and truly understanding what they said, and understanding the gap between what actually happened and what we perceived happening requires reflection. “In a nonreflective environment, we take what we see as truth,” said Senge.

### 4<sup>th</sup> Discipline

**Team learning :** Senge says that team learning can only happen when team members are “humble,” when they are willing to reflect and take into account other people’s views, suspending personal biases in order to work as a whole in a collaborative environment.

### 5<sup>th</sup> Discipline

**Systems Thinking :** Systems thinking is the idea that we’re part of an interrelated system – not a disjointed set of personal silos; systems thinking addresses the whole and creates an understanding of how parts are interconnected. Senge said, “Systems thinking is a sensibility – for the subtle interconnectedness that gives living systems their unique character.”



### What Do Learning Organizations Do?

- Provide continuous learning opportunities.
- Use learning to reach their goals.
- Link individual performance with organizational performance.
- Foster inquiry and dialogue, making it safe for people to share openly and take risks.
- Embrace creative tension as a source of energy and renewal.
- Are continuously aware of and interact with their environment.
- Personal mastery (see how personal mastery, along with autonomy and purpose, are critical to employee motivation)
- Team learning.
- Shared vision.
- Mental models.

#### Primary Sets of Characteristics:

- Supportive learning environment, including psychological safety; an appreciation of differences; an openness to new ideas; and time for reflection.
- Concrete learning practices and processes, including experimentation to develop and test new products; keeping track of trends with competitors, customers, and technology; analysis and interpretation to identify and solve problems; and education and training for new and established employees.
- Leadership that encourages and reinforces learning, including ask questions of and listening to workers; stressing the importance of and spending time on problem identification, knowledge transfer, and reflection; and considering alternative points of view.

#### Merits of Learning Organisation:

- The organisation experiments, tries and permits more failures. This provides extensive information to make decisions.
- The organisation interacts with customers and maintains a rich and informal environment conducive to growth and success. Knowledge of customer requirement is important for company's fortunes.
- Learning enhances company's speed, innovativeness and adaptability.
- The organisation can anticipate and adapt changing market conditions. It reaches the market with innovative products faster than competitors.
- The organisation maximises responsiveness to customers' needs. This provides competitive advantage to the company.
- It enables the organisation to survive in the knowledge economy and cope with rapidly changing technology, global competition and demands.

#### Traditional Vs. Learning Organisation

	Traditional Organisation	Learning Organisation
Attitude towards change	If it's working, do not change it	If you are not changing, it will not be working for long

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 Unit 10: Contemporary Methods of Training
 

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<b>Attitude towards new ideas</b>	If it wasn't invented here, reject it	If it was invented or reinvented here, reject it
<b>Who's responsible new ideas</b>	Traditional areas such as R & D	Everyone in the organization
<b>Main fear</b>	Making mistakes	Not learning; not adapting
<b>Competitive advantage</b>	Products and service	Ability to learn knowledge and expertise
<b>Manager's job</b>	Control others	Enable others

**Learning Organisation – An Improvement Over Traditional Organisation:**
**1. Fragmentation :**

A traditional organisation has fragmented departments where departments perform specific functions (production, sales etc.). Learning organisation does not have separate departments. It is a boundary-less organisation. All members collectively schedule and perform work activities; irrespective of departments or levels.

**2. Competition :**

A traditional organisation emphasises on competition amongst departments. Departmental heads and members compete for resources and results. In a learning organisation, departments cooperate to share knowledge. Everyone shares common vision of the organisation.

**3. Reactiveness :**

Managers of traditional organisation are reactive. They analyse problems and find solutions according to predefined rules and norms. Managers of learning organisation are creative. They bring something new into the organisation. They are innovative and promote continuous improvement in the work practices.

**4. Goals and vision :**

In a traditional organisation, goals are formulated by the top management. Top managers decide about their implementation and provide overall vision to the organisation. A learning organisation practices shared vision. Formulation and implementation of ideas take place at all levels in all departments.

**5. Competence building :**

In a traditional organisation, people aim at building individual competence. People are responsible for their work and resolve conflicts through hierarchical directions.

A learning organisation aims at building collaborative competence. People understand their jobs and relate it with others. They learn by resolving conflicts jointly. Conflict is seen as constructive and aims at integrating diverse viewpoints of the diverse workforce.

**Learning Organisation – An Ideal Organisation:**

## Training and Development

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- No organisation is perfect. It can only strive towards idealism.
- Based on traditional concepts of organisation behaviour, learning organisation can achieve this idealism through the following measures:
  1. Total quality management
    - It commits resources towards continuous improvement in the quality, totally and fully in all respects, in small areas and all activities of organisation right from top to bottom.
  2. Organisation culture
    - Its culture values risk-taking, openness and growth.
  3. Boundary-less organisation
    - It breaks barriers across hierarchical levels and departments.
  4. Functional conflict
    - It supports disagreement, constructive criticism and other forms of functional conflict.
  5. Transformational leadership
    - Its leaders are transformational and not transactional. They develop shared vision and subordination of individual interest in favour of organisational interest.
  6. Team work
    - Shared vision promotes working in teams. People think and act as a unit, transform disagreements into synergies and collectively take decisions.

### **Examples of LO**

- General Electric: Its Crotonville learning center drives continuous learning by managers and other leaders, as they return to Crotonville to learn and teach at critical transitions in their careers.
- Goldman Sachs: Its Pine Street learning center provides essential learning to a large segment of its managerial population on an ongoing basis.
- Pizza Hut: It constantly invents and implements new technology and by recognizing the lifetime value of their customers, it treats them as long-term assets.
- Honeywell: By applying Six-Sigma approaches, quality is constantly improved, while costs are simultaneously decreased.
- Microsoft : It successfully made the massive shift in mindset from desktop to Internet when its marketplace changed.
- Johnson & Johnson : Driven by its famous credo, it constantly improves products and invents new ones, always with the user at the center of its focus.
- Apple : It perceives unrecognized marketplace needs and creates new products to fill them.
- Toyota Motor Co. : It uses lean manufacturing and continuous improvement to make small but never-ending improvements in products and processes.
- USA Today : It invented and kept reinventing publishing technology to move information colorfully and electronically, as well as to manage distribution.

## **10.6 Future Trends of Training and Development**

In 2020, we've seen corporate training trends that made it easier for everyone to learn in the flow of work.

As you know, unprecedented changes encouraged global organizations to use more technology and analytics and promote efficient collaboration and better communication at work.

## Unit 10: Contemporary Methods of Training

Great thing about this is that digital learning is now taking the corporate training world by storm, gradually occupying what used to be the place of traditional F2F training.

And this is the right way to go!

### **What's the current scenario?**

- The role of learning and development (L&D) continues to broaden, with many learning leaders helping facilitate and support change initiatives in their organizations.
- In a year of unprecedented change – from the impacts of the COVID-19 pandemic to the racial and social unrest across the country – leaders have been required to completely rethink how their businesses operate and find new avenues to reach their goals.
- The training function has been integral to helping organizations transition to a remote workforce, shift in-person events to a virtual environment, and take safety and compliance training to another level.
- This influx of change has made it difficult to plan for a long-term growth.
- As we move forward, the most innovative and successful training organizations will be those, that apply the knowledge they've gained this year to create opportunities for future growth and expansion.
- The trends for 2021 reflect the changing nature of work and how learning leaders are uniquely positioned to guide their organizations through change and achieve new levels of success.

### **Trends And Technologies**

#### More Learning Analytics and Bigger Data

- Gather data and create reports.
- Look out for trends.
- Predict and analyze based on trends, then intervene.
- Do necessary actions.

#### Data Literacy

- Learn to speak data.
- Assess existing technology.
- Tell a better data story.

#### AI-powered Intuitive Learning System

- Differentiated learning.
- Personalized learning.
- Adaptive learning.

#### Social Media for Learning

- Learning blogs.
- Twitter.
- MS Teams and other workspace applications.
- Pinterest.
- LinkedIn.

- Youtube.

#### Project-based Learning

- Project-based learning (PBL) is a student-centered training wherein instead of having a trainer lecture on a specific topic, learning leaders and/or managers serve as coaches while learners direct their own learning through hands-on experience.

#### Emphasis on Communication and Collaboration Skills

- Today, more and more teams are now meeting in virtual and digital spaces, so it's more important to cultivate your employees' communication skills.
- In fact, communication and collaboration are the top employee skills for 2021, according to a survey by TalentLMS.
- And what's more, it will still be in the coming years because of the changes in how companies do things at work.

#### Evaluating Employee Performance in Remote Work

- Remote work environments have changed the employee-manager relationship.
- Leaders who were accustomed to working in a traditional office setting must now manage at a distance.
- With observation more difficult in remote work, leaders must adopt new ways to assess their employees' performance.

#### Geofencing

- Geo-fencing is one of the most convenient emerging trends in training and development.
- Using your smartphone or other device, geofencing delivers bits of job-related training and development just when you need it.
- Walking onto a jobsite Monday morning? Geofencing alerts you to any changes in regulations that occurred over the weekend. Cellphone technology uses your location to give you only the information you need to get the job done.

#### Individualized training

- There is no longer an adequate one-size-fits-all approach that works (if there ever was!).
- One of the biggest future of corporate training trends is a more individualized approach to training that allows employees more choices in how they approach their own learning.
- A good LMS that offers a menu of trainings for employees to choose from is a must for this approach.

#### Adaptive content delivery

- Artificially intelligent content delivery that adapts to your employees' corporate training needs is also emerging as a way to personalize and individualize training.
- This type of training (gamification being a good example of adaptive content delivery) predicts learner behavior to keep training relevant, interesting, and fresh.

#### Soft skills training

- Maybe you've scoffed at the idea that focused training for soft skills is imperative to the success of your business, but it's time to reexamine that belief.

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### Unit 10: Contemporary Methods of Training

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- The Stanford Research Institute International and the Carnegie Mellon Foundation found that 75% of long-term job success depends upon soft skills mastery and only 25% on technical skills.

#### Virtual and augmented reality

- Virtual and augmented reality is truly the future of corporate training.
- Long a training staple in certain industries (e.g., pilot training and other simulators), VR is now expanding to more areas as a way to practice a skill before it actually needs to be applied. Augmented reality offers benefits from customer service to healthcare and beyond.

#### Virtual mentorship programs

- You may be hiring employees fresh out of college who have never had a job before. Why?
- The competitive job market has sent many millennials and Gen Z students into college in order to compete.
- However, the resulting college graduates have great technical skills but little understanding of how to apply them.

#### Repositioning training as a benefit (not a burden)

- You have probably heard groans when announcing the next wave of training to employees, but what if you position employee training as part of the benefits package instead of something to be endured?

#### Microlearning

- Microlearning continues to play a huge part in the future of corporate training, providing employees with easily-digested bites of information or instruction that can be immediately applied to a task or project.

#### Aggressive employee reskilling and retraining

- By 2030, 375 million workers - approximately 14% of the global workforce - are expected to switch occupational categories due to the emergence of robotics, automation and AI.
- This is a threat for employees across all organizational strata - from interns to senior managers.

#### Diversity, Equity and Inclusion training

- Thanks to movements like #MeToo and #BlackLivesMatter the world has been awakened to the necessity for structural change in the workplace to promote inclusivity, equity, and ultimately, be more representative of wider society.

#### More on-demand training

- On-demand training has been growing over the past few years, and we predict that it will go mainstream in times to come.
- With the millennials taking over the workplace and remote work becoming a staple of work life in 2020, we expect that there is going to be a higher demand for on-demand training in the workplace in future.
- This is because on-demand training delivers employees the information they need, when they need it, saving employees' time and employers' resources.

**Summary**

- The external environment areas of change, which have major impact on organisations, fall into four main categories which are economic, political, social and technological.
- The various aspects of training issues consequential from internal need of the company are Interpersonal relationship, Supervision, Communication, Managing problems, Decision-making and Trust. The six motives for organisational climate are considered important for effective functioning of employees of an organisation and in determination of training needs are Affiliation, Achievement, Dependency, Extension, Control and Expertise.
- Creating dual career paths involves preparing employees to do well and be rewarded without necessarily being on a management or vertical organization career path.
- A career plateau occurs when an employee is in a position that he does well enough not to be demoted or fired, but not so well that the person is likely to be promoted.
- Career breaks can facilitate employers retain skilled and experienced staff. They can provide a pool of trained, committed employees to provide cover up during busy periods or staff absence.
- Balance in work and life can be achieved by focus on time and attention on things you can control.
- The balance in work and life can be developed through the practices of Developing positive thinking, Interpersonal effectiveness and Motivation.
- Computer Aided Design (CAD) training is the order of the day and training in these new areas must be adequately developed.
- The interactive TV. Computer assisted learning is gaining popularity and for busy executives, as all information they need is available almost in the form of a training sandwich.

**Keywords**

**Affiliation:** Affiliation is a climate in which people strive for friendly, warm and affectionate and personal relationship.

**Career breaks:** These are employment breaks or extended periods of leave which are usually unpaid and for particular purposes.

**Career plateau:** A situation that occurs when an employee is in a position that he does well enough not to be demoted or fired, but not so well that the person is likely to be promoted.

**External mobility:** It refers to movement of an employee from one organisation to another seeking better placement based on his skills and the requirements and needs of various organisations.

**Sabbaticals:** A type of career break or extended leave which some companies use to reward employees for long service.

**SelfAssessment**

1. The most appropriate technological support given to differently abled students in inclusive classrooms is-
  - A. Assistive technology

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*Unit 10: Contemporary Methods of Training*

- B. Information technology
  - C. Instructional technology
  - D. Computer assisted instruction
2. The Indira Gandhi National Open University came into existence in-
- A. May, 1985
  - B. September, 1985
  - C. April, 1980
  - D. September, 1980
3. Educational technology III is also known as
- A. Behaviour technology
  - B. Instructional technology
  - C. Teaching technology
  - D. None of the above
4. New knowledge is acquired through -
- A. Transmission of knowledge
  - B. Memorization
  - C. Experience and searching new meanings
  - D. None of the above
5. Learning in child occurs through -
- A. Memorizing the knowledge
  - B. Reading the textbook
  - C. Transmission of knowledge by the teacher
  - D. Doing activity
6. Which of the following best defines experiential learning?
- A. A method of educating through first-hand experience that focuses on skills, knowledge and experience acquired outside of the traditional academic classroom setting, including internships, studies abroad, research and service projects
  - B. A method of educating through first-hand experience that is recorded as a reflection and used to foster learning
  - C. A method of educating through first-hand experience with group projects outside the classroom that take place in a variety of settings, including museums and zoos
  - D. All of the answers are correct
7. In a developing country like India which among the following statements is indicative of challenges in the context of computer-based testing?
- A. Many teachers do not have knowledge of computer
  - B. Computer will destroy Guru Shishya relationship
  - C. Indian government can't afford to buy a large number of computers
  - D. In remote locations availability of computer and electricity is not feasible



8. The term software refers to
  - A. computer manuals only
  - B. computer programs only
  - C. machinery
  - D. computer manuals and programs
  
9. Which of the following is not included in the benefits of CBT?
  - A. Most frequent test opportunity
  - B. Decreasing candidate reach
  - C. Data rich result
  - D. Streamlined logistics
  
10. Which of the following are critical factors for ensuring training contributes to success?
  - A. timeliness Providing training when it is needed.
  - B. need and application Skills and knowledge to solve current problems.
  - C. commitment
  - D. All of the above
  
11. Risk management is a technique for analysing and managing uncertain events in the future and using the information to make informed decisions in the present.
  - A. True
  - B. False
  
12. Training for change needs to be effective in increasing the organisation's capability for change.
  - A. True
  - B. False
  
13. The collective \_\_\_\_\_, beliefs and values of employees in the workplace is called as Organisation culture.
  - A. Ideas
  - B. Understanding
  - C. Benefits
  - D. Perceptions
  
14. An organization Knowledge Management strategy is supposed to \_\_\_\_\_ an understanding of the organization's knowledge management resources and where they reside.
  - A. Build
  - B. Benefit
  - C. Create
  - D. Imbibe
  
15. Building learning culture include
  - A. Having training every day
  - B. Building training rooms at each location

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*Unit 10: Contemporary Methods of Training*

- C. Continuous learning and sharing knowledge with others  
 D. Assessing training needs
16. Which of the following is/are an element(s) of data literacy?  
 A. Learn to speak data.  
 B. Assess existing technology.  
 C. Tell a better data story.  
 D. All of the above
17. Project-based learning (PBL) is a student-centered training wherein instead of having a trainer lecture on a specific topic, learning leaders and/or managers serve as coaches while learners direct their own learning through hands-on experience.  
 A. True  
 B. False
18. Virtual and augmented reality is truly the future of corporate training.  
 A. True  
 B. False

### **Answers for Self Assessment**

1. A      2. B      3. B      4. C      5. D  
 6. A      7. D      8. D      9. B      10. D  
 11. A      12. A      13. A      14. C      15. C  
 16. D      17. A      18. B

### **Review Questions**

1. Training is affected by the dynamic changing environmental conditions. What are those constituents that contribute these changing environmental conditions?
2. What are the various aspects of training issues consequential from internal need of the company?
3. For effective functioning of the employees of an organisation and in determination of training needs the six motives for organisational climate are considered important. Explain those six.
4. The increasing use of technology in training is filling the gap of shortened time. Elucidate
5. Coordination between the professional bodies and Government agencies is necessary for technological advancement in the field of training and HRD. Describe.
6. What are the ways by which a career break option is to be managed by an organization effectively?
7. What are the circumstances in which situation of career plateau arises for an employee?
8. Career development is essential to implement career plan. What are the actions for career development?
9. Why internal mobility is needed under the head of career development?

10. Balancing work and life is important for both employer and employee. What are the various practices that an organization may adopt to balance between work and life?



