

Annual Training Needs Survey Results

ATW Training & Consulting 2008



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Summary

Background

In the fall of 2008, ATW Training and Consulting conducted a survey of Training Professionals in Central Iowa.

By October 7, 85 people had responded.

In the following report, the questions and responses are displayed together.

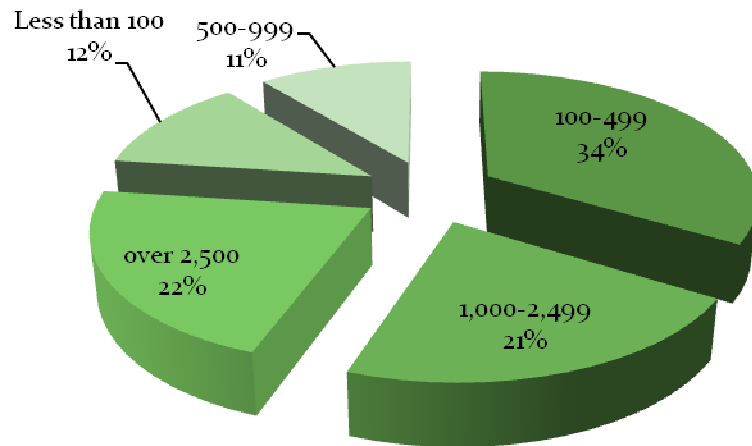
Summary of Results

Near the end of this document, a summary of results is included.

Number of Employees

Results

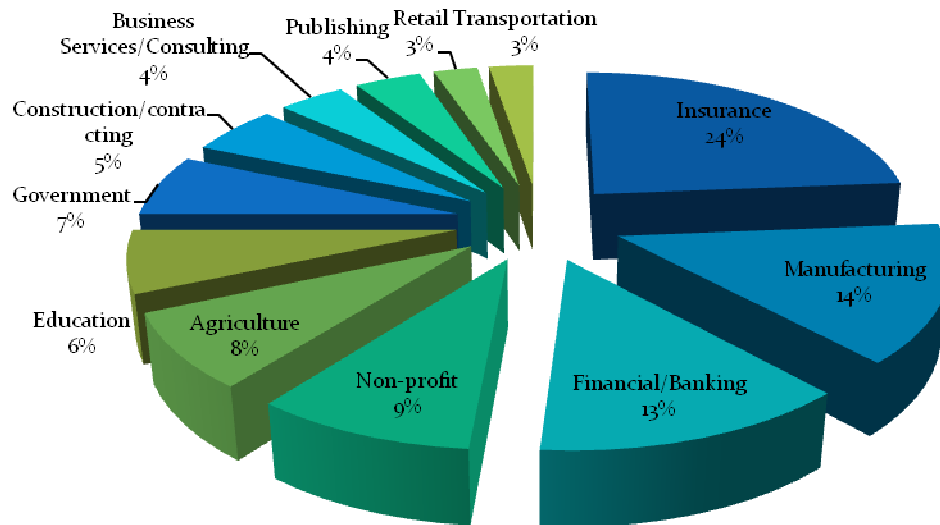
How many employees work for your company?



Industry Breakdown

Results

Which industry do you work in?



Others...

- Healthcare
- Hospitality
- Utilities
- Wholesale
- Media
- Staffing/Employment
- Marketing

Trainer's Perspective on Important Issues

Results

What do you see as the important issues facing you as a training professional at this time?

(Respondents were asked to fill in a blank. Similar answers were categorized together)

Rank	Issue
1	Need for supervisor, manager, and leadership training.
2	Current economy has reduced training budgets.
3	Training employees at remote locations or multiple locations.
4	Limited time to train employees & schedule conflicts.
5	Supporting specialized work units, diverse work units.
6	Lack of employee interest in training or development.
7	High cost of training.
8	Training strategy, training alignment with company goals.
9	Staying ahead of change.
10	Difficulty in measuring effectiveness.

