

*“Train people well enough so they can leave, treat them well enough so they don’t want to.” - Sir Richard Branson*



## 1. Train Beyond The Basic Needs

As employees get comfortable in their roles and become less challenged, they become disengaged. Learning a new job or skill outside of their basic job description can keep them stimulated and reduce worker boredom. This not only helps employees develop a deeper understanding of the firm’s business, but is good for managers because it provides more flexibility in the workforce to ensure the job always gets done.



## 2. Invest In Individuals NOT Training

Employees who feel that they are being underutilized are more apt to become frustrated with their job, be less loyal to their company and are more likely to make mistakes. Traditionally, managers have weighed the cost of training against the value of the skill or job the employee will be gaining. Competition for a skilled workforce has led savvy managers to measure the ROI of developing existing employees against the costs of recruiting, hiring, and training someone new.



## 3. Train How People Learn

Everyone absorbs and learns information differently. By understanding how people learn, we can help employees overcome challenges, fix faulty processes and implement innovative ideas. This approach will engage employees in the learning process, which in turn, encourages continuous learning. For more information on training design, Check out our post on [The Four Stages of Learning](#).



## 4. Cultivate A Learning Mentality

Alongside the actions of creating good training, you need to enable learning to develop beyond just the training programs. Businesses must foster an environment where learning is constant and is built into the daily work routine. Managers should relentlessly look for and support opportunities for employee growth, otherwise employee motivation levels will drop and efforts to create a learning culture will fail.



## 5. Encourage A Sense Of Ownership

Training alone, does not give employees the opportunity to learn and develop. For training to become effective, trainees must experience and test all aspects of what they have been taught. When people are directly involved, they will feel a greater sense of ownership within the organization. People will always work harder for something they feel they are a part of. Train them and then trust them to make the right choices. Set the standards but allow your people to decide exactly how they will attain them. To encourage success, make sure your employees know that you are available as a resource, if needed.



## 6. Know Your People

Ultimately, creating a learning culture is all about identifying your team’s individual needs. By knowing your people and tailoring your training to them, you can help your employees improve their performance, solve existing problems, build a strong sense of purpose and turn weaknesses into strengths. Companies that take the time to establish a learning culture ensure a strong sense of purpose and as a result, their survival.