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*Unit 10: Contemporary Methods of Training*

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## Unit 11: Employee Development

### CONTENTS

Objectives

Introduction

11.1 Employee Development

11.2 Approaches to Employee Development

11.3 Development Planning Process

11.4 Company Strategies for Providing Development

11.5 Techniques of Management Development Programme

11.6 Employee Development Programmes

Summary

Keywords

Self Assessment

Answers for SelfAssessment

Review Questions

Further Readings

### Objectives

After this chapter, you will be able to:

- gain an insight into the concept of employee development.
- analyse the impact and importance of employee development.
- understand the guidelines for effective employee development.
- know the common issues and challenges in developing employees.
- gain an insight into the concept of employee development.
- analyse the different approaches for employee development.
- gain an insight into the concept of management development
- analyse the objectives and process of management development
- learn about some of the company strategies for providing development.
- gain an insight to organizational climate for management development.
- analyse the manager needs and developmental programmes.
- study how to choose the right method – knowledge and attitudes.
- gain an insight to the different approaches of management development.
- study the various types of techniques of management development.
- analyse the procedure for selection of management development techniques.
- know the reasons for emphasizing employee development programme.
- study the guidelines for effective employee development programme.
- analyse the different methods of employee development.
- gain an insight to ways to improve employee development programme.

**Introduction**

- Individuals in an organization form its vital resource and must be valued, nurtured and retained.
- Employees are the most valuable assets and truly the backbone of an organization.
- Every employee in his/her own way contributes towards the success or failure of an organization.
- Without employees in an organization, even the most powerful machinery with the latest technology would not function.
- Employees should not treat their organization as a mere source of earning money.
- Remember, your job is not just to come in the morning, leave in the evening and receive your pay check.
- On the other hand, employers should not treat their employees as slaves.
- Employers must invest their time and resources in training and developing their workforce for them to become indispensable resources later.
- Employees should be developed and prepared to face even the worst situations.
- Employee development is almost universally recognized as a strategic tool for an organization's continuing growth, productivity and ability to retain valuable employees.
- If organizations neglect certain challenges, then the employee development process will be cumbersome for the organization, frustrating for employees and of uncertain value for both.

**11.1 Employee Development**

- Employee development is a joint initiative of the employee as well as the employer to upgrade the existing skills and knowledge of an individual.
- It is of utmost importance for employees to keep themselves abreast with the latest developments in the industry to survive the fierce competition.
- Believe me, if you are not aware of what is happening around you, even before you realize you would be out of the game.
- As they say there is really no age limit for education. Upgrading knowledge is essential to live with the changes of time.
- Employee development is a process of improving employees' existing competencies and skills and developing newer ones to support the organization's goals.

**Finer Points of Interest**

- Employee development isn't just about developing organizational L&D strategies.
- It's more than just implementing mandatory employee training.
- It goes way beyond meeting with employees annually to discuss their shortcomings and highlighting improvement needs.

What has Employee Development done?

- It has avoided the costly (and sometimes protracted) process of hiring a replacement for an outgoing employee.
- It has preserved a lot of "sunk capital" already invested in that employee in terms of his/her organizational experience and expertise.

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*Unit 11: Employee Development*

- It allows HR professionals and L&D experts to build upon (rather than build from scratch) organization culture (different from technical experience and expertise) already inculcated into that employee.

Reasons for emphasizing employee development include

- Remaining competitive.
- Dealing with ongoing skills shortages.
- Promoting diversity, equity and inclusion.
- Create a culture of learning.
- Taking employee development "off hold".
- Adapting to changing business structures.
- Increasing worker productivity.
- Reducing turnover.
- Aligning employee development with the organization's needs.

Guidelines for Effective Employee Development

- Gain executive support.
- Involve management.
- Relate to performance management.
- Understand what the employee values.
- Know the desired outcome.

#### **Gain executive support**

Ensure executives understand and agree with how development fits into workforce planning, a succession process or a retention program.

#### **Involve management**

- If executives show support, there is a good chance that management will pay attention to employee development.
- Managers play a vital role, ensuring a connection between development strategy and real-world implementation.

#### **Relate to performance management**

- The employer must be clear about development's place in the performance management process.
- Managers should differentiate between short-term plans for projects, long-term plans for the organization, career development plans for the employee and skill building for immediate performance deficiencies.
- Each should be handled at the appropriate phase of the performance management process.

#### **Understand what the employee values**

- Employees often have an intense interest in their own development.

## *Training and Development*

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- Knowing what each employee values and how that relates to his or her development needs should greatly affect the type of development activities provided for the employee and, ultimately, for the success of such activities.

### **Know the desired outcome**

Have a clear understanding of exactly which skills will be enhanced by particular employee development initiatives.

### **Why Is Employee Development Important?**

- Employers often underestimate the value of professional development for their staff.
- However, helping employees hone their strengths and grow their skills better equips them for their role.
- This adds more value to the work they do and directly benefits your business.
- Take a look at these six facts that further prove the importance of employee development.
- A lack of career growth opportunities is the top reason employees leave their jobs.
  - No one wants a dead-end job at a company that doesn't value its people.
  - Develop your employees' careers, and they'll reward you with improved performance and higher retention.
- Employee development is the single most important aspect of a benefits program in regard to retention rates.
  - Perks are great, but they only go so far.
  - Employee development is a long-term investment that won't go unnoticed and will keep your people around for the long haul.

74% of employees believe they are not reaching their full potential due to a lack of professional development opportunities.

Allowing employees to feel undervalued and underdeveloped will inevitably result in a disengaged workforce and high turnover rates.

70% of American workers would leave their current job for one that has a reputation of investing in employee development.

Employee development is an attractive employee benefit. If you don't start investing in your team and developing your employees, they'll find someone who will.

Employees in training courses are 37% more productive.

Learning and development opportunities improve productivity. It's as simple as that.

Companies that invest in professional development and skills training boast 24% higher profit margins.

If more productive employees aren't enough, employee development also boosts profitability.

### **How to Create a Strong Employee Development Plan?**

- Start with a skills gap analysis.
- Identify employees for career and leadership growth.
- Align with employee and company goals.
- Help them grow with you.
- Use employee development plan templates to help.
- Fit the learning opportunity to the training.



- Track results and use data to inform your decisions.

#### Start with a skills gap analysis

- The first step in creating an employee development plan is to figure out where you need to upskill employees.
- A training needs analysis can help you determine not only what skills are missing (or underdeveloped) but also which employees need training first.
- This training needs analysis puts your organizational goals at the center of anything that comes next.
- By identifying what you're already doing well (and what needs work), all training efforts can be streamlined for maximum benefit.

#### Identify employees for career and leadership growth

- Identify those employees who are eager to learn and looking for growth potential.
- Focus your initial efforts on those employees, not only building current skills but also investing in leadership and management training when they are ready.
- Another bonus? Employees who are on the fence about staying with your company may be more motivated to stay when they realize that you are committed to helping them develop their personal career goals.
- This helps you retain your most talented employees!

#### Align with employee and company goals

- Once you have identified areas of need and employees interested in growth, make sure your goals for both are connected.
- An employee development plan can only go so far if the employees aren't involved.
- Consider not only your employees' career goals in general but also those specific to your company to strengthen career succession plans.
- Discussions are the best way to measure employee satisfaction in their job.
- This also works best to determine what training employees need, what they want to learn, and how they want to receive it.

#### Help them grow with you

- An employee development plan shouldn't only look at growing edges within your company that are present right now.
- It should also consider the ways in which your company and your industry is growing.

#### Use employee development plan templates to help

- The good news about employee development plans is that you don't have to reinvent the wheel to make a good one.
- Once you've decided to move forward, there are a variety of templates that can make your job easier.
- There are two main types of employee development plan templates:
  - Consider an individual employee development plan template in the early stages of your organization's process.
  - A succession planning template helps your organization look towards the future to figure out where the company needs to hire or expand.

Fit the learning opportunity to the training

- Now that you've decided to create a career development plan for employees, make sure the type of employee training fits the task.
- Consider different methods of delivery for different goals.

Track results and use data to inform your decisions

- You've spent ample time coming up with an employee development plan.
- How will you know it's working? Take time to monitor the success of your efforts and make a plan to remedy any trouble spots.
- Meet regularly with employees to see how it's going and to get their feedback on what they would like more (or less) of.
- Identify what obstacles make it hard to follow through, like not enough hours in the workday or interruptions. Identify ways to make their training time available, easier, and more effective.

### **Common Issues and Challenges in Developing Employees**

- General Issues
- Funding Challenges
- Generation Issues
- Communication

#### **General Issues**

**Lack of accountability:** Few organizations consistently hold managers or executives accountable for developing their direct reports.

**Gaps in talent development capabilities:** Research shows that few organizations have the managerial capability to grow people in their jobs or provide feedback to support employee development.

**Lack of alignment between human capital and business strategy:** Fewer than one in five organizations consistently aligns workforce and business strategies.

**Inconsistent execution:** Most organizations have fundamental processes in place, such as workforce planning, high-potential development programs and succession planning, but few employers execute these programs consistently.

**Limited use of meaningful analytics:** Few employers track the metrics that matter, such as the effectiveness of talent management programs.

#### **Funding challenges**

**Seek Government Funding:** Grants are available through many federal, state and local government workforce initiatives, as well as through privately funded programs. Employers can also seek employee development funds through unemployment agencies, economic development organizations, chambers of commerce and community colleges. Grants may restrict which employees are trained, by whom and on what topics.

**Analyze and Prioritize:** Employers should analyze the costs and benefits of current development methods and seek economies. For example, employers could consolidate multiple training contracts into a single contract, and they could also be more selective about who receives training.

**Determine what is essential:** Employers can focus training and development efforts in areas critical to infrastructure and on jobs that have the most impact on corporate revenue.

**Cut back Creatively:** Employers could cut travel costs, schedule training to minimize impact on working hours, and use on-the-job development such as mentoring, coaching and job shadowing.

Tap free resources: Free resources include communication tools such as Skype, free, online university courses and podcasts of business lectures.

### **Generational issues**

- In earlier generations, an unspoken "sink-or-swim" approach to on-the-job training was often good enough to bring new employees up to speed.
- That approach might be less effective with those from the Millennial demographic, a group raised with different expectations and work styles.
- Millennials, possibly more than any other generation, require clear direction, guidance and goals from their managers.
- Most Millennials are accustomed to well-defined assignments, clear benchmarks, and continuous feedback and discussion.

### **Communications**

Expectations: Too often, supervisors and managers suggest that promotion, job changes, exempt status, rewards or pay increases will occur at the end of a development cycle.

Eligibility: Organizations must be clear about eligibility for each specific development program.

Opting out of development: Employers must determine whether the program will be mandatory or if employees will be allowed to opt out. If someone does opt out, does that affect his or her performance appraisal?

Identification of "high potentials: Whether to tell high-potential candidates they are on the fast track can be a tough decision.

### **Examples of Employee Development Activities**

#### Professional Growth

- Employee development activities must be defined keeping in mind an employee's current stage and desired stage.
- Knowing an employee's current and desired stage helps you find the gaps and in which areas he/she needs to be trained on.
- Human resource professionals must encourage employees to participate in internal or external trainings, get enrolled in online courses to increase their professional knowledge and contribute effectively.

#### Personal Growth

- Employees start taking their work as a burden only when an organization does not provide any added benefits or advantages which would help in their personal growth.
- Soft skills classes, fitness sessions, loans with lower interest rates are certain initiatives which not only motivate an employee to do quality work but also help in employee development.

## **11.2 Approaches to Employee Development**

- Training
- Task/job rotations
- Coaching
- Mentoring
- Workshops/Committees/Working-Groups
- Simulations

## ***Training and Development***

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- Conferences
- On-the-job training
- Self-study
- 360-degree performance review
- Career planning

### **Training**

- This method includes developing employee skills through a combination of lectures, hands-on-exercises, videos, podcasts, simulations, and individual/group-based assignments.
- It includes both formal (classroom-based, instructor-led, eLearning courses) and informal (watching YouTube videos, reviewing educational blogs and posts on peer-group forums like LinkedIn or chat rooms, self-study) approaches to skills development.
- Each option will be specific to an organization's needs, and the subject at hand.
- For example, a hands-on, instructor-led training may be the best option to teach a detailed process or trade e.g. a complex manufacturing process or preparing a signature dish for a restaurant.

### **Task/ Job Rotations**

- Employees could volunteer to rotate roles with colleagues on a shift/team, to put some of those new skills into practice.
- Employers can also encourage job sharing as a method for employees, who have indicated their desire to get practical experience, to develop some additional skills.
- The goal is to rotate the tasks and roles to learn something new or have a chance to practice what has been learned.

### **Coaching**

- When talking about various employee development methods and their benefits, we can't stress the importance of helping employees polish their skills through coaching.
- This method of skills development typically involves senior staffers working one-on-one with less experienced individuals.

### **Mentoring**

- This method involves senior leaders/management taking junior staff under their wing to help develop important skills that the mentored individual might lack.
- The more formal mentoring programs are typically used for senior executive/leadership roles, while less formal structures might be implemented amongst junior management as well.
- As with Coaching, be mindful of the time asset, and the even narrower funnel of a one-on-one teaching model.

### **Workshops/Committees/Working-Groups**

- These are methods that give employees an opportunity to interact with peers/colleagues from within and external to the organization.
- The benefit here is rich access to similar colleagues (internal) and dissimilar colleagues (external).
- This broad range of input and knowledge can be useful in gaining new insights, troubleshooting, and opening up communication on best practices.

- This is ideal for communication skills and teamwork but can also be applied to anything else.

### **Simulations**

- These are becoming very popular due to both how engaging and effective they have become.
- In its simplest form, a simulation could be role-playing a customer service interaction, for example, learning how to diffuse an irate and confrontational client in person, or responding to an emergency situation such as mock first aid scenarios.
- At its highest level, simulations can involve completely virtual worlds, such as fire rescue or flight training where employees can learn the skills required in a nonconsequential setting.
- This is extremely useful in taking conceptual or textbook knowledge and applying it to the real world which gives the employee both the know-how as well as the exposure and comfortability in handling such tasks.

### **Conferences**

- Much like workshops and committees, conferences are a useful way to network and gain exposure to a vast knowledge base of both interdisciplinary and outside industries.
- Specific sessions are generally available to increase awareness and training of relevant topics, often in a pick and choose a format that can be of interest/usefulness to particular subgroups within an organization.

### **On-the-job training**

- Employees who have attended some basic training on a technical skill (whether it be in operating a new machine, or learning new financial analysis methods) will often find on-the-job training a great method to hone those skills.
- This is basically learning by doing, which is typically done right after the training.
- The main goal of on-the-job training is to provide everything to the employee for self-study while at work.
- Employees learn how to use something or apply the methods as they complete the assigned tasks.
- This is a very popular way to develop employees as companies typically don't have the time to train every single employee on every single skill especially if that skill does not require specific/advanced knowledge.

### **Self-study**

- This can be accomplished through different methods: reading/researching, taking classes, etc. outside of work hours.
- The subject doesn't always relate to the skills that an organization needs, but rather something new that they believe will improve their performance.
- While the time invested for self-study isn't directly compensated, if an employee purchased a course that will improve his performance, the company should compensate him by paying for that course.
- The benefit is that the employee decides what's of interest, and pursues it independently. Conversely, it is often difficult to motivate employees to spend off-work time devoted to work-related endeavours.

### **360-degree Performance Review**

This method involves getting feedback about an employee, from a cross-section of peers, subordinates, supervisors and external vendors, and then identifying skills development opportunities based on those inputs.

### **Career Planning**

- While this method is usually viewed as something that is "**employer-driven**" – where HR decides which employee should fill what role – it shouldn't be so!
- Employees can also suggest future/alternative career paths for themselves, to their supervisors/managers, and initiate career planning discussions.
- Based on a business goals review and organizational workforce assessment, employers can identify existing skills that need to be enhanced across the organization, or prospective new skills that the business must acquire.
- Through discussions with management, individual employees should then analyze their own strengths and shortcomings, and volunteer to take on some of those roles.

### **11.3 Development Planning Process**

- Management development is a systematic process of growth and development by which managers develop their abilities to manage.
- It is the result of not only participation in formal courses of instruction but also of actual job experience.
- It is concerned with improving the performance of the managers by giving them opportunities for growth and development it is any planned effort to improve current or future managerial performance.

#### **Development Planning Process**

- According to Doohar and Marquis, the stages involved in planning a management development programme are:
  - Organisational Planning : to determine the company's present and future needs; Programme targeting: to focus the company's efforts on the most pertinent areas;
  - Ascertaining key positions requirements : to stress the basic requirements of particular managerial positions;
  - Managerial appraisal : to evaluate periodically the abilities and performance of individuals with a view to identifying managers showing a promise of further development and meeting their training needs;
  - Replacement of skills inventories : to indicate persons qualified for managerial replacements;
  - Planning individual development programmes : to ascertain areas of improvement to be incorporated in future programmes;
  - Appraising existing programmes : to ascertain areas of improvement to be incorporated in future programmes.

#### **Points to be involved in Management Development Programme**

- Since the object of management development is to influence and modify the behaviour of the managers in operation, it is necessary that in framing a management development programme for specified managerial group, some points need to be involved .
- The following points should be involved;

(i) Identify the pattern of behaviour

- (ii) Identify the causes the impulses (internal and external) which blend to give rise to the pattern of behaviour
- (iii) Identify the nature of the exposure through the development programme
- (iv) The programme must take care to throw impulses into the system in a manner that generates the urge to behaviour changes.

### Objectives of Management Development

- i. To bring the current performance of the managerial personnel up to the highest attainable levels and to develop whatever potential they may have for growing into positions of higher responsibilities.
- ii. To ensure availability of qualified managerial manpower as required to meet the current and future needs.
- iii. To ensure managerial capabilities.
- iv. To aid in encouraging and achieving self-development and self-confidence.
- v. To provide an opportunity for managers to update their knowledge and skill.

### Management Development – 6 Inter-Related Steps Involved in MD Process

Organizational Planning

Assessment of Present Management Talent

Preparation of Management Manpower Inventory

MD Programme Planning

Implementation of Development Programme

Evaluation of Development Programme

#### Step # 1. Organisational Planning:

- This step is concerned with ascertaining development needs that calls for organisational planning and forecast of its needs for present and future growth.
- This is generally based upon a comprehensive programme of job description, job specification and job analysis.
- The management should ascertain well in advance the future course of organisational development, the kind of executives needed and kind of education, experience, training, special knowledge, skill, personal traits, etc., required for each work.

