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Six reasons why corporate training programs fail

A list of problems to avoid, for designing the best and more effective training programs

Corporate training and development should "make the difference". However too many times training programs fail. Why?

1. Lack of responsibility
HR departments in charge of training and development often think that their responsibility consists in simply counting the number of participants or discussing the value of the program, but they fail the objective to link the program to the job or position of the participants.

2. Lack of monitoring
Most programs lack any kind of "monitoring" of participants. Monitoring does not simply mean giving exercises to students, but an active program to involve every participants: students, direct supervisor and HR Department.
Monitoring must include pre-test, in-action test, post-training tests and a follow up 30-60-90 days after training to check the application of concepts learnt during training.

3. Lack of implementation
HR managers very often design very rich programs that nobody seems to follow up to the end. It's much better to be realistic and give every employee an easy to understand course, than provide courses that are so long that, after the introduction part, employees will be too busy to complete.

4. Too short and concentrated schedule
Fourth reason why many programs fail is that they make employee loose concentration and effectiveness. Training paths must be highly coordinated, give meaningful information and be delivered in reasonable time: it's better to avoid providing too many information in too short a time, otherwise training will loose its effectiveness.

5. Not working by objectives
Many programs target to short term objectives only. On the contrary, the objective should be to attain long term results, designing programs aimed to the development of employees. A good solution is to create basic training programs, to be enriched during the period: in other words it's better that programs are designed step by step according to specific objectives.

6. Lack of planning
Organizations are not too often forward looking when planning training programs. The need for training exists and is acknowledged, but forecasts about how to continue and improve training programs are not so frequent.

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