

## The Importance of training as an investment:

“The budget has been cut” is an excuse all too often heard by staff asking for training, and when corners have to be cut, training is invariably the first thing deemed a luxury, and promptly axed. If we want to keep providing useful training for our staff, we need to make sure it is seen – by everyone – as the necessity that it is. This means assessing the need, picking the most cost effective training for each need, measuring the results and reporting to management - every time.

As training continues to battle with its 'nice to have' rather than 'must have' reputation, it's up to the HR and training and development teams to convince the bean counters of its value. Learning needs to be treated as an investment, rather than a cost. And for this to happen, there needs to be a **measurable return on investment**, visible on both the bottom line and throughout the organizational culture.