#### Step # 2. Assessment of Present Management Talent:

- It is made with a view to determine qualitatively the type of personnel that is available within an organisation itself.
- The performance of a management individual is compared with the standard expected of him.
- His personal traits are also analyzed so that a value judgement may be made of his potential for advancement.

#### Step # 3. Preparation of Management Manpower Inventory:

- It is, prepared for the purpose of getting complete information about each management individual's biodata and educational qualifications, the result of tests and performance appraisal.
- The information is generally maintained on cards, one for each individual.

### Training and Development

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- It may also be maintained on replacement tables or charts.
- From these, it can be known that several capable executives are available for training for higher positions.

#### **Step # 4. MD Programme Planning:**

- It is undertaken to meet the needs of different individuals keeping in view the differences in their attitudes and behaviour and in their physical, intellectual and emotional qualities.
- The weak and strong points of an individual are known from his performance appraisal reports and on the basis of these tailor-made programmes are framed and launched.
- Such programmes give due attention to the interests and goals of the subordinates as well as the training and development opportunities which exist within an organisation.

#### **Step # 5. Implementation of Development Programme:**

- This job is done by the personnel department.
- A comprehensive and well-conceived programme is generally prepared containing concentrated brief courses.
- Such courses may be in the field of human relations, time and motion study, creative thinking, memory training, decision making, leadership courses and courses in profession and the time and the cost involved.

#### **Step # 6. Evaluation of Development Programme:**

- The evaluation of training has been defined by Hamblin as - "Any attempt to obtain information on the effects of training programme and to assess the value of training in the light of that information".
- According to him, the objectives of evaluation training are - assessing the reactions of trainees, job behaviour, improvement in performance, contribution to organisational objectives, etc.
- The means of evaluating development programmes may include - observation ratings, surveys, interviews, etc.

## **11.4 Company Strategies for Providing Development**

### **Organisational Climate for Management Development**

- Management development cannot take place unless a favourable climate for it is created at the top which extends down through each level of the organisation.
- By "organisational climate", I mean the circumstances or conditions in which the management guides the development and growth of the people at all levels by training, counselling, delegation and communication.
- The growth process is largely influenced in the home environment of a company by the manner in which superiors and peers manage the affairs, the manner in which they treat people, how they delegate authority, how they encourage ideas, initiative and enterprise, how they provide opportunities to experiment and test new concepts, tools and techniques, and how they project company goals, policies and philosophy.

In order that a proper development climate is created, it must be borne in mind that:

- First, development is a learning rather than a teaching process; the burden for final growth rests on the individual.
- Second, growth takes place through a striving process in which sights (objectives) are set high and tasks involve "stretching".



- Third, development takes place by building on the strength of the people rather than by a concentration on the elimination of weaknesses.
- Fourth, a feeling of confidence in, and approval of, the process of development must be generated among those who are to be affected by it. This is seldom possible when the superior has a negatively critical point of view.
- Fifth, at all levels, a genuine faith in development is necessary, a belief that people can and will, with proper goals and encouragement, do better.
- Finally, all concerned must, with an open heart and mind, be willing to welcome and accept any change in a point of view.

### Manager Needs and Developmental Programmes

- Among firms which profess to believe in some type of planned systematic executive development, a great variety of developmental technique are used.
- The selection of techniques must rest on one's philosophy of development.
- There are various types of development needs typically required by an executive position.
- They are as shown in the upcoming figure.
- In each of these categories, a number of alternative methods are available to achieve the designated goal.
- Decision-making skills can be enhanced through the use of such techniques as the in-basket, business games, and case analysis.
- The much needed interpersonal skills can be promoted through a variety of means, including role play, behaviour modelling, sensitivity training, transactional analysis, and structured insight.
- Obviously, the executive requires job knowledge in the assigned position, and thus the methods of on-the-job experience, coaching and understudies are available.

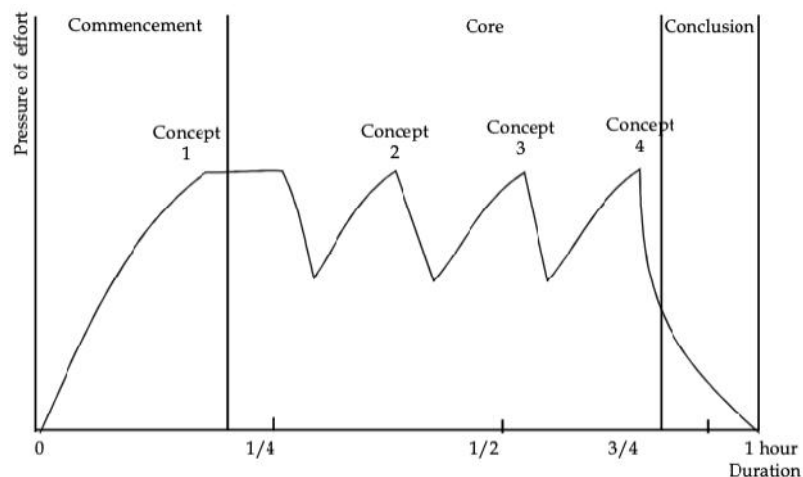


- The job is performed within an organisational environment, and such required organisational knowledge can be obtained through position orientation and multiple management.
- In the interest of a long-run general development of executive talent, efforts are often allocated to the acquisition of general knowledge.
- It is here that a variety of educational organisations are usually involved in offering special courses, meetings, and selective reading lists.

## Training and Development

- In adapting to the principle of individual differences, analysis of managerial candidates may reveal specific individual needs unique to them.
- Special projects and selected committee assignments are often utilised to attach to these development problems.
- The trainer must have good interactive skills to handle a participative group successfully, unlike the straight lecturer, being able to draw out the shy and control the talkative, but, in return, he will have a much more accurate idea of the trainee's ability.
- Whether it be lesson or lecture a general rule of thumb guide to input for the trainer is to limit his concepts to not more than four per hour.
- This is difficult to achieve, but is the key to successful knowledge-type instruction.

### Choosing the Right Method - Knowledge and Attitudes



It is important to test objectively the amount of learning that has taken place during the core phase by some means before terminating the session, since this will provide the information for future talks of lessons on the receptivity of the individual student, on the success of the lesson and on the amount of remedial teaching that may be necessary in the future.

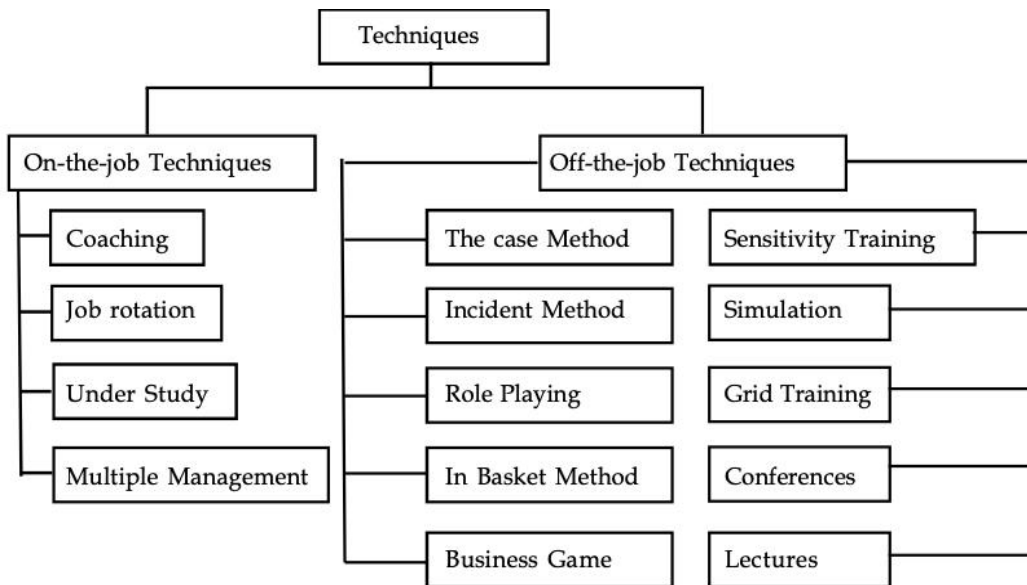
### Meeting Expectations of Generations X and Y

HR's biggest challenge is to manage the expectations of employees belonging to different generations. They have to come out with creative HR strategies aimed at attracting and retaining talent. Generations X and Y are used to having and spending money. They seek immediate reward for work.

New benefits and compensation plans need to be put in place to keep them happy and smiling. Customized career paths, involvement in decisions, praising and rewarding effort, recognizing their invaluable contributions etc. may be required to get their loyalty and commitment to organisational work.

Not surprisingly, the likes of MindTree Consulting Infosys and IBM (IBM) have revamped their orientation programmes to better engage young people, tapped men and women under 30 to serve on management committees, and launched mini-MBA programs for eager young managers. Many more novel HR policies and practices might have to be pressed into service to keep the new generation knowledge workers glued to their seats.

## 11.5 Techniques of Management Development Programme



### On-the-job Techniques

- On-the-job training is of utmost importance as the real learning takes place only when the learner uses what he has learned.
- The saying “An ounce of practice is more worthy than tons of theory” is true whoever said it.
- But it should also be remembered that classroom training or pedagogical techniques have also got their own importance in gaining new knowledge, and learning new techniques, and broader concepts.
- When on the job training is properly balanced with the classroom training, the real learning takes place.
- No other technique may interest the trainee so much as these do since the location of the learner is not an artificial one as the classroom.
- The success of these depends on the immediate supervisor and how good a teacher he is.
- On-the-job techniques are especially useful for certain groups like scientific and technical personnel.
- Though the costs of training initially appear to be low they may turn out to be high when wastages of all kinds are considered under this type of training.
- This method of learning in isolation may prove to be inadequate but in combination with the other techniques will be excellent.

### Coaching

- In coaching the trainee is placed under a particular supervisor who acts as an instructor and teaches job knowledge and skills to the trainee.
- He tells him what he wants him to do, how it can be done and follows up while it is being done and corrects errors.
- The act of coaching can be done in several ways.
- The executive, apart from asking them to do the routine work, may ask them to tackle some complex problem by giving them chance to participate in decision-making.

### Job Rotation

- The transferring of executives from job-to-job and from department-to- department in a systematic manner is called Job Rotation.

### ***Training and Development***

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- When a manager is posted to a new job as part of such a programme, it is not merely an orientation assignment.
- The idea behind this is to give him the required diversified skills and broader outlook, which are very important at the senior management levels.
- It makes the executives in general management and does not allow them to confine themselves to their specialised field only.

#### **Understudy**

- An understudy is a person who is in training to assume at a future time, the full responsibility of the position currently held by his superior.
- This method supplies the organisation a person with as much competence as the superior to fill his post which may fall vacant because of promotion, retirement or transfer.
- An understudy may be chosen by the department or its head.
- He will then teach what all his job involves and gives him a feel of what his job is.

#### **Multiple Management**

- Multiple management is a system in which permanent advisory committees of managers study problems of the company and make recommendations to higher management.
- It is also called Junior-board of executives system.
- These committees discuss the actual problems and different alternative solutions after which the decisions are taken.

##### Multiple Management – Advantages over others

- (i) members have the opportunity to acquire the knowledge of various aspects of business,
- (ii) it helps to identify the members who have the skills and capabilities of an effective manager,
- (iii) members have the opportunity to participate in the group interaction and thereby gain the practical experience in the group decision-making,
- (iv) it is relatively inexpensive method, and
- (v) considerable number of executives can be developed in a short span of time.

#### **Off-the-job Techniques**

Because of the fact that on-the-job techniques have their own limitations, these off-the-job techniques are considered important to fill those gaps.

##### **The Case Study**

- Cases are prepared on the basis of actual business situations that happened in various organisations.
- The trainees are given cases for discussing and deciding upon the case.
- Then they are asked to identify the apparent and hidden problems for which they have to suggest solutions.
- The situation is generally described in a comprehensive manner and the trainee has to distinguish the significant facts from the insignificant, analyse the facts, identify the different alternative solutions, select and suggest the best.

##### **Incident Method**

- This method was developed by Paul Pigors.

- It aims to develop the trainee in the areas of intellectual ability, practical judgement and social awareness.
- Under this method each employee is developed in a group process.
- Incidents are prepared on the basis of actual situations which happened in different organisations.

**Role Playing**

- A problem situation is simulated by asking the participants to assume the role of a particular person in the situation.
- The participant interacts with other participants assuming different roles.
- Mental set of the role is described but no dialogue is provided.
- The whole play may be taped-recorded and the trainee may thus be given the opportunity to examine his or her own performance.
- Role playing gives the participants vicarious experiences which are of much use to understand people better.

**In-basket Method**

- The trainees are first given background information about a simulated company, its products, key personnel, various memoranda, requests and all data pertaining to the firm.
- The trainee has to understand all this, make notes, delegate tasks and prepare memos within a specified amount of time.
- Abilities that this kind of exercise develops are:
  - (i) situational judgement in being able to recall details, establish priorities, interrelate items and determine need for more information,
  - (ii) social sensitivity in exhibiting courtesy in written notes, scheduling meetings with personnel involved and explaining reasons for actions taken, and
  - (iii) willingness to make decision and take action.

**Business Games**

- Under this method, the trainees are divided into groups or different teams.
- Each has to discuss and arrive at decisions concerning such subjects as production, pricing, research expenditure, advertising, etc., assuming itself to be the management of a simulated firm.
- The other teams assume themselves as competitors and react to the decision.
- This immediate feedback helps to know the relative performance of each team.

**Sensitivity Training**

- The main objective of sensitivity training is the development of awareness of and sensitivity to behavioural patterns of oneself and others.
- It is a laboratory situation where one gets a chance to know more about himself and the impact of his behaviour on others.
- It develops the managerial sensitivity, trust and respect for, others.

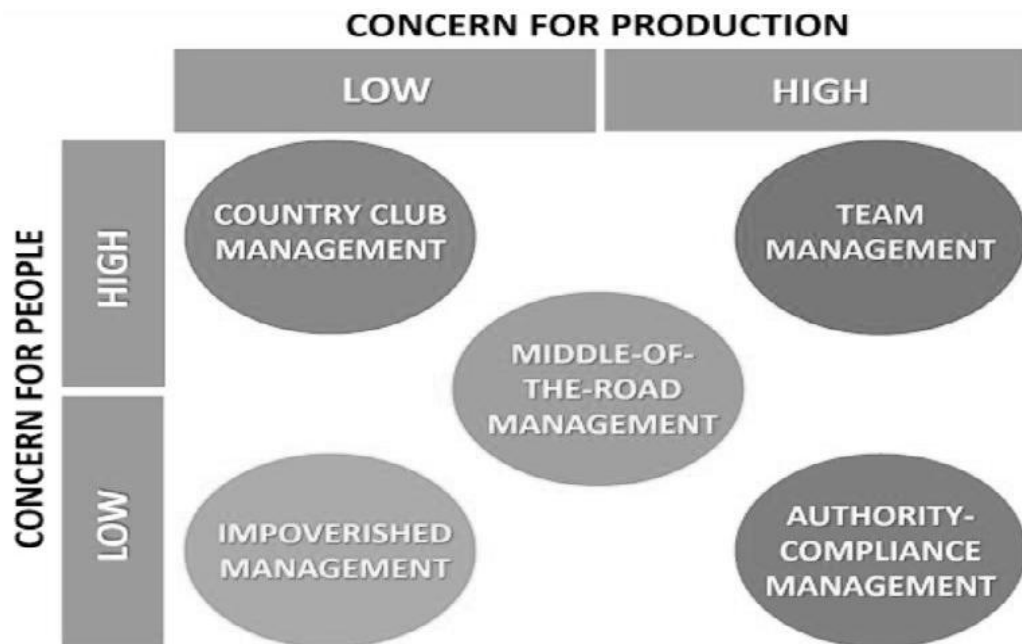
**Simulation**

- Under this technique the situation is duplicated in such a way that it carries a closer resemblance to the actual job situation.
- The trainee experiences a feeling that he is actually encountering all those conditions.

- Then he asked to assume a particular role in the circumstances and solve the problem by making a decision.
- He is immediately given a feedback of his performance.

### Managerial Grid

- It is a six phase programme lasting from three to five years.
- It starts with upgrading managerial skills, continues to group improvement; improves intergroup relations, goes into corporate planning, develops implementation methods and ends with an evaluation phase.
- The grid represents several possible leadership styles.
- Each style represents different combination of two basic orientations—concern for people and concern for production.



### Conferences

- A conference is a meeting of several people to discuss the subject of common interest.
- Better contribution from members can be expected as each one builds upon ideas of other participants.
- This method is best suited when a problem has to be analysed and examined from different viewpoints.
- It helps the members develop their ability to modify their attitudes.
- Participants enjoy this method of learning as they get an opportunity to express their views.

### Lectures

- This is the best technique to present and explain series of facts, concepts and principles.
- The lecturer organises the material and gives it to a group of trainees in the form of talk.

### Selection of Techniques

- The success of any management development programme largely depends on the selection of the techniques.
- The objectives of the programme should always form the basis in the selection of techniques.
- However, it should also be remembered that no single technique can prove to be sufficient, but only the combination of the techniques makes any management development programme effective.
- This is because all managers at all levels require all kinds of skills but in varied proportions.
- **Job Rotation** - This is particularly useful in the development of diversified skills and to give the executives a broader outlook, which are very important to the upper management levels.
- **Understudy** - An understudy is normally chosen with a forethought of making available to the organisation a subordinate who is equal to his superior in the event of retirement, illness or death of the superior. The subordinate will be able to take over his position and manage as effectively as his boss could.
- **Multiple Management** - This technique is mainly useful in bringing the managers out of their narrow shells and help them gain a broader outlook and knowledge in different functional areas.
- **Case Study** - In the development of executive analytical and decision-making skills, this technique is particularly useful.
- **Incident Technique** - This technique improves one's intellectual ability, practical judgement and social awareness.
- **Role Playing** - Role playing helps executives in understanding people better by giving them vicarious experiences.
- **In-basket** - Situational judgement and social sensitivity are the two important qualities that can be developed with the help of this method.
- **Business Games** - This technique may be used in order to develop organisational ability, quickness of thinking and leadership.
- **Sensitivity Technique** - This helps one to know more about himself and the impact of this behaviour on the others, which are important to manage people better.
- **Simulation** - Problem-solving through decision-making can be developed quite well with the help of simulation.
- **Managerial Grid** - To develop leadership qualities in executives over a long period of time this technique is adopted.
- **Conferences** - The most difficult thing for anyone is to change his own attitude. This technique develops the ability of the executives to modify their attitudes, when needed in the interest of the organisation.
- **Lectures** - This is a best technique to give more knowledge in a short period of time a large number to participants.