Less than 3% each were...

- Low application of learned tasks after training
- Turnover in the units we support
- Consistent and constant training of newly hired employees
- Generational differences in the target audience
- Reorganizations and layoffs
- Understaffed training teams
- Short expected delivery times
- Perceived need for training is not the actual need

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Trainer's Perspective on Important Issues... Continued

Results Continued

Less than 2% each were...

- Training team skills and services not being utilized to full potential
- Sales training focus
- Utilizing technology to deliver training
- Communications training focus

Other individual responses...

- Unqualified training staff
- Implementing effective functional skills training
- Customer service training focus
- Engagement and motivation training focus
- Decision making training focus
- LMS issues

Trainer's Perspective on Training Team Priorities

Results

What are the top training priorities for your department at this time?

(Respondents were asked to fill in a blank. Similar answers were categorized together)

Rank	Issue
1	Leadership training (Mid to upper management)
2	Supervisor training (Entry to middle management)
3	Compliance and regulatory training
4	Providing consistent, timely training, while continuing to offer effective training
5	Technology training
6	Teamwork and collaboration training
7	Career and personal development training
8	Consulting the areas we support
9	Developing new training programs, maintenance of existing programs
10	Functional and product training

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Trainer's Perspective on Training Team Priorities... Continued

Results Continued

Less than 3% each were...

- Customer service training
- Tracking and record keeping/LMS
- Training needs analysis and prioritizing training needs
- Developing trainers
- Sales and negotiations training
- Measuring training effectiveness
- Generations-specific training
- Communications training

Less than 2% each were...

- New employee training and on-boarding programs
- Training remote employees and global employees
- Containing cost while continuing to provide effective training
- Continuing education for seasoned employees

Other individual responses were...

- Training department goals, vision and strategic alignment
- Creativity and innovation training
- Time management training
- Motivation and engagement training
- Change management training
- Risk management training
- Training merger-related projects
- Scheduling training to meet various department needs

Trainer's Plans for the Next Year

Results

What subjects will you be allocating training resources for in the next 12-18 months?

(Respondents were asked to choose all subjects listed that were applicable.)

Rank	Percentage Agreed	Issue
1	78%	Leadership
2	51%	Performance Coaching
3	45%	Communication Skills
4	44%	Teamwork
5	44%	Team Leader Skills
6	39%	Interpersonal Skills
7	39%	Profession and Industry Specific
8	31%	Presentation Skills
9	30%	Customer Service
10	28%	Career Development Training

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Trainer's Plans for the Next Year... Continued

Results Continued

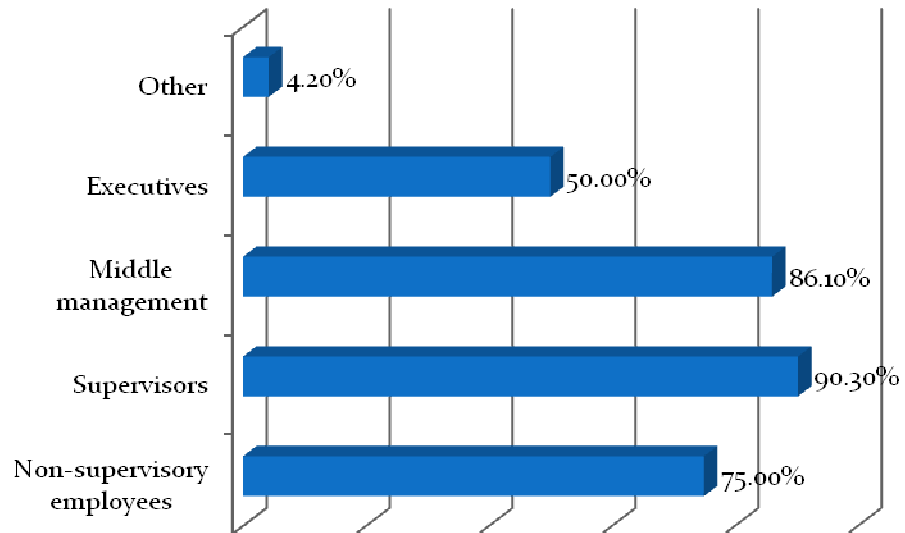
Rank	Percentage Agreed	Issue
11	25%	Sales
12	24%	Interviewing Skills
13	23%	Safety Compliance
14	21%	EEO and Harassment
15	21%	Ethics
16	20%	Documentation of Employee Performance
17	20%	Problem Solving
18	18%	Meeting Facilitation
19	18%	Creativity and Innovation
20	18%	Business and Finance Acumen
21	18%	Other
22	17%	IT Systems
23	17%	Emotional Intelligence
24	17%	Business Writing
25	17%	Computer Software
26	14%	Discipline and Termination
27	13%	Diversity

