

Targeted Interventions: How Modern Day Firms Are Increasing 'Business Impact'

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Corporate Training and Learning Development programmes have primarily focused on broader training gaps in the past without the ability to 'Penetrate' and reach the core issue that needs attention.

Why cannot Training be precisely attuned to the need that an organisation has? Why is it that we see blanket Training Interventions that add very little value to solving the core problem that the organisation has? Organisations continue to 'Carpet Bombard' a group of like roles and expect results whereas the need is to be targeted with a 'Surgeons' Knife Precision' approach in identifying the areas that need urgent attention.

There is an unmet need when assessing what Training Intervention needs to be prioritised first and where the likely Business Impact that will yield maximum ROI is.

Most of the Training Interventions attract diverse audiences, but the best training interventions 'Target' a specific need that is specific to an organisation at a given point in time. Finding the right Targeted Training Need(s) and further customising the Training Interventions such that specific levers are leveraged is a challenge that every organisation grapples with.

Successful organisations in the new age have found the solution to the talent war: a highly 'Customised and Targeted' learning environment. The operative keyword being 'Targeted.'

Successful organisations demonstrate the ability to create an ecosystem for learning and development that supports individualised training needs.

Targeted Training Interventions demand the use of established methods in identifying the training gaps, often going to the level of most basic building blocks. A Targeted Training intervention weaves the ingredients of Technology, Business Strategies and Learning Objectives to create something that is highly tailored and effective in a real-world scenario.

The Design and Development process of a Targeted Training intervention requires a very meticulous understanding of the underlying business model, the services / products being delivered and the nuances of integrating PEOPLE, PROCESS and TECHNOLOGY.

SOMM (Stuvoy Organisational Maturity Model) is one such Framework and a Roadmap Model that makes possible the measurement of the maturity of PEOPLE, PROCESSES and TECHNOLOGY. The term maturity in SOMM refers to the organisation's readiness and experience about the three core pillars: Human Capital (PEOPLE), PROCESSES and TECHNOLOGY.

With the availability of established frameworks and models such as SOMM, getting the right identification of a Training Intervention is a 'Breeze' for any organisation. With SOMM, organisations can look forward to impacting 'Targeted' business areas that have been a pain and have prevented the organisations from improving their Productivity, Quality, Reducing the Costs to market and an overall higher Retention of the client via higher satisfaction across services and products offered.

With Targeted investments in improving People, Processes and Technology, organisations are continuously and successfully sharpening the competitive 'axe' required to survive and thrive in the modern-day competitive world.

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