## 11.6 Employee Development Programmes

Employee development is almost universally recognized as a strategic tool for an organization's continuing growth, productivity and ability to retain valuable employees. If organizations neglect certain challenges, then the employee development process will be cumbersome for the organization, frustrating for employees and of uncertain value for both.

### Reasons for emphasizing employee development include:

- Remaining competitive. Organizations are competing not only for market share but also for employees. Employees want to work for an employer that will upgrade their skills to keep them competitive with peers from other companies.
- Dealing with ongoing skills shortages. According to SHRM's skills gap research, 83% of HR professionals are having recruiting difficulty and of those HR professionals, 75% say there is a

shortage of skills in candidates for job openings. In the short term, organizations should rekindle entry-level job training programs.

- Promoting diversity, equity and inclusion. Corporate diversity initiatives all too often focus on external recruiting rather than reskilling current employees to encourage promotion of women and people of color.
- Create a culture of learning. An agile learning culture is needed now more than ever—one that enables employees to demonstrate their ability to quickly adapt to new environments, new protocol and shifting market demands.
- Taking employee development "off hold." Previously, many U.S. employers placed some individual professional development initiatives on hold due to limited budget and resources, shifting business priorities, lack of time, and lack of senior management support.
- Adapting to changing business structures. Leaner, flatter, continuously evolving organizations need employee development to ensure engagement and commitment. By providing creative development, executives signal that they value employees.
- Increasing worker productivity. Workers who receive training and educational opportunities are more productive.
- Reducing turnover. The more money an organization spends on employee training and development, the greater the concern that the highly skilled people will leave and take their knowledge somewhere else; however, research has shown that employee training actually reduces turnover and absenteeism.

### **Guidelines for Effective Employee Development**

- Gain executive support. Ensure executives understand and agree with how development fits into workforce planning, a succession process or a retention program.
- Involve management. If executives show support, there is a good chance that management will pay attention to employee development. Managers play a vital role, ensuring a connection between development strategy and real-world implementation.
- Relate to performance management. The employer must be clear about development's place in the performance management process. Managers should differentiate between short-term plans for projects, long-term plans for the organization, career development plans for the employee and skill building for immediate performance deficiencies.
- Know the desired outcome. Have a clear understanding of exactly which skills will be enhanced by particular employee development initiatives.
- Understand what the employee values. Employees often have an intense interest in their own development. Knowing what each employee values and how that relates to his or her development needs should greatly affect the type of development activities provided for the employee and, ultimately, for the success of such activities.

### **Employee Development Methods**

- Coaching
- Mentoring
- Individual development plans
- The 9-Box grid
- Cross training
- Stretch assignments
- Job enlargement and job enrichment
- Job shadowing
- Job rotation



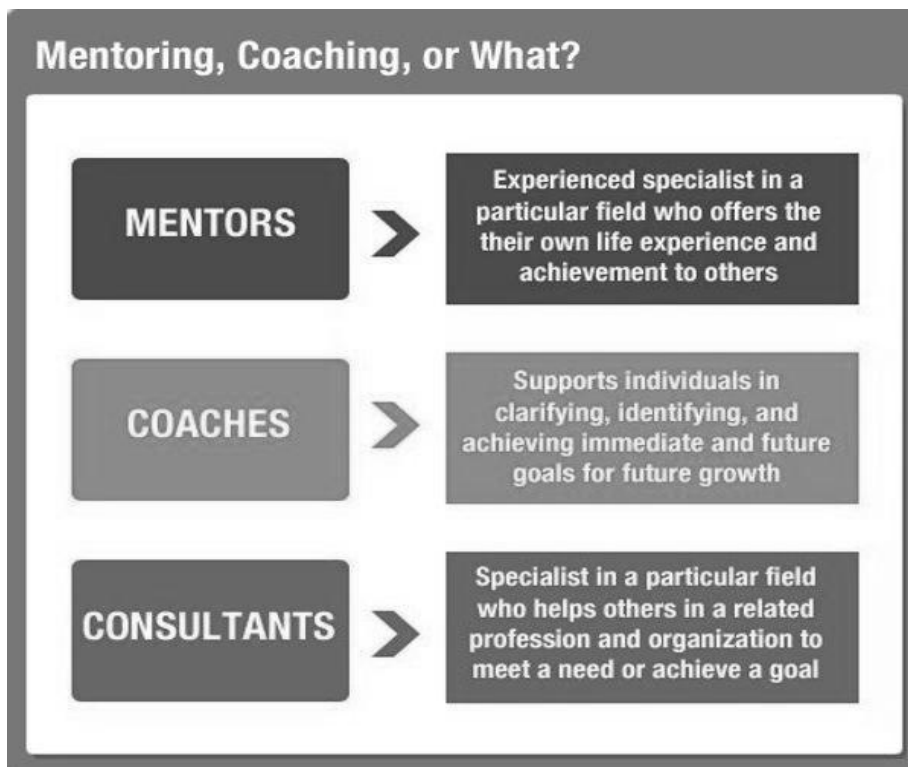
- Succession planning
- Assessment centers
- Corporate Universities
- Online employee development

### Coaching

- Coaching involves a more experienced or skilled individual providing an employee with advice and guidance intended to help him or her gain new skills, improve performance and enhance the quality of his or her career.
- Coaching should be approached like any other strategic goal.
- Successful execution requires commitment from the organization and the person being coached, a plan to obtain results, qualified coaches, and a follow-up evaluation.

### Mentoring

- Mentoring matches less experienced employees with more experienced colleagues through formal or informal programs.
- Formal mentoring programs can reduce turnover, enhance recruitment, and improve performance and the work environment, especially for women and people of color.



### Individual Development Plans

- To accelerate the pace of employee learning, organizations may use an individual development plan (IDP).
- This document details an employee's intentions and learning outcomes as well as support necessary to meet his or her tangible growth goals.
- Beneficial IDPs reflect adult learning strategies, experiential learning and symbolic interaction.

### The 9-Box Grid

- The 9-box grid is an individual employee assessment tool that evaluates the employee's current and potential levels of contribution to the organization.
- For performance appraisal purposes, the 9-box grid provides a visual reference that can include appraisal and assessment data to allow managers to view employees' actual and potential performance.
- With information from the grid, managers can design IDPs.

## Building A 9 Box Grid

<b>Future Potential</b>	Low Performer High Potential	Moderate Performer High Potential	High Performer High Potential
	Low Performer Moderate Potential	Moderate Performer Moderate Potential	High Performer Moderate Potential
	Low Performer Low Potential	Moderate Performer Low Potential	High Performer Low Potential
<b>Current Performance</b>			

### Cross-Training

- Cross-training refers to training employees to perform job duties other than those normally assigned.
- Cross-training can be a short-term or ad hoc fix, or it can be an ongoing, planned process.
- This skill diversity may help him or her meet qualifications for future career advancement.

### "Stretch" Assignments

- On-the-job training projects and "stretch assignments" give employees a chance to learn while doing real work.
- Developmental assignments allow employees to develop new skills, knowledge and competencies necessary for higher-level positions.

### Job Enlargement and Job Enrichment

- Job enlargement involves expanding the employee's job by adding more tasks and duties, typically at the same level of complexity.
- Job enrichment builds more depth to an employee's job through more control, responsibility and discretion.
- Organizations often redesign jobs to increase employee motivation; however, when jobs are enlarged but not enriched, motivational benefits are unlikely.

### Job Shadowing

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**Unit 11: Employee Development**

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- Job shadowing requires more than just having an employee follow a colleague around all day.
- Shadowers view the organization from a different perspective and learn firsthand about the challenges facing workers in other departments.
- This perspective helps employees realize the impact their decisions have on other groups.

**Job Rotation**

- Job rotation is the systematic movement of employees from job to job within an organization.
- Rotation programs may vary in size and formality.
- Though larger employers are more likely to invest in a formalized job rotation program, organizations of all sizes might consider implementing a job rotation program.
- Typically, formal rotation programs offer customized assignments to promising employees to give them a view of the entire business.
- Assignments usually run for a year or more.

**Succession Planning**

- Succession planning identifies long-range needs and cultivates internal talent to meet those needs.
- Succession plans typically focus on a one- to three-year process of preparing employees – *not* preselecting them – for new roles in the organization.
- Many business leaders believe that succession planning is a complex process, restricted to the largest organizations with the most sophisticated organizational development departments.
- However, succession planning can also benefit smaller organizations with fewer resources.

**Assessment Centers**

- An assessment center is not necessarily a physical site, as the term might suggest, but a program of tools and exercises designed to assess an employee's or job candidate's suitability in relation to a particular role.
- Centers may be used for selection or development purposes.
- Assessment centers usually take place over one or two days and can involve several employees or candidates at a time.
- Evaluators rate participants based on standardized activities, games and other simulations to predict the candidates' future performance.

**Corporate Universities**

- Corporate universities focus primarily on on-the-job skills, company-specific proprietary knowledge and branding, and certification.
- At a corporate university, the focus is on learning that will benefit the organization, not just the individual.
- Benefits of the corporate university format include strategic alignment with company goals, consistent quality and uniform messages that reach all learners.

**Online Employee Development**

- Organizations typically use classroom-based learning for topics unique to the particular employer and online learning for more universal topics.

## Training and Development

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- Online training allows self-directed, just-in-time, on-demand instruction.
- Employees in e-learning situations have more control over their time than they have in a classroom.
- To keep employees engaged during online development activities, the training should deliver content in small, easily understood pieces.

### **Creating Employee Development Plans**

Employee development Plans should be created keeping in mind the following things:

- What all skills an employee possesses ?
- Key responsibility areas/Job responsibilities of an individual
- What all skills he/she needs to acquire for an increased output ?
- In what all genres apart from his current profile he/she can contribute ?

### **Summary**

- Management training is not a “one-shot” affair but continues throughout an executive’s whole professional career.
- The skills that a manager requires are of three types which are technical, human and conceptual.

The primary objectives of executive development are to provide adequate leaders; to increase the efficiency of performance of existing executives and to serve as a means of control in operations.

- Managerial obsolescence may be due to redundancy, mergers and takeovers, reorganisations, change in technology, products and trade and individual causes.
- The two types of approaches by which managers can acquire the knowledge, skills and attitudes and make themselves competent managers are formal training and on-the-job experiences.
- Stage in planning a management development programme are Organisational Planning, Programme targeting, Ascertaining key positions requirements, Managerial appraisal, Replacement of skills inventories, Planning individual development programmes and Appraising existing programmes ??Management Development process.
- Management development is a systematic process of growth and development by which managers develop their abilities to manage.
- Organisational climate comprises the conditions in which the management guides the development and growth of the people at all levels by training, counselling, delegation and communication.
- The job is performed within an organisational environment, and such required organisational knowledge can be obtained through position orientation and multiple management.

### **Keywords**

- Conceptual Skills: Skills which make it possible for a manager to consider an enterprise as a whole and evaluate the relationships which exist between various parts or functions of a business.

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*Unit 11: Employee Development*

- **Human Skills:** It refer to the ability to work effectively with others on a person-to-person basis, and to build up co-operative group relations to accomplish the organisational goals.
- **Job Rotation:** The transferring of executives from job-to-job and from department-to-department in a systematic manner is called Job Rotation.
- **Organisational Climate:** The conditions in which the management guides the development and growth of the people at all levels by training, counselling, delegation and communication.
- **Technical Skills:** Skills which enable a manager to use effectively techniques, methods, processes and equipment in performing specific jobs.

**SelfAssessment**

1. Individuals in an organization form its vital resource and must be valued, nurtured and retained.
  - A. True
  - B. False
  - C. Depends on type of organization
  - D. None of the above
  
2. If organizations neglect certain challenges, then the employee development process will be cumbersome for the organization, frustrating for employees and of uncertain value for both.
  - A. True
  - B. False
  - C. Depends on type of organization
  - D. None of the above
  
3. Expectations are common issues and challenges in developing employees. It is a sub part of which of the following challenge?
  - A. General Issues
  - B. Funding Challenges
  - C. Generational Issues
  - D. Communication
  
4. Which approach to employee development allows: Employees could volunteer to rotate roles with colleagues on a shift/team, to put some of those new skills into practice.
  - A. Coaching
  - B. Mentoring
  - C. Task/job rotations
  - D. Workshops
  
5. Which approach give employees an opportunity to interact with peers/colleagues from within and external to the organization.
  - A. Coaching
  - B. Mentoring
  - C. Task/job rotations
  - D. Workshops
  
6. Which method involves getting feedback about an employee, from a cross-section of peers, subordinates, supervisors and external vendors, and then identifying skills development opportunities based on those inputs.
  - A. Coaching
  - B. Self-study

- C. 360-degree performance review  
D. Career planning
7. \_\_\_\_\_ is a systematic process of growth and development by which managers develop their abilities to manage.
- A. Employee development  
B. Training and development  
C. Management development  
D. None of the above
8. \_\_\_\_\_ is important to determine the company's present and future needs;  
Programme targeting: to focus the company's efforts on the most pertinent areas.
- A. Organisational planning  
B. Ascertaining key positions requirements  
C. Managerial appraisal  
D. Replacement of skills inventories
9. Implementation of development programme is responsibility of \_\_\_\_\_.
- A. Finance department  
B. Research and development department  
C. Marketing department  
D. Personnel department
10. By "organisational climate", we mean the circumstances or conditions in which the management guides the development and growth of the people at all levels by training, counselling, delegation and communication.
- A. True  
B. False  
C. Depends on situation  
D. None of the above
11. Development is a teaching rather than a learning process.
- A. True  
B. False  
C. Depends on situation  
D. None of the above
12. Off-the-job training is of utmost importance as the real learning takes place only when the learner uses what he has learned.
- A. True  
B. False

13. \_\_\_\_\_ is a system in which permanent advisory committees of managers study problems of the company and make recommendations to higher management.
- Multiple management
  - Coaching
  - Mentoring
  - Understudy
14. The \_\_\_\_\_ is an individual employee assessment tool that evaluates the employee's current and potential levels of contribution to the organization.
- 9-box grid
  - Cross training
  - Stretch assignments
  - Job enlargement and job enrichment
15. \_\_\_\_\_ allows self-directed, just-in-time, on-demand instruction.
- Offline training
  - Online training

**Answers for SelfAssessment**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. A  | 2. A  | 3. D  | 4. C  | 5. D  |
| 6. C  | 7. C  | 8. A  | 9. D  | 10. A |
| 11. B | 12. B | 13. A | 14. A | 15. B |

**Review Questions**

- For a constructive management development programme, one has to understand the concepts associated with management development. Explain those concepts.
- Distinguish between employee training and management development.
- If management development programmes are not evolved, the managerial personnel would become "obsolete". Justify the statement highlighting the significance of management development programme.
- Describe the management development process.
- "A good manager should be a successful coach of other managers". Discuss the statement.
- What is sensitivity training? Does it help to make more effective managers.
- Describe the stages involved in planning a management development programme.
- For creating a suitable organizational climate favourable for management development what are the things required to be kept in mind by the top executives of organization?
- The success of any management development programme largely depends on the selection of technique. Justify.



10. The management development programme is conducted by formal training as well as through on the job techniques. What are the different ways used in formal training and on the job techniques?



### **Further Readings**

G Pandu Naik, "Training and Development – Text, Research and Cases", Excel Books, New Delhi

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### **Web Links**

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## Unit 12: Career Management

### CONTENTS

Objectives

Introduction

12.1 Need and Importance of Career Management

12.2 Protean versus Traditional Career

12.3 Roles of Employees, Managers, Human Resource Managers, and Company in Career Management

12.4 Evaluating Career Management System

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this lecture, you will be able to

- gain an insight into the concept of career management,
- analyse the reasons to pay attention to career management,
- understand the process of career management,
- know the components, objectives and benefits of career management.
- gain an insight into the concept of traditional and protean career,
- analyse the reasons of popularity of boundaryless career,
- understand the historical and cultural context of the protean career,
- know the skills related to protean career.
- gain an insight into the concept of career management.
- analyse the roles of different stakeholders in career management.
- gain an insight into the concept of career development program.
- analyze the different indicators of career program effectiveness.
- study the different principles for evaluation and benefits of career management.

### Introduction

- New technology and changes in business priorities have resulted in a new kind of career called the project career.
- The growing use of teams to produce products and provide services is another factor influencing the concept of careers. In some cases, careers are viewed as project careers. **Project careers** are a series of projects that may not be in the same company.
- The concept of a career affects training program choice, participation, and learning needs.

## **12.1 Need and Importance of Career Management**

**Career management** is the process through which employees:

- Become aware of their own interests, values, strengths, and weaknesses.
- Obtain information about job opportunities in the company.
- Identify career goals.
- Establish action plans to achieve career goals.

From the company's perspective, failure to help employees plan their careers may result in a shortage of employees, low employee commitment, and ineffective use of training dollars.

From the employee's perspective, lack of career management may mean frustration, feelings of not being valued, and unable to find acceptable work should a job change be necessary.

**Career motivation** has three components:

- **Career resilience**, which is the extent to which employees are able to cope with problems that affect their work.
- **Career insight** includes
  - (a) How much employees know about their strengths, weaknesses, and interests.
  - (b) Relating their self-perceptions to their career goals, e.g., participating in developmental activities to help reach career goals.
- **Career identity** is the extent to which employees define their personal values according to their work.

Career motivation is positively affected by the company providing opportunities for achievement, encouragement for development, and information about career opportunities (i.e., career management systems).

## **12.2 Protean versus Traditional Career**

Traditionally, careers have been described as

Advancement: a sequence of promotions held within a company; *or*

A Profession: occupations with a clear pattern of advancement; *or*

A lifelong sequence of jobs; *or*

A lifelong sequence of role-related experiences.

