

# 5 Ways Your Organization Will Benefit from Training



At AIIM, we've delivered training to more than 37,000 students. This is a number we are proud of, but it's a little bittersweet. The fact is, it really should be a lot higher when you consider the hundreds of thousands of information professionals we've spoken with who are interested in training but are unable to get the budget approval.

The most common misconception about professional development is that the benefits are solely realized by the student. Consider the old adage:

*"What happens if we train our people and they leave?"*

*"What happens if we don't - and they stay?"*

What, indeed?

Here are five ways your organization will benefit from offering professional development training to your employees:

## 01. Increased Productivity



Professional development allows employees to sharpen their skills and learn new ones as well. Investing in their development encourages employees to become more engaged, which in turn fosters increased productivity. The numbers speak for themselves—according to Workplace Research Foundation, highly engaged employees are 38% more likely to have above-average productivity.

## 02. Staying Ahead of the Competition



According to the Association for Talent Development, the average company provides each employee with more than 53 hours of training per year. That's almost nine full days of training per year (the typical training day is around 6-6.5 hours because of breaks, lunch, administrative tasks, etc.). If you're not providing close to that amount of training to your staff, they are falling behind compared to the companies that are.

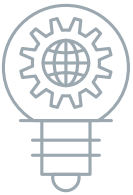
### 03. Increased Employee Satisfaction



By being given the opportunity to grow in a position and feel empowered, an individual's perception of their role within the company and of the organization itself benefits as well. This feeling of appreciation by one's employer increases employee satisfaction and ensures the employee will perform better and not look for other opportunities outside of the company.

This can translate to real money when looking at the cost of turnover. One report by Oxford Economics stated the cost of a new hire to be \$30,000. Spending \$1,500 for training pales in comparison to that figure.

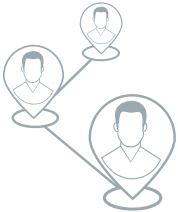
### 04. Increased Organization Appeal



According to Glassdoor, 80% of employees said that some form of continuous learning and professional development ranked from "important" to "very important" to them.

When organizations offer training and development opportunities, they build a positive reputation as an employer that cares about their employees. That reputation will help you attract more and better job candidates.

### 05. Fostering Succession Planning



Professional development is the best way to make sure the employees you plan to promote are prepared to take on their new roles. Getting them the training they need will ensure a successful shift to their new positions.

The message is clear: training not only has a positive impact on the student but their organization as well. Businesses must invest in their employees in order to stay competitive, drive productivity, and improve the bottom line.

