

This article first appeared in:

Irish Examiner
Money & Jobs
Friday, June 9, 2006

TO BE OR NOT TO BE: THE QUESTION OF STAFF TRAINING

A new Irish consultancy is asking bold questions about the value of one-off training, writes *Carmel Killoran*

If you thought the odd staff training day was the making of you – it's not. A new business consultancy says that one-off events are, in fact, ineffective.

According to the new To Be Training and Development, attending one-off events, without a planned career path, is likely to be a waste of time and money.

“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,” says Adrienne O'Hare, founder and managing director of To Be.

The company has identified a niche in the Irish market and wants to take a bolder, more innovative approach in the delivery of professional skills. To Be 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'.

The company also offers personal coaching for improved performance in the workplace and a range of human resource (HR) consulting services as required, from a basic needs analysis right through to the implementation of HR policies.

To Be Training and Development is already providing services to a growing and 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 contain critical elements to ensure new methodologies are not only learnt by participants, but then stick in the minds, in order to facilitate long term change. Courses are tailored to individuals to ensure they are motivated to learn, that the learning is relevant and that the learning is put into practice. The company actively monitors feedback as a continual source of improvement.

To Be Training uses a team of experienced and qualified Training Associates to deliver its courses. Each associate has come direct from industry, where many have held senior positions and can draw on a wealth of practical business experience.

According to Ms O'Hare, Irish businesses need to invest in ongoing training and ensure employee 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. Irish businesses 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.”**

Commenting on her own company's financing and growth projections, a forthcoming Adrienne O'Hare said: **“As a start-up enterprise, we are expecting to be investing in the business for growth and our target is to exceed €1 million in turnover in our second year. The business start-up has been self-funded. We have been fortunate enough to hit the ground running**

with some good business wins and therefore we expect this to fund our future growth. Our development plans include expanding into other locations, such as the North, which may change our financial profile, and we are happy to raise capital to fund this on a needs basis. We do believe that the particular style of our service will be our platform for growth.”

To Be is a consultancy which specialises in providing staff training and development, as well as personal coaching and HR solutions. The company’s mission is to maximise the potential of individuals, teams and organisations through world solutions tailored to clients’ needs. The firm has been established to support those businesses focused on staying ahead of curve and maintaining their competitiveness in today’s global economy. Through the implementation of innovative solutions that are focused, practical, flexible and measurable, To Be strives to support its clients in getting the results they want in a sustainable way.

Adrienne O’Hare is a dynamic business professional boasting more than ten years experience with multinational companies in learning, development and HR. her career has given her extensive experience in business start-ups, sales management, and achievement in target-driven environments. Her areas of learning expertise are behavioural change, leadership and management development, as well as coaching and practical business solutions. Ms O’Hare is passionate about maximising the performance of individuals and organisations and believes in the potential of people to exceed expectations.

© Irish Examiner 2006

All content copyright 2006, Irish Examiner — all rights reserved