Career, as defined by Hall, refers to the individual sequence of attitudes and behaviors associated with work-related experiences and activities over a person's lifespan.

The new concept of the career is the **protean career**, which is a career that is frequently changing based on changes in the individual's competencies, interests, and values, as well as changes in the work environment. Now employees take major responsibility for their careers. A comparison of traditional careers versus protean careers is shown in Table 11-1 (p. 411).

The career concept has been influenced by changes in the psychological contract between employers and employees.

A **psychological contract** is the set of expectations employers and employees have for each other.

The traditional psychological contract involved the company providing continued employment and advancement opportunities in exchange for the employee's loyalty and good performance.

The psychological contract has changed, due to changes in company structures and philosophies and the competitive environment. Job security is no longer assumed, nor is it expected that an employee will stay with a firm forever. More of an employee's responsibilities are organized by project or skills, rather than by job or by function.

The goal of the new career is **psychological success**, which is the intrinsic feeling of pride and accomplishment from achieving life goals not limited to work. These are more under the control of

the employee than were traditional career goals. What is valued appears to be evolving away from solely work-defined achievements.

The protean career requires more readiness to learn than the traditional career; it also requires “knowing why” and “knowing whom” in addition to simply “knowing how.”

Career patterns are changing as well. The traditional pattern was linear, up the hierarchy; whereas spiral career patterns, involving movement across specializations or disciplines, will emerge. Transitory career patterns, involving more frequent job changes, will also become more prevalent.

The new view of a career is as “boundaryless,” potentially involving movement across employers and/or occupations and defining career success as achieving personally meaningful goals rather than strictly promotions determined by the company.

So, the new definition of a career is a pattern of work-related experiences over the course of one’s lifetime.

### A Model of Career Development

**Career development** is the process of an employee progressing through a series of stages, each stage bringing different developmental tasks, activities, and relationships.

Career models include:

**Life-cycle models** suggest that employees go through distinct life or career stages and face certain developmental tasks through the course of their careers.

**Organization-based models** suggest that careers proceed through a series of stages, each involving changes in activities and relationships, but that career development involves learning to perform certain activities.

**Directional pattern models** describe the form or shape of careers, suggesting that employees make decisions about how quickly they want to progress through the career stages.

There are four major career stages:

1. The **Exploration Stage**, which is characterized by the identification of one’s interests, skills, and fit between oneself and work; and learning and following directions as an *apprentice* of sorts.
2. The **Establishment Stage** involves advancement, growth, security, the development of lifestyle; and making contributions at work as a *colleague*.
3. The **Maintenance Stage** involves holding on to accomplishments and updating skills; and training, sponsoring, policy making, and mentoring.
4. The **Disengagement Stage**, which is characterized by retirement planning, changing the balance between work and nonwork by phasing out of work, and acting as a *sponsor*.

Recycling means changing one’s major work activity after having been established in another field and going back to the exploration stage.

When considering recycling an employee can conduct informational interviews, to gather information about other jobs.

A career management system helps employees, managers, and companies identify career development needs at each stage.

### Career Management Systems include the following components:

**Self-assessment** is the use of information, tests, and interest inventories, etc., to identify and understand their career interests, values, aptitudes, and behavioral tendencies.

**Reality check** refers to information given to employees about how the company sees their skills and knowledge and where they fit into the company’s plan. This is usually provided by managers during the performance appraisal process.

**Goal-setting** is the process by which employees develop short and long-term career objectives, usually discussed with the manager and written into a career development plan. The goals relate to:

### Training and Development

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1. Competencies
2. Areas for Improvement
3. Career goals
4. Next assignments
5. Training and development needs

**Action planning** involves employees determining how they achieve short- and long-term goals. Action plans may include training courses and seminars, informational interviews, or applying for jobs.

Design factors to include in creating an effective career management system

1. The system should be positioned as a response to a business need.
2. Employees and managers participate in the development of the system.
3. Employees are encouraged to take an active role in their career management.
4. Evaluation should be ongoing and used to improve the system.
5. Business units should be able to customize the system for their own purposes.
6. Employees should have access to career information services.
7. Senior management must support the career system.
8. Career management should be linked to other human resource functions, such as performance management, training, and recruiting systems.
9. The system creates a large, diverse talent pool.
10. Information about career plans and talent evaluation is accessible to all managers.

### **12.3 Roles of Employees, Managers, Human Resource Managers, and Company in Career Management**

- A. The **employee's role** in today's career management means taking responsibility for career planning. Employees should take the following actions:
  - Take the initiative to ask for feedback from managers and peers regarding their strengths and weaknesses.
  - Identify their career development stage and current needs.
  - Gain exposure to learning opportunities.
  - Interact with employees from other work groups, inside and outside the company.
  - Create visibility through good performance
- B. The **manager's role** in career management involves four subroles (see Table 11-7, p. 427):
  - Coaching: listening, probing problems, and clarifying concerns.
  - Appraising: giving feedback, clarifying company standards and needs, and job responsibilities.
  - Advising: generating options, assisting in goal setting, giving recommendations.
  - Referring: linking to career resources, follow up on career management plan.
- C. The **human resource manager's role** involves providing information about training and development opportunities; providing specialized services, such as testing; helping employees prepare for job searches; and career counseling.

- D. The **company's role** involves providing employees with the resources they need to be successful in their career planning:
- Career workshops
  - Information or access to information on career and job opportunities
  - Career planning workbooks and materials
  - Career counseling
  - Career paths
  - The company must also monitor and evaluate the system and the managers' and employees' roles.

## 12.4 Evaluating Career Management System

- Reactions of customers, i.e., employees and managers, to the system, through questionnaires or other methods.
- Results of the career management system can be tracked, e.g., time to fill open positions, amount of employee use of the system, the number of women and minorities promoted, etc.
- Evaluation of career management systems should be based on their objectives, preferably concrete and measurable objectives.

### Indicators of Career Program Effectiveness

#### Matching the Standards with the Results:

- Comparison between already established goals and objectives and achievement is the biggest indicator of the effectiveness of a career program.
- Lesser the difference between the two, more successful the program is.
- But before matching the two, HR managers should make sure that the set standards were feasible to achieve and achieved output is calculated without any bias.

#### Greater Self Awareness among Employees:

- The effectiveness of the program can also be measured by the degree of increase in self-awareness among employees.
- If they feel that they have achieved greater self-awareness and self-determination and acquired necessary and useful information about their career, the program is definitely a big success.

#### Balance between Employee and Organization Requirements and Objectives:

- Implementation of a career development program should result in better communication at all levels within the organization, a balance match between individual and organizational career and identification of talent pool by HR specialists are other major indicators that can help you measure the effectiveness of a career development program.

#### Changes in Performance Indexes:

- Improved employee performance ratings, improved employee morale, reduced turnover rates, reduced employee absenteeism, increased promotions from within and reduced time to fill job openings are other positive indicators for measuring the effectiveness of a career program.

Many people do not have the proper skills to manage their skills properly. Career management is a problem solving and **decision-making process**. Greenhaus and Callanan have identified four indicators of effective career management.

They suggest that effective career management requires:

- Deep knowledge of the employee himself/herself and an accurate picture of the environment.

## Training and Development

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- The development of realistic goals that are compatible with one's values, interest, abilities and desired lifestyle,
- The development and implementation of appropriate career strategies and
- Continual feedback process that permits adaptation in the face of the changing situation.

### **Evaluation Principles**

Evaluation must be based on the following principles:

1. There must be clarity about the goals and purposes of evaluation.
2. There must be continuity in the evaluation.
3. Evaluation must be specific.
4. Evaluation must provide the means and focus for trainers to be able to appraise themselves, their practices, and their products.
5. Evaluation must be based on objective methods and standards.
6. Realistic target dates must be set for each phase of the evaluation process. A sense of urgency must be developed, but deadlines that are unreasonably high will result in poor evaluation.

### **Benefits of Career Management**

Career management services are beneficial for both

- ✓ the organization and
- ✓ the individual.
- ✓ Developing employees who will go the extra mile and understand the benefits of building a partnership with their employer.
- ✓ Reaping the rewards of a workforce that has been given the tools needed to leverage their strengths.
- ✓ Increasing employees' morale by helping them visualize their career within an organization.
- ✓ Supporting human resources manager who must attract, retain, develop and terminate employees.
- ✓ Developing the insight required to increase employee commitment and satisfaction.
- ✓ Gaining employee support for the implementation of critical business objectives and strategies.
- ✓ Career management services increase employees motivation and engagement towards their employer.
- ✓ Identifying employees skills, interests and career objectives.
- ✓ Offering employee an opportunity to explore new work possibilities.
- ✓ Developing a personalized career action plan.
- ✓ Providing an individual with follow-up tactics to ensure that his objectives are in line with his career goals.

### **Summary**

- Because careers have changed so dramatically, this discussion of careers and career management is extremely important.
- This chapter provides a context by discussing the traditional concept of a career as compared to today's concept.

- The implications for career management systems and training are enormous and the training and development student needs to be aware of these implications.
- This chapter walked the student through the notion of a career and how it has changed; it described career models and the four stages of a career.
- Further, it revealed the important components of a career management system, including self-assessment, reality check, and goal-setting, and action planning.
- The roles of the various parties to career management were detailed and, perhaps most importantly, the expected outcomes of career management systems were discussed.
- This chapter provides a thorough discussion of careers and career management in a futuristic manner.

### Keywords

- **Protean Career** - The protean or boundaryless career involves greater levels of self-determination on the part of the individual. This may involve being employed by a larger number of different employers, do not follow a linear route up the corporate hierarchy, and involve both objective and subjective definitions of success.
- **Traditional Career** - Traditional career models are grounded in a long-term relationship between the individual and one or two companies over the individual's working life. Individuals and companies engaged in a psychological contract where the individual exchanged labour and compliance with employer demands in a specific set of duties in return for pay and other benefits.

### SelfAssessment

1. Career management is about getting people to where they want to be and where the organisation needs them to be.
  - A. False
  - B. True
2. The career management process embraces various concepts:
  - I. Self-awareness,
  - II. Career development planning/career exploration,
  - III. Life-long learning, and
  - IV. Networking
  - V. Evaluation and feedback

Which of the above is not a concept of career management process?

- A. Career development planning/career exploration,
  - B. Life-long learning, and
  - C. Networking
  - D. Evaluation and feedback
3. Career Development Planning is a process designed to help you to take the time to think about your job/career goals.
    - A. False
    - B. True
  4. Which of the following is NOT a benefit of career management process?
    - A. Minimizes the rate of employee turnover and boosts employee retention.



- B. Better opportunities for career growth to the employees in an organization.
  - C. Helps an employee to set unrealistic goals
  - D. Encourages employment equity through appropriate placement and selection during the recruitment process.
5. Traditional career models are grounded in a \_\_\_\_\_ relationship between the individual and one or two companies over the individual's working life.
- A. short term
  - B. mid-term
  - C. long-term
  - D. None of the above
6. The \_\_\_\_\_ career, on the other hand, involves greater levels of self-determination on the part of the individual.
- A. Boundaryless
  - B. Protean
  - C. All of the above
  - D. None of the above
7. Which of the following are broad dimensions of protean career?
- A. a values-driven career orientation
  - B. self-directed career management.
  - C. All of the above
  - D. None of the above
8. In an era when traditional employment relationships are in decline, organizations should design and develop cultures which include elements that support and reward \_\_\_\_\_ individuals.
- A. Protean
  - B. Traditional
9. \_\_\_\_\_ role is to provide the tools and resources for employees to manage their careers and for managers to support them.
- A. Manger
  - B. HR
  - C. Employee
  - D. Employer
10. The most important step \_\_\_\_\_ can take is to show they care about their employees by talking to them about their careers.
- A. Manger
  - B. HR
  - C. Employee
  - D. Employer

11. Career workshops are organised by \_\_\_\_\_.
- A. Manger
  - B. HR
  - C. Company
  - D. Employee
12. Office Career Champion does which of the following activities?
- A. Demonstrates commitment to the organisation and its values.
  - B. Mentors and supports people to get the best out of them.
  - C. Champions career development within the organisation.
  - D. All of the above
13. The main objective of designing and developing a \_\_\_\_\_ program is to provide employees with an opportunity to grow within the organization and expand their horizons and upgrade and use their skills to maximum possible extent so that the organization can be benefited ultimately.
- A. career management
  - B. training and development
  - C. All of the above
  - D. None of the above
14. Career management is a \_\_\_\_\_ and \_\_\_\_\_ process.
- A. problem solving
  - B. decision-making
  - C. Both of the above
  - D. None of the above
15. Greenhaus and Callanan have identified \_\_\_\_\_ indicators of effective career management.
- A. Three
  - B. Four
  - C. Five
  - D. six

### **Answers for Self Assessment**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. B  | 2. D  | 3. B  | 4. C  | 5. C  |
| 6. C  | 7. C  | 8. A  | 9. B  | 10. A |
| 11. C | 12. D | 13. A | 14. C | 15. B |

**Review Questions**

1. What stage of career development are you in? What career concerns are most important to you? Are these concerns consistent with any one of the development models presented in the chapter?
2. Discuss the implications that the career development model presented in this chapter may have for training and development activities.
3. Why should companies be interested in helping employees plan their careers? What benefits can companies gain? What are the risks?
4. What are the three components of career motivation? Which is the most important? Which is the least important? Why?
5. How does the protean career concept differ from traditional career concept on the following dimensions: pattern, development sources, goal, and responsibility for management?
6. What is a psychological contract? How does the psychological contract influence career management?
7. What are the manager's roles in a career management system? Which role do you think is the most difficult for the typical manager? Which is easiest? List the reasons why managers might resist involvement in career management.
8. How has the Web influenced career management for employees? For companies?
9. If you were asked to develop a career management system, what would it look like? How might you evaluate whether it was effective? What information would you use to develop the system?

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## Unit 13: Career Development

### CONTENTS

Objectives

Introduction

13.1 Model of Career Development

13.2 Factors That Influence Career Development

13.3 Career Paths and Developing Dual Career Options

13.4 Career Portfolio

13.5 Balancing Work and Life

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### Objectives

After this lecture, you will be able to

- gain an insight into the concept of career development.
- analyse the model of career development.
- understand the factors that influence career development.
- know the strategies, basics and importance of career development.
- gain an insight into the concept of career paths and its background.
- understand how to develop traditional and nontraditional career paths and ladders.
- analyse the requirements for a career path.
- know the strategies to prepare for a dual career path.
- gain an insight into the concept of career portfolio.
- analyse the jobs where career portfolio is utmost required.
- Study the reasons of necessity of career portfolio.
- understand how to make a career portfolio and items to be included in career portfolio.
- gain insight into the concept of work-life and work-life balance.
- analyse the reasons for poor work-life balance and positive impacts of a good work-life balance.
- study common practices implemented to gain good work-life balance.
- understand the role of organisations for helping you main good work-life balance.

## **Introduction**

- Career development is the process of choosing a career, improving your skills, and advancing along a career path.
- It's a lifelong process of learning and decision-making that brings you closer to your ideal job, skillset, and lifestyle.
- Career development is the process of self-knowledge, exploration, and decision-making that shapes your career.
- It requires successfully navigating your occupational options to choose and train for jobs that suit your personality, skills, and interests.
- When someone pays careful attention to their career development, they identify their own strengths and blind spots, then work hard to improve their skills.
- It also involved learning about different roles and industries to find a match to their abilities, seeking out opportunities to advance, and maybe even changing careers altogether if they find a more suitable one.

### How Does Career Development Work?

- Career development can start when someone is quite young and just learning about different ways to make a living.
- It is a part of human development, and the process can span a lifetime.
- For example, when a child notices that some people are doctors, firefighters, or mail carriers, it signals the start of this process.
- It continues on through elementary school as they begin to explore occupations and later into adulthood as people ultimately decide what career to pursue.
- Career development doesn't end after you choose an occupation.
- You must then get the required education and training, apply for and find employment, and ultimately advance in your career.
- For most people, it will also include changing careers and jobs at least once (and probably more often) during their work lives.
- Many people find themselves in need of professional advice as they encounter problems or must make decisions about their careers—for instance, when they are thinking of looking for a new job or changing occupations.
- Career development is directly linked to an individual's growth and satisfaction and hence should be managed by the individual and not left to the employer.
- Career development helps an individual grow not only professionally but also personally.
- Learning new skills like leadership, time management, good governance, communication management, team management etc. also help an employee develop and shape their career.

## 13.1 Model of Career Development



### 1. Self-Assessment

- The first step in career development is the self assessment which means that the individual has to assess oneself on the kind of career and growth one wants and what kind of skills and interests are there.
- Get to know yourself - Begin to identify your values, interests, skills, personal traits and career satisfiers in order to identify the ingredients of a good career "fit":
  - Take self and personality assessments.
  - Meet with a career coach for help with assessments and early planning.
  - Begin to identify career fields and/or academic programs that fit your interests and abilities.
  - Create a draft resume and have a career coach review it.

### 2. Career Awareness/ Exploration

- This stage is when an individual explores various career paths which align with the self assessment done in the first step. Career awareness can be how a person can explore various domains and types of jobs/work available
- Explore and research career possibilities - Learn the connections between academic programs, experiential learning, previous professional experiences, and careers:
- Conduct career research and gather information from valuable online resources
- Gather information on different fields, industries and companies.
- Decide on a major and learn what career paths a major can offer.
- Conduct informational interviews with people in fields that interest you.
- Explore opportunities to gain relevant work experience, such as internships, summer jobs, or volunteer work.
- Attend career and networking events.

**3. Goal Setting/ Preparation**

- This is the most important step in career development because this is where one defines clear short term and long term goals to meet the career one aspires. Both short term and long term goals need to be defined to begin with.
- Short term goals would be more actionable but long term goals can be changed or tweaked as per the growth.
- Develop your resume and cover letter writing skills; refine your career goals and strategy - Through informational interviewing, internships, and part-time/temporary or summer jobs, "test the waters" and determine a potential career direction.
- Create an effective resume and cover letter.
- Research graduate schools and visit campuses.
- Learn to present your goals and skills in an elevator pitch.
- Conduct informational interviews and build your network.
- Develop and practice your interview skills.
- Test it out - for example, Obtain an internship. Internships may be limited to undergraduate and graduate students, or recent graduates. Other populations can consider doing volunteer or temporary positions.
- Develop a Career Action Plan.

