

Washington smart CEO

Required Reading for Growing Companies

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The do's and don'ts of employee training

Do you promote a culture of learning in your company? If not, you might want to reconsider. A well-planned and executed employee development program – including formal and informal training opportunities – not only will help you retain your best and brightest talent, but will also give you a competitive advantage over companies that don't make training a priority. CEOs who see the value of training share tips on how you can make your program more effective.

“What comes out of their mouths has to track with their behavior. Their public face regarding support and allocating funds to training has to match their private face. They can't say they promote a culture of training and then cut the budget when times get bad. When times are bad, training is more critical. I'm not saying don't be fiscally responsible, but figure out where the training should continue.”

KATHARINE GIACALONE,

owner, KGWorks