Target Audience

Results

Who are you planning to allocate your training resources to in the next 12-18 months?

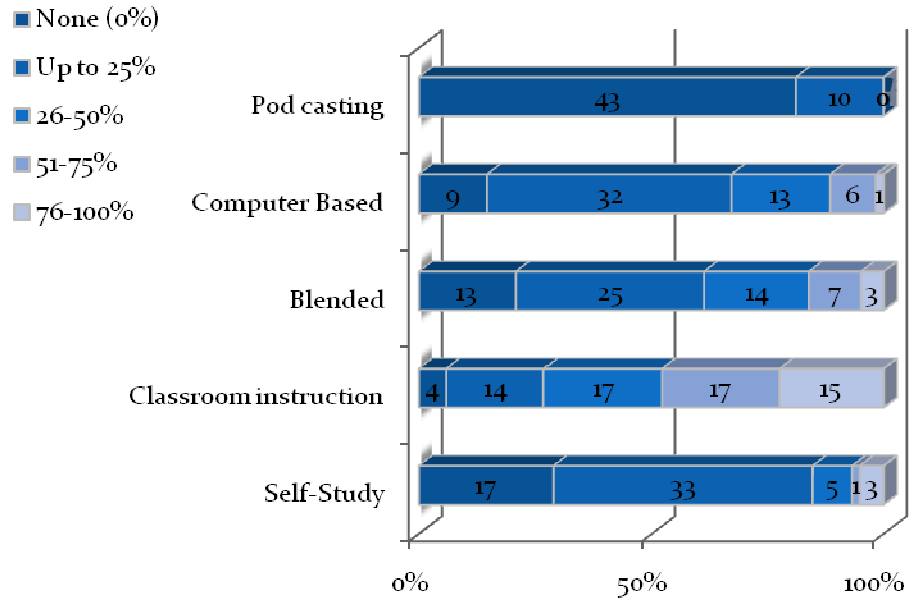
(Respondents we asked to select all that apply)



Delivery Methods

Results

What percent of your current training programs are delivered as...?