**4. Skill Training/ Implementation**

- Once the career and goals are set, one needs to acquire the right skills to achieve the growth. Skill training can be done through self training or joining a structured training program online or offline. Once the right skills are acquired, one can start the final stage.
- Develop and implement your job search or graduate school strategy - Develop the skills you need to accomplish your goals:
- Sharpen your job search skills and develop a list of potential employers.
- Prepare for interviews and practice interviewing skills with a mock interview
- Network with friends, parents, faculty, alumnae/i and others
- Gather graduate school application materials and write a personal statement
- Attend events such as career fairs, company presentations and career-related forums with alumnae/i

**5. Performing**

- With all the right knowledge and skills, the important part is to perform the tasks and jobs in the career successfully to grow in the career path.
- Make an informed and meaningful career decision - Gain insight into necessary professional development skills to be successful:
  - Refer back to your career goals, interests, strengths, and values for guidance.
  - Analyze job offers/ graduate school admissions and weigh your options.
  - Meet with a career coach to walk through your decision-making.
  - Consider the practical aspects of life after Simmons, and attend the senior series in the spring to help make this transition.
  - Learn and practice the basics of negotiating.
  - Assess Your Career Readiness.



## 13.2 Factors That Influence Career Development

A person's career development can be affected by multiple factors, some of which may be largely outside their control. These influences must be considered during the process of developing a career.

- Personal Characteristics
- Financial Resources
- Financial Obligation
- Physical, Mental, and Emotional Impairments
- Age
- Family Obligations

### Career Development Strategies

- The development of an individual's career is driven by several factors.
- Strategies to improve someone's career can be driven either by the company through organization development or by the individual himself or herself.
- Some strategies of career development are as following.

#### 1. By Companies

- Training and development by companies can help in employees learn new skills.
- Companies help in providing leadership development, management development etc.
- This is all done through employee training sessions or developmental counselling.
- Employee development in the long run helps in career development.

#### 2. By Employees

- Individuals can themselves boost their own career.
- This is done through constant evaluation of their skills using techniques like continuing professional development.
- Continuous and repetitive efforts can help in the career development for an employee.

### Career Development Basics

- Career development, at its core, is about setting goals and acquiring the skills to achieve those goals.
- Here are some ways to start doing that.

### Self-Reflect.

- Set aside some time to reflect on who you are, where you've been, and what you ultimately want from your working life.
- Are you happy with the path you've taken so far?
- Are you in the right industry and the right role?

### Job Shadow

- Learn about the different types of jobs within your company by job shadowing to see what people are doing on any given day.
- This will broaden your understanding of how your company works, how things get done, and how you fit in.
- Find a mentor in a different department that seems like it might be a good fit for you.

### Get the training you need

## Training and Development

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- If your company doesn't offer it, find out who does.
- You could take a night class at a local community college or explore training online.
- Maybe it's improving specific job skills. Maybe it's focusing on soft skills, like leadership or creative thinking.
- Maybe it's something totally outside your area of expertise.
- One smart idea: Work with a career coach to achieve a laser-sharp focus on the possibilities of the future.

### **Consider a lateral move**

- Maybe your next step isn't "up." Maybe it's "over."
- If you're in sales, for example, and think you'd be happier in marketing instead, a lateral move could make that happen.
- To move up the ladder, you may have to veer off your current path.
- That means taking a good look at your current position and what opportunities it provides for advancing.
- In today's business landscape, it's sometimes necessary to make a lateral career move to better position yourself for an upward one.

### **Enlist your manager as an ally**

- Your boss can be a great asset to you.
- He or she can help pave the way for getting training dollars, create opportunities for job shadowing or lateral moves, and be your career development cheerleader.

### **Keep your network strong**

- Developing your network is essential to getting the job you want.
- Maintaining and nurturing that network is just as important, should you want to make a move for your career.
- Attend events, send short notes to some of your key contacts, and reach out to people with comparable jobs at other companies to take their pulse on industry trends.

### **Importance of Career Development**

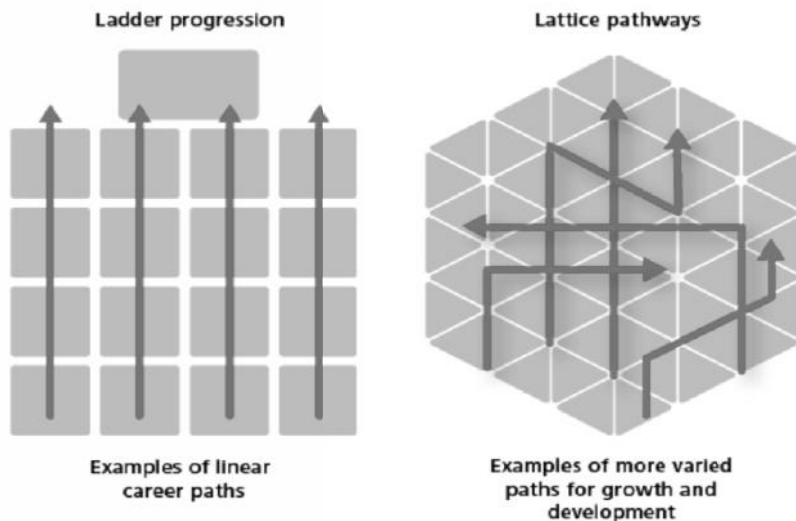
- Attracts Better Talent:
- Higher Productivity
- Work Satisfaction to Employees
- More Growth Opportunities
- Relations inside the Organization
- Healthy Work Environment

## **13.3 Career Paths and Developing Dual Career Options**

### **Career Paths**

- Career paths and career ladders are two traditional methods by which an employee can develop and progress within an organization.
- *Career ladders* are the progression of jobs in an organization's specific occupational fields ranked from highest to lowest based on level of responsibility and pay.
- *Career paths* encompass varied forms of career progression, including the traditional vertical career ladders, dual career ladders, horizontal career lattices, career progression outside the organization and encore careers.

### **Career Ladder vs Career Path**



- Employees usually feel more engaged when they believe that their employer is concerned about their growth and provides avenues to reach individual career goals while fulfilling the company's mission.
- A career development path provides employees with an ongoing mechanism to enhance their skills and knowledge that can lead to mastery of their current jobs, promotions and transfers to new or different positions.
- Implementing career paths may also have a direct impact on the entire organization by improving morale, career satisfaction, motivation, productivity, and responsiveness in meeting departmental and organizational objectives.

### HR's Role

- HR professionals have new and varied roles to play in developing and implementing career paths.
- When employees move up internal career ladders through internal promotions, HR can contribute to the process of moving an employee up the career ladder by:
  - Establishing fair, workable and consistently administered promotion policies and procedures.
  - This includes establishing policies for posting – or not posting – available positions and the content and timing of promotion announcements.
  - Facilitating promotions within their organizations by providing employees with career coaching, helping managers develop clear selection criteria and cushioning the blow for those not selected for promotion.
  - Helping newly promoted employees make a smooth transition.
  - Helping nonselected candidates continue to strengthen their skills in expectation of future opportunities within the organization.

### Developing Traditional Career Paths and Ladders

- Traditional career ladders are based on the assumption that the individual wishes to continue to climb the ladder as long as he or she is able to and that the employer continues to provide opportunities.
1. **Career mapping**
    - A tool that managers and HR professionals can use during career planning discussions with employees is career mapping.

- Career maps help employees think strategically about their career paths and how to meet their career goals within the organization rather than leave it to move ahead.
- Self-assessment. A manager engages with the employee to explore his or her knowledge, skills and abilities, as well as past experiences, accomplishments and interests.
- Individualized career map. Creating an individualized career map involves identifying other positions within the organization that meet the employee's interests. The position may be a lateral move into a different job family or a promotion.
- Exploring other opportunities. The final step in career mapping is to explore other job opportunities within the organization as they become available.

## **2. Traditional career ladders and career advancement strategies**

- In a traditional career ladder system, the person is hired and, through a combination of experience, education and opportunity, is promoted to levels that encompass additional responsibility and concomitant compensation.
- This progression within an organization continues until the individual leaves the employer for another opportunity, retires, reaches a level at which no further promotional opportunities exist, chooses to decline subsequent promotional opportunities or is terminated.

### **Career Advancement Strategy Profiles**

- Climbers. Individuals who seek advancement in their organizations by asking for varied assignments, working long hours, networking and seeking greater visibility.
- Hedgers. Individuals who use all career tactics available to advance in and outside their current organizations.
- Scanners. Individuals who monitor the job market closely and are poised to change jobs, if not organizations, as opportunities arise.
- Coasters. Individuals who do little to seek career advancement.

### **Non-traditional Methods of Career Progression**

- In today's business environment, many organizations are unable to advance all employees up traditional career ladders due to low turnover, limited growth or financial constraints.
- In such situations, other kinds of development opportunities offer ways to retain and engage employees, including job redesign, job rotation, dual career ladders, horizontal career paths, accelerated and "dialed down" career paths, and encore career paths.

#### **1. Job redesign**

- As organizations have experienced downsizing, new technologies and demographic changes, the result has been flatter organizations that provide less opportunity for career advancement via promotions.
- Job redesign is an important ingredient in continuing to challenge employees to do their best work.
- Job redesign can provide increased challenges and opportunities for employees to get more out of their jobs while staying on the same rung of their ladders. Commonly used job redesign strategies are job enlargement and job enrichment.

#### **2. Job rotation**

- Job rotation is an effective method to provide job enrichment from an employee's perspective.

- It involves the systematic movement of employees from job to job within an organization.
  - Typically, formal job rotation programs offer customized assignments to promising employees in an effort to give them a view of the entire business.
  - Assignments usually run for a year or more. Rotation programs can vary in size and formality, depending on the organization.
- 3. Dual career ladders**
- A dual career ladder is a career development plan that allows upward mobility for employees without requiring that they be placed into supervisory or managerial positions.
  - This type of program has typically served as a way to advance employees who may have particular technical skills or education but who are not interested or suited to management.
- 4. Horizontal career paths**
- The concept of horizontal career paths (also called "career lattices") was introduced in many large organizations in the mid-to-late 1990s.
  - In organizations with limited number of management and leadership positions, employees are encouraged to think of career paths both horizontally and vertically.
- 5. Accelerated and "dialled down" career paths**
- A few organizations have recognized that employees want a voice in tailoring their career paths to their life stages and as to whether they want to be on an accelerated path or a "dialed-down" path at a particular stage.
  - Some organizational projects require high intensity and others do not, but all are important to the organization.
  - An employee who is in a stage of acceleration may have a better success rate on high-intensity projects, such as a mergers-and-acquisition project that requires a lot of hours and travel. On the other hand, if someone is in dial-down mode for personal reasons, then a lower intensity project would be a better fit.
- 6. Encore career paths**
- The concept of purpose-driven work in the second half of life has only recently become an issue.
  - An encore career is the opportunity for an individual to do work that has a social impact after midlife work.
  - Experts suggest that the impact of encore careers may be similar to that of women moving into the workforce in the 1960s and 1970s.

## **13.4 Career Portfolio**

The term portfolio comes from the Italian words *portare* (to carry) + *folio* (sheet of paper). For example:

- Investors build investment portfolios to diversify their holdings and mitigate risk.
- Financial advisors recommend a portfolio that includes equities, bonds, and cash.
- Office managers and HR leaders use portfolios to stay organized.

- Artists throw open their portfolio to show works they're really proud of – the canvas of their lives.
- Broadly speaking, a career portfolio is a representation of your career potential.
- It demonstrates your skills and abilities and talks about your knowledge on an array of subjects.
- All of this is represented in a visual scale and provides a quantitative analysis of your competencies.
- When we speak about competency, it is important to note that a career portfolio takes into account your self-knowledge, both inside and outside the classroom.
- Career portfolios are beneficial for storing and organizing any documents or information that may showcase your qualifications and provide work samples you can submit when applying for a job.
- Portfolios can include resumes, cover letters, work examples, reference sheets, or even a summary statement.
- Knowing what a career portfolio is can help you create your own which you can then share with potential employers.
- A career portfolio is a collection of your work examples and other career-related documents.
- It may include your resume, samples, skills, or awards.
- You can either submit your portfolio during the application process, or you can bring it to your interview.
- If you show your portfolio during the interview, you can explain its different components to the employers.
- For example, you could explain an award that you won or a project that you made.
- The purpose of your career portfolio is to reflect your qualifications and experiences in your field.
- Try to personalize your portfolio to highlight the specific work you do in your industry.
- For instance, if you're a writer, you could include samples of papers, blogs, articles, or books you've written. If you're a programmer, you might showcase any apps, programs, software, or websites that you've programmed.

### **Why Is A Career Portfolio Necessary?**

Aids Those Looking Forward To Switching Careers :

- Unlike the conventional biodata or resume, a career portfolio provides you an opportunity to talk about those area of expertise in which you do not have a formal degree.
- Here you can demonstrate the steps you had taken to master your area of interest in addition to working in your field of specialisation.
- Clear demonstration of things like this will impress a prospective employer and you may well land yourself a job in your field of interest.

Sets You Apart

- When someone is looking to hire an individual, they will always look for someone with a spark.
- Thus, if you have had military awards, records or badges, make it a point to mention the same in your career portfolio.
- If you have held roles involving diverse job roles, mention the job descriptions of those roles.

- In a nutshell, anything that sets you apart from others must be mentioned in your career portfolio. If this is done properly, your career portfolio will take you places.

#### Gets You Noticed

- When you are out in the job market, people do not have much time for you. To them you are just another person.
- Thus, in order to strike an impression with the HR department (which is well-reputed to be very busy), standard resumes and cover letters are not enough.
- In such a scenario, your career portfolio is your only means of telling them why you are the best fit for this job by providing solid evidence.

#### Demonstrates Your Data Skills

- If you want to convince your prospective employers, make sure that you have data to sustain your claims.
- These can be included as a part of your career portfolio and may be used to give people insight about how good you actually are.
- For example, if you are a writer, you can go ahead and include samples or links of your published articles in your career portfolio.
- Doing so will set your career on a path of unprecedented growth and achievement.

#### How to make a career portfolio?



##### 1. Collect your materials

Gather all the materials you want to use in your portfolio. Use the information and examples that are most current and relevant. These materials can include:

- Your resume
- A list of your skills
- Biographical information

- Proof of any degrees, licenses or, certifications
- Letters of recommendation, references, testimonials, or reviews
- Work samples
- Military records and awards
- Community service
- Awards and accomplishments

## **2. Organize your materials**

- You should arrange your portfolio so employers can find information easily. It's a good idea to put your resume, bio, and skills list near the beginning, and then arrange other items according to what you think is most important.
- Finally, divide all your information into categories and arrange them in a logical, easy-to-follow order.
- For example, you can categorize your work samples from most recent to oldest so employers can follow your improvement. You can also create a table of contents page for easy navigation.

## **3. Make it visually appealing**

- One of the main benefits of creating a work portfolio is to showcase visual demonstrations of your work.
- For example, for roles in software development, you can show original code you've written and UX/UI and graphic improvements you made to the user experience.
- Making your portfolio visually appealing is especially important for any candidate in the arts or design fields.
- You should organize and design your portfolio in a way that displays your aesthetic, personality, and work style.

## **4. Customize it to fit job listings**

- Next, you can customize your career portfolio to fit different job listings.
- Different job listings typically have different requirements, which means that you can tailor your portfolio to match what each company wants.
- For example, if you're a writer and one company needs a blog writer, then you might customize your portfolio to highlight any blog posts you've written. If a different company is hiring a proposal writer, you can highlight any proposals you've written.

## **5. Edit and update your portfolio**

- Once you're done with your portfolio, edit and revise it as needed.
- Make sure that anything you wrote is free of grammar, spelling, and punctuation mistakes. Try reading it out loud to see if your writing flows naturally.
- Also, check that all the materials you included are up to date and accurate.
- Consider updating your career portfolio every few months or at least once a year.

## **6. Make additional copies**



- Try to make additional copies of your career portfolio. You can make copies of the entire portfolio, but it might be more manageable only to make copies of the important documents.
- This could include your resume, letters of recommendation, or reference sheet.
- You can give extra copies of your portfolio to employers during the interview to help you stand out against the other candidates.
- Another option is to make your portfolio digital. This is a beneficial option if you want to send your portfolio to many people easily.

### 13.5 Balancing Work and Life

Maintaining a work/life balance is easy when you're a sole trader, right? You typically work from home and you have no one else to answer to, so it should be easy to switch off.

Unfortunately, that's not always the case. In fact, many home-based sole traders struggle to strike a healthy work/life balance because the lines are more blurred.

In this context the solution can be achieved by focusing your time and attention on things you can control.

Work-life

- Work-life interface is the intersection of work and personal life.
- There are many aspects of one's personal life that can intersect with work including family, leisure, and health.
- Work-life interface is bidirectional; for instance, work can interfere with private life, and private life can interfere with work.

**What is work-life balance?**

Work-life balance is the state of equilibrium where a person equally prioritizes the demands of one's career and the demands of one's personal life.

**What does a good work-life balance look like?**

A healthy balance might look like:

- meeting your deadlines at work while still having time for friends and hobbies
- having enough time to sleep properly and eat well
- not worrying about work when you're at home.

**Common Practices to balance work-life**

**Developing positive thinking:**

- Training brings positive approach towards life and has positive actions.
- Its application can enhance the trust and credibility felt towards the organization that is essential.
- Some specific areas for developing positive thinking through training are stroking, positive reinforcement, active listening and time structuring.

**Interpersonal effectiveness:**

- It emphasizes complementary transaction, which ensures complete communication and problem solving approach.
- The effective managers may be able to analyze transaction with employees, identify ego states.
- A better understanding makes them more comfortable, confident and effective.

**Motivation:**

## *Training and Development*

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- Motivation helps in satisfying human needs through complementary team actions and positive approach.
- Positive approach can be given by job cherishment.

### **Build downtime into your schedule:**

- When you plan your week, make it a point to schedule time with your family and friends and activities that help you recharge.

