

Aligning Training with Business Goals Helps to Ensure Funding

By: Nanette Miner, Ed.D.

In this era of limited resources, a company always wants to be sure that it is getting value for the dollars it spends. Rarely do organizations have sufficient funds to cover all of their desired plans. Therefore, whenever you are requesting a budget for training offerings, be sure that you can substantiate how the training aligns with the company's goals. In this way, rather than defending your dollar-requests, you will be able to change the focus to the potential return for the organization. For example: a food processing plant was quoted \$56,000 for the development of new hire training that covered the safe and proper way to handle the raw-material food product through the various stages of inspection, processing, and packaging. When the operations manager requesting the training was asked to validate the expenditure, he was able to cite savings in terms of: reduced employee turnover, less on the job accidents, fewer OSHA violations, and less wasted food product due to various human errors in the processing. By aligning your training initiatives with business goals you'll be able to say, "This is the impact (or return) the training will have on XYZ department," rather than having to defend a request for money.

Author Credit:

Dr. Miner is the founder of the non-profit support group The Accidental Trainer (www.TheAccidentalTrainer); created to help all trainers who have found themselves "thrust" into the role. This article is based on ideas from her book by the same name, *The Accidental Trainer*, (c) John Wiley & Sons, Inc., (2006).