



Choosing your training provider? Price or Performance?

Having to decide which training courses or “who” from the daily mailing of 100’s of Training suppliers to provide “in company training” for your staff development can be daunting to any manager.

Today the choice is larger than before with many overseas franchise trainers competing with local experienced N Z training organisations.

To many managers, confusion between price and quality of performance leads to selection of the training incorrectly.

If attendance for training is at a “public” various business seminar the costs will be lower but the ability to provide personalisation of the skill to your company needs will also be less. However if you need basic skills developed or learnt then public courses will work well and be successful. Attendance at a public seminar requires the participant to take action on their return to work.

If however you need business attitudes or personalised skills development for a team of your staff then “in company” training will be beneficial. This form of training can be organised to suit your time frames from a regular few hours per week to a specific day or longer as part of a conference. Personalised training can be measured and specific to your competitive needs at the time you need it most. You will be investing in performance and this is a higher cost.

To measure training effectiveness first have a clear objective for your training, then after the training review the objective and the action taken as a result both immediate and longer term. Training can bring fast immediate results as well as longer-term changes and achievements. If you are not satisfied then check your objective, check you peoples attitude, and then review with the trainer the results.

Many participants on seminars , comment on what they hope to put into action when they return from the seminar providing the “boss” lets them! Don’ invest in training unless you expect change and are willing to allow change to be actioned.

A good trainer or training organisation will listen to your brief of your needs, then produce a structure for their training design content, and most of all a expectation of results you could expect to achieve as a result of the training.

Training referrals are valuable, testimonials and business’s who have used a trainer before and who are succeeding currently are well worth examining on what has made the difference, most times it is skill from the training given that lifts the employees performance above expectations.

New Zealand versus overseas? The most successful seminars and training are those that apply NZ business conditions to the tasks sought to be achieved. NZ is one of the most competitive economies in the world and training that develops skills for NZ staff is widely sort after internationally. So use a NZ based trainer first it usually works better and stops those comments about” what would they know they come from a different country.”

Where do you start first: here are a few suggestions:

The Web

Chambers of commerce

NZATD [New Zealand Assn of Trainers & Developers]

NZIM

EMA

SMEI

Training brokers

Networking at Conferences

Referrals from Business associates

The Web:

The web is a great place to start your search, check out under “**training**” as a key word and then evaluate the suppliers, review the web site for seminar content and references of similar sized companies to yours, then send a e mail to ask for suggestions for your detailed training needs. Arrange a meeting with those trainers that are organised and meet your needs. Expect to pay daily rates from \$2000 to \$4000 depending on the size of the group and the personalisation required for your training. An example of a training website is www.geewiz.co.nz

Chamber of Commerce:

The best of the fast small time frame, [half day and one day] suppliers of quality relative to New Zealand business conditions, training around. Check out both Auckland and Wellington chambers but other regional Chamber areas have links with these two main training organisations.

The Auckland & Wellington chambers are regularly running action packed seminars and workshops on topics such as Sales, Marketing, Supervision, Finance, Management, Reception & customer service skills, Accounting, Internet, Human resources, Strategic planning., and many more topics that are relative to business, today. References from satisfied attendees can support the calibre of these chamber seminars.

The Chamber seminars are provided by professional speakers and trainers at attractive prices from half days at \$130 to full days at \$230 + GST to get their names promoted at targeted clients and the value for training is very high quality. Carefully selected for their skill and knowledge these trainers are pre viewed by the chamber and are also available for in company seminars and consulting to solve problems. Chamber web sites are:

Auckland: www.chambertraining.co.nz Wellington: www.wgtn-chamber.co.nz

NZATD:

This organisation is the networking group for Trainers , & Developers of training as well as suppliers to the training industry. Human resources managers from large and small corporate business's who want to network with the top trainers in New Zealand in various areas are members and attend monthly meetings and annual conferences and get to know what is the current leading edge developments. This is a good reference checking organisation when searching for that special trainer who understands your business and can effect the changes in attitude or action that you need.