### **Drop activities that sap your time or energy:**

- Many people waste their time on activities or people that add no value – for example, spending too much time at work with a colleague who is constantly venting and gossiping.

### **Rethink your errands:**

- Consider whether you can outsource any of your time-consuming household chores or errands.

### **Get moving:**

- It's hard to make time for exercise when you have a jam-packed schedule, but experts say that it may ultimately help you get more done by boosting your energy level and ability to concentrate.

### **Remember that a little relaxation goes a long way:**

- Don't get overwhelmed by assuming that you need to make big changes to bring more balance to your life.
- Slowly build more activities into your schedule that are important to you.

### **Play to your strengths:**

- Don't try and be all things to all people.
- Focus on your strengths and outsource the others.
- If you're not a whiz at accounts or graphic design, outsource them instead of wasting time.

### **Prioritise your time:**

- You may have a to-do list with 50 tasks on it, so you need to prioritize those tasks into four categories.

They are:

- Urgent and important
- Important but not urgent
- Urgent but not important
- Neither urgent nor important.

### **Know your peaks and troughs:**

- Are you a morning person?
- If you are, assign tough, high-concentration tasks to the mornings. Don't leave the tough tasks until its night time and vice versa.

### **Plot some personal time:**

- When personal issues arise, it can be tempting to bury yourself in your work.
- Don't do it If you don't make time for your personal life – your "me" time, including your family and your health – you won't have a business to go back to
- Have set work hours – and stick to them
- Set work hours for yourself and do everything in your power to stick to them. Otherwise, before you know it, you'll be working until midnight every night.

### **Find time for your finances:**

- Whether you work for yourself or not, it's important to feel confident about your finances.
- In order to do this, you need to get some accounting software in place and use it from day one.
- Cash flow is one of the biggest challenges facing small businesses.
- You should start using accounting tools early on so you know what's going on, financially, from day dot.

**Manage your time, long term:**

- Create a timeline of your activities. Specific computer programs can help with this, or you can customize your own Excel spreadsheet or Word table.
- Put dates across the top and activities down the side. Break each task into components.
- Include family commitments – such as holidays, birthday parties, etc. – so you don't forget that you are unavailable for work on those days.

**Make your workspace work for you:**

- Working for yourself does tend to require long hours and not much downtime, so invest in equipment that will support you.
- That includes getting a comfortable chair, an ergonomic keyboard, a support stand for your laptop, etc.
- An ergonomic assessment of your workspace is worth every cent.

**Tap into technology:**

- Instead of driving to a meeting, use Skype or conferencing technologies like GoToMeeting.
- But remember to switch them off.

**Make exercise a must-do, not a should-do:**

- It's easy to cancel the gym, the evening run or the yoga class because a client wants something done yesterday.
- Instead, ensure exercise is given as much priority as your clients and making money.
- A healthy body means a fresh mind, which means you will function better and complete tasks in less time.

**Take time to make time:**

- Invest in time-tracking tools. There are plenty of tools you can use to track everything from the frequency and duration of meetings, to chasing and converting leads.
- Time-tracking software allows you to quickly build an understanding of how long a particular task takes.
- That way, you can effectively estimate how long your next work task will take.

**Know and nurture your network:**

- Prioritise growing your network and have a structured lead/conversion system in place so you can track the time/cost involved to grow your network.
- Set the benchmarks early on and learn the lessons early.

**Do what you love:**

- Make time for something you love – other than work – and give it the time it deserves.
- It will energise and refresh you, and enable you to nurture the creative thought that is essential to every business owner.

**Be realistic:**

- At the end of each working day, perform a little self-analysis. Ask yourself what worked today, what didn't, what went wrong and how the issue can be fixed.

## Training and Development

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- Remember there are thousands of businesses just like yours learning the same lessons every day. Don't forget to tap into the valuable resources around you – your peers – for help.

### **Step out:**

- Working for yourself can get lonely, so schedule some phone calls or coffee time with like-minded business owners to discuss ideas and offer each other support.

### **Get a business coach:**

- Find the cash for a business coach.
- That way, you can find out sooner rather than later how to get rid of bad habits and implement good ones.

### **Meet clients halfway – literally:**

- Don't always agree to meet a client at their office. Instead, meet halfway, perhaps at a café or restaurant. This will save you time and energy, not to mention money spent on travel.

### **Manage your mind:**

- When fear or self-doubt or anxiety creeps in, do some work on your mental health such as meditation or reading a business book.
- Alternatively, spend time with someone who will lift you up and support you.

### **Take a break:**

- Remember to take time out throughout your day.
- Some tasks are easier than others, so if you find yourself with an hour up your sleeve, be realistic about whether you can “afford” to rest or not.
- You might not have time every day to simply sit and “be”, but do your best to give yourself a lunch break.
- Also, make a point of getting up and stretching every 15 minutes. It will help you become clearer, more focused and more productive.

### **Limit time-wasting activities and people:**

- First, identify what's most important in your life.
- This list will differ for everyone, so make sure it truly reflects your priorities, not someone else's.
- Next, draw firm boundaries so you can devote quality time to these high-priority people and activities.

### **Start small. Build from there:**

- We've all been there: crash diets that fizzle out, New Year's resolutions we forget by February.
- It's the same with work-life balance when we take on too much too quickly.

## Summary

- Career development is the process of exploration and action that shapes a person's career path.
- It includes assessments of a person's skills, abilities, interests, and personality in order to find a suitable career match.
- A career path is a sequence of jobs that leads to your career goals.
- Your career path may not be linear.
- You can chart a path through one or more industries or within your organization.
- Many career paths involve increasing levels of responsibility.
- To develop a career path, connect with your peers and take advantage of opportunities to improve your skillset.

- The future of work is full of uncertainty.
- It is hard to know what to do or to trust that things will work out.
- For all the things that you can't control in today's world, taking ownership of your portfolio is one that you can.
- You can start today. Your future will thank you.

### **Keywords**

- **Career development** -Career Development or Career Development Planning refers to the process an individual may undergo to evolve their occupational status. It is the process of making decisions for long term learning, to align personal needs of physical or psychological fulfilment with career advancement opportunities.
- **Career path** -A career path is a sequence or series of job positions held leading to your short-term and long-term professional goals. In essence, a career path is the route you take to achieve your career goal or goals.
- **Dual career ladder** -A dual career ladder is a career development plan that allows upward mobility for employees without requiring that they be placed into supervisory or managerial positions.
- **Career portfolio** -A career portfolio goes beyond a resume and a cover letter to show a prospective employer your work experience, skills, accomplishments, and more. Portfolios include information about who you are and examples of your work and achievements.
- **Work-life balance** -the number of hours in each week you spend working compared with the number of hours you spend outside work doing other things such as spending time with your family, relaxing, etc.

### **SelfAssessment**

1. Career development is the process of self-knowledge, exploration, and decision-making that shapes your career.  
A. True  
B. False
2. Career development is directly linked to an individual's growth and satisfaction and hence should be managed by the individual and not left to the employer.  
A. True  
B. False
3. Short term goals would be more actionable but long term goals can be changed or tweaked as per the growth.  
A. True  
B. False
4. Financial obligations such as a mortgage, rent, student loans, or even a child's college tuition may inhibit a person from switching jobs or careers.  
A. True  
B. False
5. Career ladders are the progression of jobs in an organization's specific occupational fields ranked from highest to lowest based on level of responsibility and pay.

- A. True
  - B. False
6. From the late 1970s onward, the \_\_\_\_\_ economy experienced several boom-and-bust cycles, causing many organizations to undergo massive layoffs and restructuring, and to be reticent to re-staff at pre-bust levels even when times were good.
- A. India
  - B. US
  - C. Japan
  - D. Iraq
7. Individuals who seek advancement in their organizations by asking for varied assignments, working long hours, networking and seeking greater visibility are known as \_\_\_\_\_.
- A. Hedgers
  - B. Scanners
  - C. Coasters
  - D. Climbers
8. Individuals who do little to seek career advancement are known as \_\_\_\_\_.
- A. Hedgers
  - B. Scanners
  - C. Coasters
  - D. Climbers
9. A \_\_\_\_\_ is a representation of your career potential.
- A. Career path
  - B. Career portfolio
  - C. career ladder
  - D. None of the above
10. Which of the following needs to be collected to build a career portfolio?
- A. A list of your skills
  - B. Biographical information
  - C. Proof of any degrees, licenses or, certifications
  - D. All of the above
11. Career development is the process of exploration and action that shapes a person's career path.
- A. True
  - B. False
12. A career summary is a short description of what you do and what makes you special.

- A. True
- B. False

13. Work-life interface is the intersection of work and personal life.

- A. True
- B. False

14. Which of the following is NOT reason for poor work-life balance?

- A. Working longer hours
- B. Increased responsibilities at home
- C. Family
- D. Implementing changes

15. Workplace can encourage a culture of openness so one can speak up if he is under too much pressure

- A. True
- B. False

### **Answers for Self Assessment**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. A  | 2. A  | 3. A  | 4. A  | 5. A  |
| 6. B  | 7. D  | 8. C  | 9. B  | 10. D |
| 11. A | 12. A | 13. A | 14. D | 15. A |

### **Review Questions**

1. What are the ways by which a career break option is to be managed by an organization effectively?
2. What are the circumstances in which situation of career plateau arises for an employee?
3. Career development is essential to implement career plan. What are the actions for career development?
4. Why internal mobility is needed under the head of career development?
5. Balancing work and life is important for both employer and employee. What are the various practices that an organization may adopt to balance between work and life?



### **Further Readings**

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## **Unit 14: Future Trends in Training and Development**

### **CONTENTS**

Objectives

Introduction

14.1 Current Trends in Training and Development Initiatives

14.2 Evaluating Training Outcomes

Summary

Keywords

Self Assessment

Answers for Self Assessment

Review Questions

Further Readings

### **Objectives**

After this chapter, you will be able to

- gain an insight into the different trends that have come up in the training and development initiatives.
- gain an insight into the concept of training evaluation.
- understand the importance of measuring training outcomes.
- analyse the steps involved in evaluating a training program.
- Know the best time to evaluating training outcomes.

### **Introduction**

- As you know, unprecedented changes encouraged global organizations to use more technology and analytics and promote efficient collaboration and better communication at work.
- Great thing about this is that digital learning is now taking the corporate training world by storm, gradually occupying what used to be the place of traditional F2F training.
- And this is the right way to go!
- Today's workforce is competitive, goal-oriented and self-motivated.
- In order to attract and keep top talent, you need to provide them with the resources and support they need to succeed.
- When employees have ample opportunity to learn and advance their careers, they are less likely to want to leave.
- Leveraging the latest research insights, you can continue to stay on top of the growing needs of your employees and develop a corporate training and development strategy that helps everyone succeed.
- According to a 2017 Mckinsey report, 87% of executives interviewed said they were experiencing skill gaps in their workforce due to automation and artificial intelligence.
- The pandemic precipitated a global pivot to remote work, becoming the single greatest accelerant towards digitization of the decade.

- One action that companies have had to take to brace themselves for a new, remote world is to evolve their Learning and Development (T&D) strategies in order to equip their employees with the skills they need to remain competitive and weather the fourth industrial revolution (4IR).
- In light of all these ongoing changes to the workplace, employee training teams and HR Departments in various companies may be finding themselves overwhelmed when it comes to staying ahead of the curve and preparing employees for the years ahead.

## **14.1 Current Trends in Training and Development Initiatives**

### **More Learning Analytics and Bigger Data**

- As more organizations start to harness the power of data, reports, and analytics to design and execute effective training and development programs, it's a sure thing that learning analytics will be a bigger thing in times to come.
- Actually, some organizations are now trying to create data stories.
- Simply put, data storytelling involves creating a narrative around a set of data or analytics with accompanying visuals to help convey the meaning of that data in an engaging manner.

### **Data Literacy**

- With learning analytics and big data being some of the biggest things in the corporate training world, it's only necessary for your employees to know how to handle and interpret them.
- In fact, according to Udemy for Business, data literacy is the new computer literacy.
- This means that now that we're way beyond the early stage of the digital era, data scientists aren't the only ones expected to know data analysis, manipulation, and visualization to unlock the full potential of big data in your organization. Your regular employees must be able to do it too.

### **AI-powered Intuitive Learning System**

There are three levels of individualized learning:

- Differentiated learning

Here, the learner chooses the most suitable path for them from several predefined categories (without automatic guidance).

- Personalized learning

For instance, a learner can do a pre-assessment then based on their answers, the system will suggest a specific course or content. After this, the technology will match each learner's profile to learning resources that are appropriate to them. But contrary to some beliefs, this is not based on AI.

- Adaptive learning

AI uses data and analytics to continuously adapt the learning path to the learner which will also constantly change and improve over time for every learner. This level gives them the similar unique experience they encounter when using Netflix.

### **Social Media for Learning**

- In the past, workplace learning thought leaders have advocated for social learning at work.
- But now that most teams are telecommuting, dispersed in different areas of the world, you might be thinking that it's now impossible for them to do this.
- You're not entirely wrong.
- But this doesn't necessarily mean that social learning can no longer take place in a mostly virtual workplace.

## Unit 14: Future Trends in Training and Development

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- The answer is social media!
- With more Millennials and Gen Z-ers in the workplace today, it's no surprise that social media has been gaining traction when it comes to workplace culture and employee training.
- Here are examples of some of the most popular social media platforms you can use for your learning initiatives:
- **Learning blogs** where your learners can post entries and comment on their peers' learning insights and queries
- **Twitter** and hashtags to encourage your learners to discuss and debate through tweets and threaded discussions
- **Pinterest** for sharing brilliant ideas through images and graphics
- **LinkedIn** to connect with other professionals within and outside their fields of expertise and learn beyond their own industry
- **Youtube** for supplementary microlearning videos on different topics

### Project-Based Learning

Project-based learning (PBL) is a student-centered training wherein instead of having a trainer lecture on a specific topic, learning leaders and/or managers serve as coaches while learners direct their own learning through hands-on experience.



For example, for your sales team project, you could pose a problem or challenge that every member of your team is facing. For instance, the question may be – how can we leverage the power of digital spaces and collaboration platforms to connect more with our prospective customers and clients? Then this can be a new project for the team.

### Emphasis on Communication and Collaboration Skills

- Today, more and more teams are now meeting in virtual and digital spaces, so it's more important to cultivate your employees' communication skills.
- In fact, communication and collaboration are the top employee skills for 2021, according to a survey by TalentLMS. And what's more, it will still be in the coming years because of the changes in how companies do things at work.
- You see, for organizations to thrive and continue thriving in the new workplace, everyone should have great communication skills to be able to collaborate more effectively and conduct business on an international scale.
- So in training, it's best if you have a language training in place, especially now with the hottest digital language training innovations in the T&D market.
- And besides, one great advantage of having language training is that it helps employees boost their confidence in the workplace, among many other benefits.

### Mentoring

- Going hand-in-hand with personalized learning, mentoring can also be useful in the workplace.
- By pairing experienced employees with newer team members through formal or informal programs, you can help reduce turnover, enhance recruitment, and resolve opportunity gaps, particularly for women and people of colour.

### Experiential learning

- This approach to training is simply learning by doing.

### ***Training and Development***

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- Employees are presented with real-world situations that actually apply to their job – and do their best to solve those hypothetical yet real-world scenarios.
- This type of training allows for critical analysis as well as quick thinking. It also may be a better option for employees who struggle with traditional book-and-exam style teaching.

#### **Continuous development**

- Instead of one-off training sessions that take place once a year (or even fewer), there has also been a push for the idea of continuous development, in which employees are continuously investing in their education in order to become more well-rounded at their job.
- With technology and other advancements happening so rapidly, the need to keep up with their skills is also essential.

#### **Power skills**

- Behavioural skills – otherwise known as power skills or soft skills – will also be a priority for companies to address in 2020 and beyond.
- According to a recent IBM report, behavioural skills dominated the list of core competencies that global executives are looking for from their employees – bypassing technical skills for the first time.

#### **Mobile learning**

- As smartphone usage continues to overtake desktop users, it may be wise to consider how to move employee training and development to this mobile-first space.
- Using or creating a mobile app for training will allow employees to access the material whenever they want on their phone.
- It can also lend itself to more engaging and interactive learning experiences.

#### **Aggressive employee upskilling and reskilling**

- By 2030, 375 million workers - approximately 14% of the global workforce - are expected to switch occupational categories due to the emergence of robotics, automation and AI.
- This is a threat for employees across all organizational strata - from interns to senior managers.
- According to 2020 study, 'The Robot Revolution: Managerial and Employment Consequences for Firms', AI are able to substantially remove errors from the production processes which eliminates the need for supervision of any kind.
- This study also shows that the deployment of AI and robotics changes the composition of workers within the organization rendering mid-level managers obsolete.
- This shift in organizational composition means that many companies will invest heavily in reskilling their workforces to prepare them for the disruption caused by automation and AI.
- 66% of executives perceive retraining and upskilling existing employees as a “top-ten priority”.

## Unit 14: Future Trends in Training and Development

51% of L&D pros plan to launch upskilling programs



*Upskilling: learning new skills within the same job function*

43% of L&D pros plan to launch reskilling programs



*Reskilling: learning new skills for a different job function*

### Microlearning takes the limelight

- Microlearning is a learning framework where material is delivered small, digestible, 2-5 minute chunks.
- Microlearning is well suited to the modern learner for two reasons - firstly, they tend to have little time in a day to carve out for hours of learning, and secondly, with the advent of the smartphone, attention is increasingly difficult to command for extended periods.

### Diversity, Equity and Inclusion training

- Thanks to movements like #MeToo and #BlackLivesMatter the world has been awakened to the necessity for structural change in the workplace to promote inclusivity, equity, and ultimately, be more representative of wider society.
- 2020 saw Diversity, Equity and Inclusion (DEI) catapulted to the forefront as an area for improvement.
- Many were spurred into action, changing their corporate culture to one that better works in the interests of all, and to improve working conditions, especially for minority employees.
- A sincere focus on DEI is a characteristic that will make employers more attractive in a competitive job market - 67% of job seekers consider workplace diversity an essential factor when considering employment opportunities.
- But at the moment reality falls short of expectation - more than 50% of current employees want their workplace to increase diversity.
- In the next decade, companies will work to be bastions of diversity and inclusion, all in a bid to attract the best talent, and create a comfortable environment for anyone to work, regardless of their identity.

