

Take a few LITE steps to change

A good friend of mine who runs a very successful training company told me I was insane to put on my home page that *'I believe that training isn't always the answer'*. I had actually toned it down. I wanted to write *'I don't do training.'* However that would be a lie because I do but only as part of an integrated approach that allows me to guarantee results.

However I must explain how I do things that I believe differentiates what I do from the majority of training and coaching professionals. The truth is the majority of training is a total waste of time, money and effort. I believe, having been in the profession, on and off, for the best part of two decades, that piles of cash is wasted on poorly designed, one shot and ill conceived training programmes. A conservative estimate is that **80% of a firm's training budget is wasted.**

Take these four examples:

Interpersonal Skills training. What's all that about? I love training firms who claim that in just a couple of days they can turn someone from a shy retiring and introvert character into a brilliant conversationalist. Baloney! At best they can help people recognise the impact of their language and introduce a few proven skills. Learning persuasion, influence, using body language, rapport, matching and mirroring, language patterns etc takes time, patience and discipline. A couple of days does not permanently transform people.

2-hour networking training. I recently attended, with around 50 business professionals, one of the many networking events I regularly frequent. I had the good fortune to meet a young executive who told me she had recently attended a brilliant course on networking. She remarked at how entertaining the speaker was and how much fun they had. I asked her what she had applied and she rather sheepishly looked away remarking under her breath that she must 'get the training manual out and look at it again.' During the 2 hours we were at the event she sat in one seat and talked to about four people (I am a rather sad individual who notices these things).

Sales training. I have a good friend, an accountant, who had been made redundant. He was looking to embark on a new career as a business consultant. Nothing wrong with that and I wished him well in a very competitive market. He has been given one of the best toolkits for learning how to sell his services that exists on the market. I know it well because I use it all the time. He said to me that he found it useful. He then went on to say that classic excuse for not doing anything 'It's too soon to see whether it works.' Even more baloney! I know that using the toolkit gives instant results if you are just willing to knuckle down and just do what it says!

Even more sales training. My bank manager (from a bank that hasn't gone to the wall) recently came to see me and we chatted about my business. We got round to the subject of sales training and I told him about our approach. He said that his bank had bought a sales system from the US at huge expense that had, in his opinion, not worked and had the reverse effect and had turned people off. So there we have it one of the biggest banks literally, according to this intelligent man, chucking money down the drain and making one lucky training firm outrageously wealthy in the process!

I know that change, for the majority of people, is tough to do. I like to engage in assignments where I have the time and opportunity to ensure people build great habits. This is a simple and proven 4 step L.I.T.E. approach to delivering results.

Listen & learn

The first step is to understand fully where each individual or group is now and where they want to be both in terms of business goals personal aspirations. Quite frankly most people are not listened to rather they are talked at – the simple act of deeply listening to people is often sufficient to...

Inspire

People only learn when they are motivated to do so. It is often necessary to engage the participants in a series of activities that create energy and excitement both before and throughout the learning experience. This is essential to ensure the participants have belief both in themselves and what they are being taught. People who are motivated to learn have a thirst for...

Training

Once the participants are hungry to learn techniques the trainer/coach introduces powerful and proven ways to help them achieve their goals. Each new skill is mastered before moving to the next stage which is to...

Embed

Studies have proved that training is massively enhanced with effective coaching. When the participants receive one-to-one support from a buddy, their manager or a trained coach then the journey from intention to habit is dramatically enhanced.