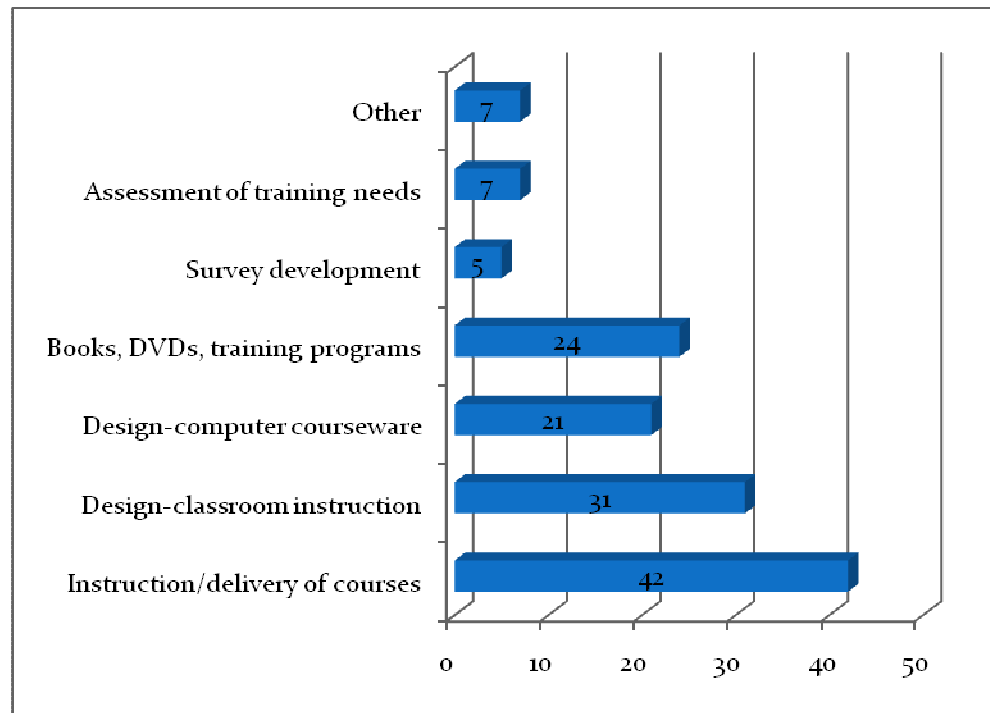


Outsourcing

Results

Which of the following functions do you plan to outsource over the next 12 months?

(Respondents checked all that applied)



Conclusions

Executive Overview

The following statements are based on the entire data sheet.

- 85 respondents were surveyed. The target audience was training and development professionals in central Iowa.
- Most (33%) of the respondents work for companies with 100-499 employees.
 - 12 % work for companies with less than 100
 - 21% work for companies with over 2,500
- Those surveyed were from a diverse spectrum of industries. Most (21%) of the people surveyed work for insurance companies. 13% work in manufacturing and 13% in financial and banking companies.
- There were very few differences in the results of large companies and small companies. There were also very few differences between the results of different industries.

The Effects of Leadership Training

Leadership was by far the subject most mentioned in this survey. 77% of all respondents said that leadership would be a focus during the next year. The next highest subject was ‘performance coaching’ which 50.7% of respondents agreed would be a focus for the next year.

- Of the 77% who said they would be focusing on leadership...
 - 23% of them said that classroom training makes up 76-100% of their training programs
 - 29% of them said that they do not have self-study training programs
 - 71% said they will be outsourcing some facilitated course delivery
- Of the 33% (27 people) who said they would **not** be focusing on leadership...
 - 5 will be focused on teamwork
 - 4 will be focused on team leader skills
 - 4 will be focused on profession/industry-specific skills
 - 3 will be focused on presentation skills
 - The rest of the categories had 1 or less check marks

Podcasters

18.9% of all respondents said that up to 25% of their training programs included podcasts.

- Of the respondents who said they are podcasting, there is a consistent set of answers. The number of employees, industries served, subject concerns, and outsourcing percentages were similar to the overall population.
- This tells us that podcasting is not limited to certain industries or sizes of companies.

Central Iowa Concerns

The word “flood” was never mentioned in any of the responses. Despite the fact that central Iowa faced several floods during the summer, trainers in Central Iowa don’t seem to be concerned about it. They *are* concerned about the current economic state, and lower budgets, but no mention of floods or a housing crisis were made.

This is peculiar as most of the respondents work for insurance companies. Des Moines is a major center for the insurance industry and also has a sizeable financial services and publishing business base.

It could be assumed that during a time of recession, that many people would focus their efforts on cost containment and increased efficiencies. It seems the majority of Central Iowa training professionals feel that supervisor and manager training is their main focus now and in the next year.