



## WHY PERSONAL DEVELOPMENT PROGRAMS ARE ESSENTIAL IN INCREASING YOUR COMPANY'S BOTTOM LINE

These days more and more companies are emphasizing the need for employees to continuously engage in personal development and make their skills useful and effective to the workforce in line with the latest market trends.

There also is fierce competition among businesses to deliver good customer experience and exceed their customer expectations. Businesses are finding better survival opportunities in the current financial crunch situation and tighter business economy.

Due to increased competition among businesses, employees expectations to stay in a job for a longer period has been reduced considerably unless they keep on developing their on-the-job skills with proper business and corporate level trainings.

### **Personal Development at Work**

Companies are also providing *personal development* training for their employees to grow their skills set as it not only help their workers keep pace with greater workplace demands but also ensure the organizations gets a return of their investments.

Businesses want to ascertain that the time and money spent on their employees training provides value for their money spent.

In order for employees to engage in personal development to retain employment and qualify for promotions and pay raises, today's workforce must be re-educated, retrained into faster, smarter, and more productive workers than those in the past. Comprehensive on job business trainings plays a key role to develop staff.

Now employers are requiring a highly skilled workforce who can give them a cutting edge advantage to increase the service level of the company. Hundreds of seminars and workshops in the United States are attended each year for personal development.

Training programs which are effective can go a long way toward enhancing employee morale, building a core of skilled workers, and helping to meet company's goals and

objectives. So only effective knowledge transfer, business trainings are required to lower the investment of the companies both in the time and money as well.

We all know that employees have a personal life and a professional life and that juggling the two is a tough challenge. It is uplifting and highly motivating when an employee feels like the organization understands that life can be challenging. Remember, People don't care how much you know...until they know how much you care.

Empowering your employees in their own personal development plans is also a way to demonstrate your interest in their professional development. Employees recognize this investment in them by the company, and most respond positively. This supplies a significant boost to company morale, and it also strengthens the psychological contract that exists between the employer and the employee.

Your staff is likely to be far more proactively engaged in corporate problems and issues, supporting morale and productivity, as Dr. Steven Covey explains, *"You can buy your employees' time and muscle...but their hearts and minds come free."*

From a settled staff, the employer will appreciate this increase in employee engagement in the form of a sharper competitive edge. Staff turnover decreases, and your retained employee base is loyal with the very specific skills and qualities that are most needed by your business. This is fundamental to a company's survival in today's market.

## **Types of Personal Development Programs**

People learn differently, while some people may learn quickly by demonstration, others learn audibly or by repetitiously reading new material.

A good training program would be structured in a way which is appropriate for all learning styles and levels of comprehension. It should be interactive, practical and imparting the knowledge in an exciting new but interesting way.

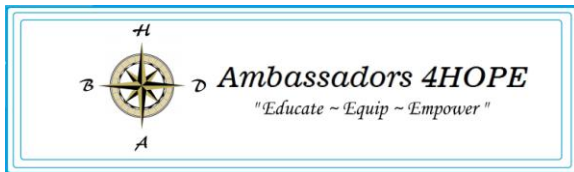


Many companies allow employees to buy into their own training. Companies have to make sure that their staff and employees understand not only the personal benefits of this program but also the importance relating to the future of the company.

## **Personal Development - In Conclusion**

No matter what method companies choose, in house or out of town training sessions, the key is to help employees learn existing skills, introduce them to new and improved methods, and ensure that their personal development training is easily transferred into the workplace and business for increased productivity of the company.

Please tell us how we might be able to assist you in Leading and Servicing your Staff.



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