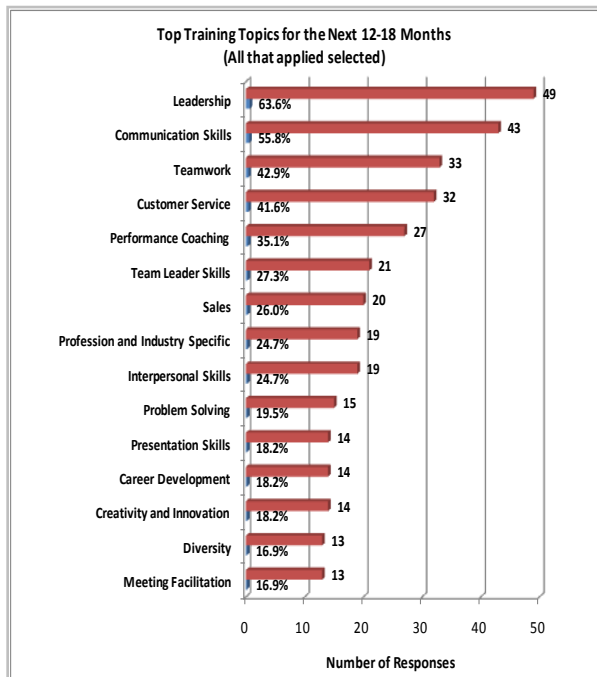


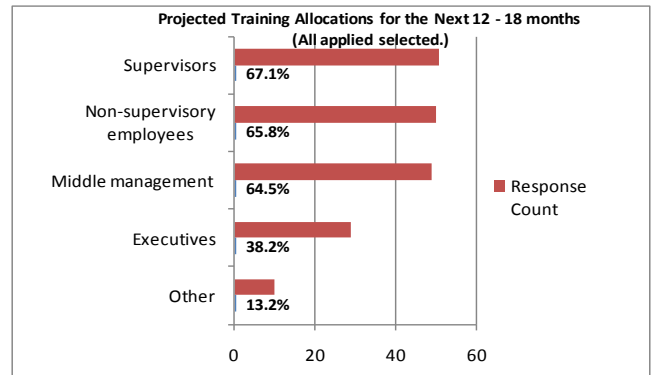
## Training Professionals Gearing Up for 2010!

Representing organizations ranging from 25 employees to over 2,500, nearly 100 training and development professionals weighed in on the pressing topics and challenges facing them in response to ATW's 2009 year-end training survey.

At the top of their training lists, were leadership, communication skills, teamwork, customer service and performance coaching—traditional topics whose relevance has expanded as organizations increasingly must do more with less in the wake of the economic downturn.



Over the next 12 to 18 months, respondents projected that their training dollars would focus on development for supervisors, middle management, and non-supervisory employees in nearly equal amounts.



### Top Issues Now Facing Training Professionals

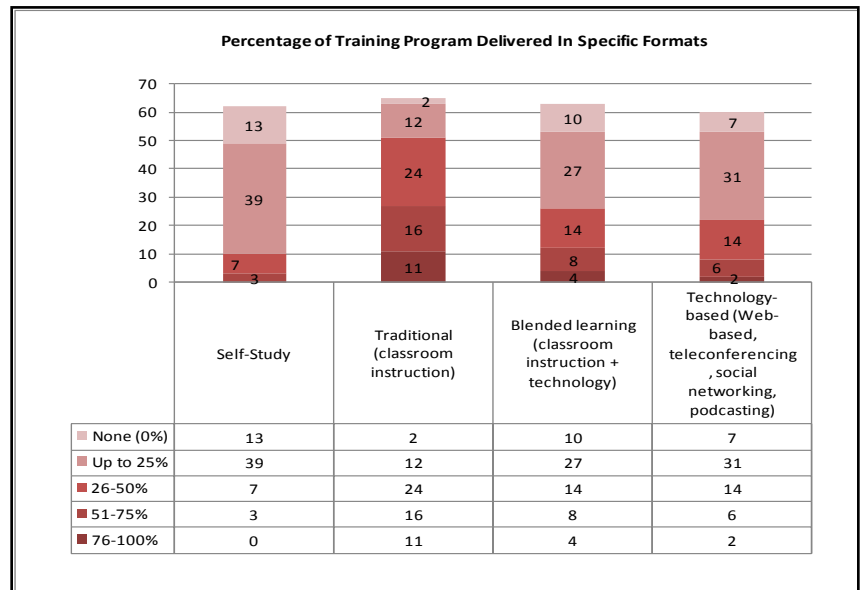
On the top issues facing respondents, several emerged among those most commonly mentioned:

1. Managing with tightened budgets, limited resources
2. Dealing with reductions in the work force
3. Coping with Increased stress in the workplace
4. Managing change on several fronts including restructurings, industry changes, others
5. Securing executive buy-in and support for learning and development
6. Selecting, designing, and delivering cost-effective, efficient training
7. Finding easy, viable, and reliable alternatives to classroom training
8. Learning to use the new training technologies
9. Handling the challenges of distance learning
10. Measuring the value and impact of training and development initiatives

## Organizations Expanding Use of Technology in Training and Development

Many respondents noted that training employees at several locations, some across the country, requires innovative approaches, often tied to technology.

Survey data show that organizations have been expanding their use of technology to reach dispersed populations and at the same time lower the costs of training. Blended learning and technology-based learning such as teleconferencing, social media, and podcasting offer alternatives to classroom training that are consistent and cost-effective.



Training professionals cited the need to “seek new technologies to support learning,” “do more virtual training,” offer “more online training,” and develop “e-learning alternatives, delivery, and expertise,” another indication that incorporating technology into training and development is gaining more acceptance.

## For 2010 Outsourcing To Help Bridge the Gaps

Planned Outsourcing over the Next 12 Months	
Options	Response Percent
Instruction/delivery of courses	50.9%
Off-the-shelf materials (books, DVDs, training programs)	37.7%
Custom content development for classroom instruction	30.2%
Custom content development for computer courseware or online programs	26.4%
Other	22.6%
Assessment of training needs	11.3%
Survey development	5.7%
n = 53	

With reductions in staff and expectations to do more with less, over 50 percent of all respondents said that they were planning to outsource a variety of functions over the next year.

The most likely option to be outsourced is the instruction and delivery of courses, with nearly 51 percent selecting this option.

Over 25 percent of respondents also said they expected to outsource custom development for computer courseware or online programs.

While only 11 percent noted they would be outsourcing the assessment of training needs, in their comments, respondents highlighted the need to conduct more thorough needs assessments and post-training measurement. Their goal is to ensure they provide training that “delivered the biggest bang for the buck”—a goal we all share as we start the next decade of the 21<sup>st</sup> century!