### Data-driven training

- The events of 2021 wiped away a lot of the margin that many businesses had to operate with.
- In 2022, every dollar counts and every dollar must be accounted for.
- We should expect more data-driven training programs so managers and team leaders can better track the impact and, therefore, justify the cost and assess the feasibility of the training they are offering.
- Big data is going to make it to the T&D world as employers are going to be chasing any gains possible, however marginal they may be.
- The cost of running a learning program has to be able to justify itself with the impact it promises and a measurable ROI.

## ***Training and Development***

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- According to the 2018 Training Industry Report, training expenditures went down 6.4% from 2017 and a further 5.3% in 2019.
- This decline can be attributed to integrating data analytics into employee training programs, especially among small businesses.

### **More on-demand training**

- On-demand training has been growing over the past few years, and we predict that it will go mainstream in 2022.
- With the millennials taking over the workplace and remote work becoming a staple of work life in 2021, we expect that there is going to be a higher demand for on-demand training in the workplace in 2022.
- This is because on-demand training delivers employees the information they need, when they need it, saving employees' time and employers' resources.

### **Focus on productivity/making the most of resources**

- The Bersin Academy's HR Tech Workshop report outlined how the focus on HRM technology has shifted rapidly in recent years, from efforts to automate right up to leveraging technology for increased employee engagement.
- Now that learning and development have the tools and technology to engage learners with ever more sophisticated digital experiences, the focus in 2022 will move towards systems of productivity.
- It's a trend that will become increasingly central as teams across the organization, including T&D, deal with budget freezes, cuts, and redundancies.
- How can T&D do more with less in circumstances such as these?
- Learning technology will increasingly focus on providing solutions to make training teams more digital, agile, and efficient.

### **Design and deliver training for a hybrid workforce**

- Long before the pandemic led to a remote workforce, organizations had increasingly offered remote or hybrid workplaces.
- However, conditions have accelerated, and the percentage of remote and hybrid employees is much larger than it was pre-pandemic.
- As of June 2021, according to Quantum Workplace, 30% of employees considered themselves hybrid employees and 35% of employees reported working remotely.
- These numbers will most likely continue or even increase as uncertainty of a full return from remote work to the office lingers.
- This trend presents itself as a challenge in delivering training due to a range of issues, including platform/device compatibility, Internet connectivity, and employee distraction/focus.

### **The continuation of classroom-based training**

- According to Training magazine's 2020 Training Industry Report—published in November 2020, while the pandemic was still underway—the majority (54%) of respondents indicated that they plan to return to some classroom training post-pandemic while maintaining some of the remote learning instituted during the crisis.
- Another 12% said they plan to return to classroom training as usual once the pandemic is over.

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**Unit 14: Future Trends in Training and Development**

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**Train the entire talent pool, regardless of location or employment status**

- The make-up of the workforce is changing drastically.
- Further accelerated by a labor market in which the power lies with the employee, many people are choosing to work as freelancers, consultants, or contractors instead.
- Many organizations also have a talent pool that includes a high proportion of part-time employees.
- As the ongoing labor and skills shortages continue into 2022, it's even more likely that businesses will need to lean on contractors to fill the gaps.

**Credentialing and accreditation for corporate learning**

- Companies have worked hard for years honing their “employer brand”: advertising, marketing, and social media promoting the organization as an employer of choice.
- As a sought-after employer, hiring managers attract stronger candidates and the organization enjoys higher productivity and morale.
- As an emerging trend and a growing component of employer branding, some training and development teams are strengthening their courses by partnering with industry associations or institutions of higher education for accreditation or credentialing.
- Such partnerships can advise on course content or assessments, or provide endorsement.

**Operations before experiences**

- T&D leaders have many stakeholders and priorities to juggle. For a long time, the balance has been tipped towards learning experiences and learning design practices.
- But as the focus has shifted towards learning measurement and T&D have cemented their seat at the strategic table, they are starting to turn the lens inwards.
- The demands being placed on learning and development teams, from strategic alignment with the organization to measuring learning outcomes against business performance, require a robust and mature learning ecosystem.
- Many T&D teams are now finding that, from an operational perspective, there are holes and gaps through which precious resources are leaking.

**Stimulating Social Learning**

- Humans are social animals. Perhaps unsurprisingly, they prefer studying in social environments.
- If you believe the 70:20:10 model, then only 10% of our learning happens in a formal learning environment.
- Now that this has become common knowledge, organizations are finding new ways to support informal training.
- Social learning has strong links with increases in learner engagement. This is handy, as organizations have become increasingly cognizant of dwindling engagement levels in recent years.
- As such, social learning has gained popularity as both a training approach and a means to engage your workforce.
- Social learning is one of the T&D trends that has accelerated as a result of the COVID-19 pandemic.

**Gamification Glory**

- Gamification has been making waves in the T&D space for a while.

## ***Training and Development***

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- COVID-19 sped up the growth, as more organizations sought ways to keep their employees engaged while working remotely. But global pandemic or not, we predict that this trend is here to stay!
- In 2020, the change to virtual working happened rapidly.
- T&D teams were rushing to get learning material online.
- So, in 2021 learning leaders ensured the newly converted learning content is compelling and engaging for learners.
- One way to do this, is to gamify your content, or the learning environment itself.

### **Mastering Mobile Learning**

- The nature of learning has changed now that mobile phones have become an essential part of our lives.
- Traditionally long and unengaging seminars and training days are a thing of the past. Instead, learning happens at the point of accessibility.
- As a result, there has been a significant rise in prominence for mobile learning.
- The prevailing pandemic has emphasised the need for mobile learning, as in-person training is no longer feasible.

### **Robust Real-Time Feedback**

- Current remote working environments have also changed employee and manager relationships.
- Managers used to traditional office settings must now manage their team at a distance.
- This, in turn, requires new skills, new tools and new approaches to leadership.
- The continuously evolving work environment we currently live in requires more frequent, robust performance data.
- Employees are no longer satisfied with annual reviews. A survey demonstrated how 83% of employees would prefer timely recognition to financial rewards or gifts.
- Real-time feedback helps organizational productivity as employees adapt to new circumstances better, feel connected and stay more engaged. And like we all know, engaged workers get better results for the organization!

### **Workplace Wellbeing**

- The Coronavirus pandemic has highlighted globally deteriorating mental health and wellbeing. In fact, 64% of AXA's survey respondents expressed that their stress levels had increased after the pandemic started.
- The average person spends 90,000 hours of their life working.
- As such, it's critical to ensure that workplaces are not a reason for wellbeing issues.
- However, the problems can be more difficult to identify now that most employees are working remotely. As such, it is increasingly essential to provide needed support, instead of adapting 'out of sight, out of mind' approach.

### **Cherishing Change Management**

- As we have gathered, 2020 and 2021 were the years of change.
- And to keep up with the changes, organizations have had to shift business operations on the go.
- Business success relies on the successful navigation of disruptions.



## Unit 14: Future Trends in Training and Development

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- Learning and change go hand in hand. We cannot change without knowing how to do so.
- As such, T&D professionals' role is to effectively prepare the workforce for upcoming changes and challenges by offering change management.
- Effective change management helps businesses overcome setbacks and keep the organization moving forward.
- People don't like change. It is often uncomfortable and messy. But businesses often focus on the business changes, forgetting how they will affect their employees.
- When your employees are prepared and skilled for a change, they are more likely to be dedicated and perform better.

### Cybersecurity Urgency

- Since the pandemic began, organizations have endured concerns about the health of their teams and financial wellbeing of their company.
- But that's not all they have to worry about.
- Hackers have used this new environment to their advantage, generating an increase in cybercrime. After shifting to remote work, cybersecurity has taken a new urgency.
- Compliance training needs to reflect these changes in our working environments.
- Employees need to be trained on how to protect their data at home.
- As such, T&D teams will have an increasingly important role in creating a resilient and cyber aware workforce.

## 14.2 Evaluating Training Outcomes

- When you plan training and development for your organization, you expect to gain improved skills and productivity, greater retention rates, and an improved brand. After you deliver any type of corporate training, you must ask these questions:
  - How effective was the training in helping learners gain relevant knowledge and skills?
  - Were the learners able to apply what they learned to improve their performance at work?
  - What other benefits did the training program achieve?

### Measuring the outcomes

The answers to these questions help you determine whether the training was worth your organization's investment and answering these questions requires measuring the outcomes.

#### What are training outcomes?

- Training outcomes are the measurable goals learners are expected to achieve at the end of a training program.
- Outcomes determine the success (or failure) of your training strategy since you'll evaluate training based on whether or not your teams have reached these outcomes.

#### Important consideration while writing training outcomes

- When writing down the desired training outcomes, make sure you're specific and leave nothing to interpretation.
- Avoid using vague words like "understand", "realize", and "learn". Use verbs that show tangible and observable action instead, like "create", "demonstrate", and "calculate".

**What is Training Evaluation?**

- Training evaluation is the systematic process of analyzing training programs to ensure that it is delivered effectively and efficiently.
- Training evaluation identifies training gaps and even discovers opportunities for improving training programs.
- By collecting feedback, trainers and human resource professionals are able to assess whether training programs are able to achieve its intended outcome, and if the training materials and resources used are aligned with or meet company and industry standards.

Training evaluation usually covers examining questions like

- “Was the topic discussed at the right level of complexity for your background?” and
- “Did the facilitator demonstrate a good understanding of and effectively delivered the program material?”, among others.

This allows trainers to gain insight on what’s working and what’s not. Helping them to make better decisions on future training.

**Benefits of Training Evaluation**

- Evaluation of training gives comprehensive feedback on the value and outcomes of the training programs and their effectiveness in achieving business goals.
- It helps the management to better understand and identify skill gaps to analyze the desired outcomes of training programs.

It also helps the organization to:

- identify issues and improve the overall processes of training programs;
- analyze the effectiveness of training materials and other tools;
- determine the needed leadership competencies to solve critical problems;
- support continuous change in career development; and
- assess the overall training experience of the participants.

**Why Measure Training Effectiveness/ Outcomes?**

- Statistics prove that companies across the globe invest heavily in employee training and development.
- According to Training Industry magazine, employee training and education spends in the United States alone are growing incrementally by 14% every year.
- In addition to enhancing knowledge and skills, measuring training effectiveness has proven to be an important tool to boost employee engagement and retention.
- Results and measurements of past training also act as critical indicators while planning future workshops.
- Organizations should ensure that employees can demonstrate a positive impact of training through improved productivity and overall skill development.
- With the growing focus on continual learning and development, businesses are keen on identifying reliable metrics and methods to measure the training effectiveness and the ROI of such employee training initiatives.
- After all, you would not want to deliver training that does not provide expected results.

**Evaluating Training Effectiveness**

- Post-training quizzes, one-to-one discussions, employee surveys, participant case studies, and official certification exams are some ways to measure training effectiveness.

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**Unit 14: Future Trends in Training and Development**

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- The more data you collect on measurable outcomes, the easier it will be to quantify your company's return on investment.
- Before training begins, it is helpful to plan what factors you will be measuring and how you will collect these data.
- Fortunately, some proven methodologies for measuring training effectiveness already exist.

Determine what you'll measure when evaluating your employee training program

- Before you evaluate the effectiveness of your employee training program, you need to decide what the indicators of "effectiveness" are.
- Is training a success when employees become better at their jobs? Or is a happier, healthier company culture a sign that training is working? Is it, maybe, both?
- The point is, you'll probably want to include more than one measure of training effectiveness.
- The more measures you include, the more information you'll have to help you improve your program.

**How to Evaluate a Training Program in 4 Steps?**

- Training evaluation is an important process in determining training effectiveness and in checking if training programs are indeed helping employees become good at what they do.
- Training evaluation can also be integrated as a feature of your learning management system.
- Through strategic evaluation, businesses can find ways to improve the quality of training and achieve the learning goals set for employee success.
- To help you get started, we have listed down the training evaluation process in 4 steps:
  1. Choosing the appropriate model
  2. Determine indicators of training effectiveness
  3. Choosing the right method and collecting data
  4. Analyze Data

**When is the Best Time to Evaluate Training?**

- Training evaluation should be tied to the purpose of assessment.
- It is measured against a range of expectations on when to notice the effectiveness of training for employees and the business.
- Consider time periods such as appraisal, adaptation, application, and achievement to map a process of what outcomes are to be expected at those levels.
- Evaluation of training can be performed early, mid, or end of the year depending on the purpose of evaluation.
- Usually, early and mid-year evaluations are performed to shape the training program and the teaching approach.
- It helps address any issues and make improvements within the current program.
- While the annual evaluations measure the success of the training programs and the performance of the instructor. It is usually used for annual reviews, hiring, or promotion.

## **Summary**

- As the effects of the pandemic linger on and a due date for the complete return to the office is anyone's guess, T&D teams continue to figure out how to enable their organizations to thrive in times of uncertainty.
- Indeed, it's the T&D team who has largely been responsible for helping usher in the rapid, wide-scale digitization and mobilization of processes – upskilling and training staff to get their jobs done, regardless of how the current “workplace” is defined.
- In 2021, T&D has become more data-driven, operations-focused, and strategic-minded, and will continue to do so in 2022 and beyond.
- Some of these T&D trends have been making their way into discussions for years, while some are a result of the current pandemic. Nevertheless, it's clear that the learning and development landscape is changing. We predict that the future is more fun, engaging, techy and gamified than ever before.
- Aspects like social learning, Big Data, real-time feedback and diversity and inclusion, will take learning experiences to a whole new level.
- Keep in mind that even if the workplace landscape has changed, priorities and some trends are still here to stay. Interestingly, employee training is now more important than ever before! Everyone needs to adapt to the telecommuting set-up and talent management is a crucial factor that can make or break an organization.
- Training is all about improving individual and group performances and in turn influencing the overall performance of your business.
- It is important to evaluate the effectiveness of the training and ensure that the original learning goals were achieved.
- Also, many benefits of training are not measurable.
- Factors like job satisfaction, the enjoyment of learning, and helping employees understand that they are valued assets worthy of development may seem intangible – and can be very powerful.
- Finally, measuring training isn't helpful unless you utilize what you have learned to improve the training, find a better provider, or even decide to discontinue the program.
- However, remember that training cannot be a one-time event; it's important to define and support continuous learning paths – this enables your employees to stay relevant in a transforming digital landscape.

## **Keywords**

- **Affiliation:** Affiliation is a climate in which people strive for friendly, warm and affectionate and personal relationship.
- **Career breaks:** These are employment breaks or extended periods of leave which are usually unpaid and for particular purposes.
- **Career plateau:** A situation that occurs when an employee is in a position that he does well enough not to be demoted or fired, but not so well that the person is likely to be promoted.
- **External mobility:** It refers to movement of an employee from one organisation to another seeking better placement based on his skills and the requirements and needs of various organisations.
- **Sabbaticals:** A type of career break or extended leave which some companies use to reward employees for long service.

**Self Assessment**

1. When employees have ample opportunity to learn and advance their careers, they are less likely to want to leave.
  - A. True
  - B. False
2. The pandemic precipitated a global pivot to remote work, becoming the single greatest accelerant towards digitization of the decade.
  - A. True
  - B. False
3. How To Leverage Big Data and Analytics for Training and Development?
  - A. Gather data and create reports.
  - B. Look out for trends.
  - C. Predict and analyse based on trends, then intervene.
  - D. All of the above
4. Default skill set required of any employee includes \_\_\_\_\_.
  - A. Learn to speak data
  - B. Assess existing technology
  - C. Tell a better data story
  - D. All of the above
5. YouTube for supplementary microlearning \_\_\_\_\_ on different topics.
  - A. Audios
  - B. Videos
  - C. Slides
  - D. None of the above
6. Which type of T&D activity involves employees being presented with real-world situations that actually apply to their job – and do their best to solve those hypothetical yet real-world scenarios.
  - A. Mentoring
  - B. Coaching
  - C. Experiential Learning
  - D. None of the above
7. DEI in training and development stands for
  - A. Diversity, Equity and Inclusion
  - B. Diversity, Equality and Inclusion
  - C. Diversity, Equity and Inclusive
  - D. None of the above
8. Learning technology will increasingly focus on providing solutions to make training teams more digital, agile, and efficient.
  - A. True
  - B. False

Training and Development

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9. Training outcomes are the measurable goals learners are expected to achieve at the end of a training program.  
A. True  
B. False
10. Outcomes determine the success (or failure) of your training strategy since you'll evaluate training based on whether or not your teams have reached these outcomes.  
A. True  
B. False
11. We must use words like "understand", "realize", and "learn" while writing training objectives.  
A. True  
B. False
12. By collecting feedback, trainers and human resource professionals are able to assess whether training programs are able to achieve its intended outcome, and if the training materials and resources used are aligned with or meet company and industry standards.  
A. True  
B. False
13. Evaluation of training gives comprehensive feedback on the value and outcomes of the training programs and their effectiveness in achieving business goals.  
A. True  
B. False
14. Post-training quizzes, one-to-one discussions, employee surveys, participant case studies, and official certification exams are some ways to measure training effectiveness.  
A. True  
B. False
15. Which objective of CIRO model aims to eliminate organizational deficiencies.  
A. Intermediate objective  
B. Immediate objective  
C. Ultimate objective  
D. None of the above

**Answers for Self Assessment**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. A  | 2. A  | 3. D  | 4. D  | 5. B  |
| 6. C  | 7. A  | 8. A  | 9. A  | 10. A |
| 11. B | 12. A | 13. B | 14. A | 15. C |

## Review Questions

1. Training is affected by the dynamic changing environmental conditions. What are those constituents that contribute these changing environmental conditions?
2. What are the various aspects of training issues consequential from internal need of the company?
3. For effective functioning of the employees of an organisation and in determination of training needs the six motives for organisational climate are considered important. Explain those six.
4. The increasing use of technology in training is filling the gap of shortened time. Elucidate
5. Coordination between the professional bodies and Government agencies is necessary for technological advancement in the field of training and HRD. Describe.



## Further Readings

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