NZIM:

Well known for their Executive Management training development areas, they are also a extensive provider of in company training seminars using selected professional experienced trainers and regularly run member forums where you can meet overseas experts and discuss the latest ideas. NZIM have a directory of seminars and courses that you can purchase with details of what can be offered. For day seminars expect to pay from \$200 + GST and in company workshops from \$3000 per day + GST. The Executive Management live in seminar series starts from \$8000 for the week.

EMA:

Employers and Manufacturers Assn, run seminars on legislative laws and employment issues plus many management, staff supervision, and specialist topics from Public speaking to Personal development and have a extensive free catalogue of course details plus a web site to check out EMA also do tailored in house training and work in with Massey University for Diploma level studies. Expect to pay from \$350 per day. EMA web site is www.ema.co.nz

SMEI:

Sales & Marketing Executives International, don't run seminars themselves but endorse and accredit seminars and workshops & courses that educational institutes such as Auckland University short courses, Auckland University of Technology [AIT] UNITEC, Manukau TECH, Open Polytechnic, Wellington Polytechnic, run, as having reached a standard suitable for New Zealand and international education. SMEI also has in Auckland and Wellington a database of good Sales & Marketing training course providers. Courses fee vary at the institutes depending on what type of courses but vary from \$495 per day for workshops, to \$750 for years tuition at evening studies. SMEI recognises the completion of the education at a annual certificates and awards function. Email smei@iconz.co.nz or check out internationally www.smei.org

TRAINING BROKERS:

The Chambers of Commerce Ak & Wn, FIRST Training, The Training Line, and others found in the yellow pages of your telephone directory offer a brokerage for finding your trainer or training needs specialist. At no cost to you this service can provide the best trainer for your in company topic or in some cases the best training seminar available around the country for public attendance. Expect to pay around \$2500 to \$3500 per day for in company seminars. The best of this approach is the broker does all the work selecting and interviewing your trainer and has a guarantee of performance. Checkout www.trainingpoint.net

IIR:

One of New Zealand's largest providers of International and NZ guest speaker business topic seminars on specialist areas that are currently topical. Get own their mailing list to kept informed about which conference is coming up. Expect to pay \$1150 for a one day conference.

NETWORKING AT CONFERENCES:

The best speakers are usually chosen for their skill and presentation for conferences and when you attend listen for stimulating speakers and experts. Contact the organisers or the speaker afterwards and invite them to propose what they can contribute to the development of your staff. Expect to pay for international speakers around \$4000 to \$10,000 per day and NZ speakers from \$2500 to \$3500 per day.

REFERRALS FROM BUSINESS ASSOCIATES:

Trust your friends, when you hear a business is having a lot of success or has just had a great training conference ask who they had to help them with their training and what was the participants feedback? Trainers are only as good as their last presentation so a recent referral is a sound indication of success. Pass on referrals yourself if you have had some success as a result of training.

A suggested training selection checklist:

- § **Objective for training**
- § **Investment in the staff member expectations**
- § **Time available for training**

§ **Public seminar or in house or brokerage**

§ **Trainers skills**

§ **Trainers references**

§ **Design of training content**

§ **Measurement of results**

§ **Management commitment to follow up**

If you can determine those areas your training is likely to be more successful.

If you have any comments or questions about quality of training seminars send a email to richard@geewiz.co.nz, I will be only too happy to put in touch with suitable trainers or organisations I have experience with. Richard P Gee.

[Richard Gee has been presenting training seminars since 1983 to many businesses in the sales, marketing, and management topic areas. He also regularly presents seminars for the Chambers of Commerce in Auckland, Wellington & Christchurch, and organises the presentations for the SMEI Auckland Sales motivation breakfasts. In 1999 Richard presented to over 200 seminars , workshops, for over 6000 participants from Vietnam ,Singapore, Australia and all around New Zealand. When he has time he also consults in marketing strategies for select client companies check out his web site www.geewiz.co.nz