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A FRESH APPROACH TO TRAINING

A new training and management development consultancy established to serve the all-island market in Ireland says that many once-off training events are ineffective

According to Belfast-born managing director of newly established To Be Training & Development, attending once-off training events, without being part of a planned personal and career development process, is likely to be a waste of a company's money and its staff time over the longer term.

Speaking at the launch of the business, Adrienne O'Hare, founder and managing director of To Be Training and Development, said; **“Businesses must move beyond the idea of once-off training events towards embracing the process of lifelong learning that facilitates long term behavioural change. In particular, companies who are seeking to improve the softer skills of their people – such as communication, relationship building, self awareness and conflict management, will benefit more and gain greater return on investment by applying an ongoing development approach to training.”**

To Be Training & Development has identified a niche in the training market and is seeking to take a bolder, more innovative approach to the delivery of professional skills and personal development in the workplace. The newly established business has developed a range of programmes to meet the needs of individual businesses, from small start-ups to multinationals, covering topics such as 'Leadership', 'Management Development', 'Personal Effectiveness', 'Sales effectiveness' and 'Customer Services'.

To Be Training and Development also offers personal coaching for improved performance in the workplace and a range of human resource (HR) consulting services as required, from a basic training needs analysis to the development and implementation of HR policies and procedures.

To Be Training and Development is already providing services to a diverse range of clients including Bank of Scotland (Ireland), GTSi (Global Turbine Services Inc) and White Young Green plc.

According to the firm, its programmes are developed using critical elements that ensure learning transfer takes place and sticks, in order to facilitate long term change. Courses are tailored to individuals to ensure they are motivated to learn, the learning is relevant and the learning is put into practice. Active monitoring of feedback is sought and used as a source of continuous improvement, and a realistic investment in time is put in place to achieve the required return from training.

To Be Training and Development draws on the services of a team of experienced and qualified Training Associates who deliver the courses. Each associate has come from industry, where many have held senior director level positions and can draw on a wealth of practical business experience.

According to O'Hare, local businesses need to invest in ongoing training and ensuring employees' satisfaction in order to remain competitive. **“At To Be Training and Development, we are passionate about facilitating positive change in people and organisations, so they can get the results they want. Businesses throughout the island of Ireland have shown what they are capable of achieving and there is no denying that there is a huge wealth of talent here. To maintain competitiveness in tomorrow's business environment, it is vital to continue to focus on developing the skills of our workforce and nurture talent.”**

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