

State of the Industry

2013

Training Survey Results



Silicon Beach Training

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Introduction

We ran our training survey earlier this year to gauge the future of training in the UK and put together a picture of what matters to decision makers and attendees.

664 people got back to us to let us know what they thought was important and we received results from a great mix of industries, professions and levels of seniority.

In this report we present our findings, analysis and additional feedback from respondents.

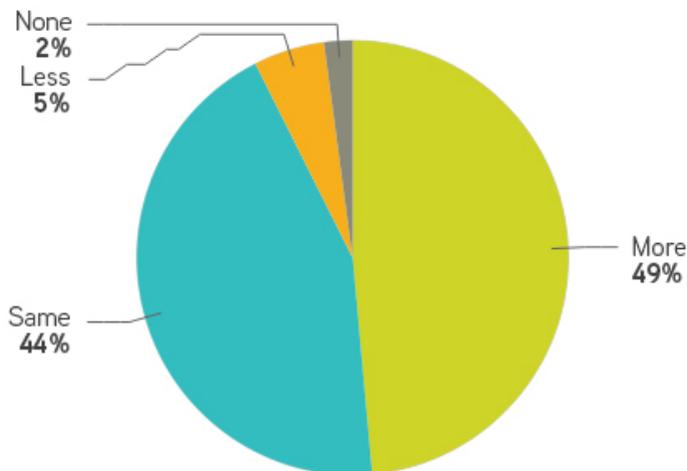
To encourage participation in the survey we offered a £1000 training voucher. Congratulations to our winner Fiona Paterson of Sussex Police who has chosen to come on our PRINCE2 Practitioner course later this year.

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Training Demand Set to Rise

Do you intend to book more or less training in the next 2 years?



49% of respondents plan to book more than their current allocation of training courses over the next two years and 44% plan to book the same amount.

This is great news for training providers and reflects a time of financial growth in the UK after a long period of uncertainty.

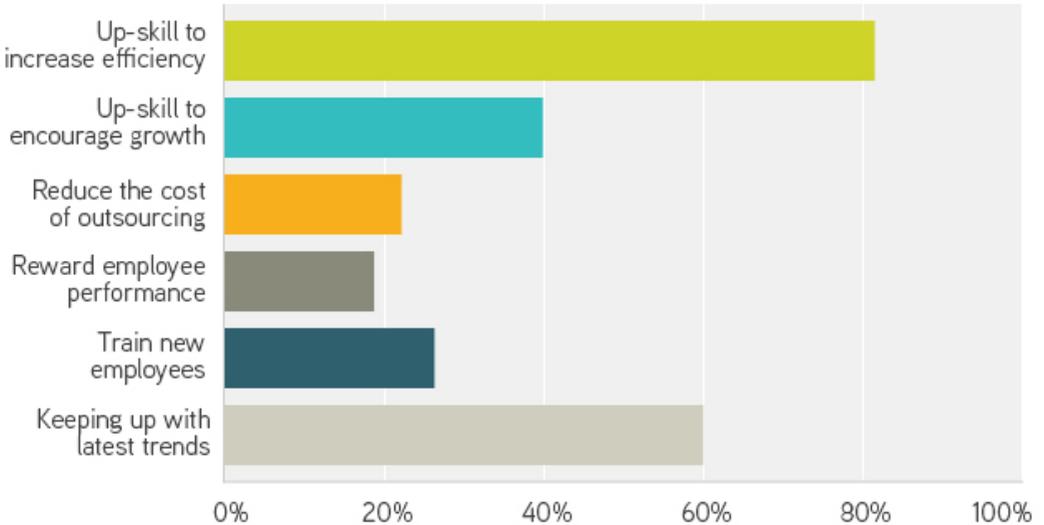
Of those who plan to book the same amount, we noticed that many already book 10+ courses per year and so are already actively investing in training for their business.

Interestingly, only 19% of those who said they are planning on reducing training or not training at all are responsible for the training of others so their organisations may be planning to spend training budget in other areas.

The training industry is seeing growth at the moment as businesses look to improve their existing resources instead of taking on new employees.

Creating Better Employees

What are your business's main goals for training?



Businesses looking to expand generally have two options - up-skill your current employees and/or take on new employees.

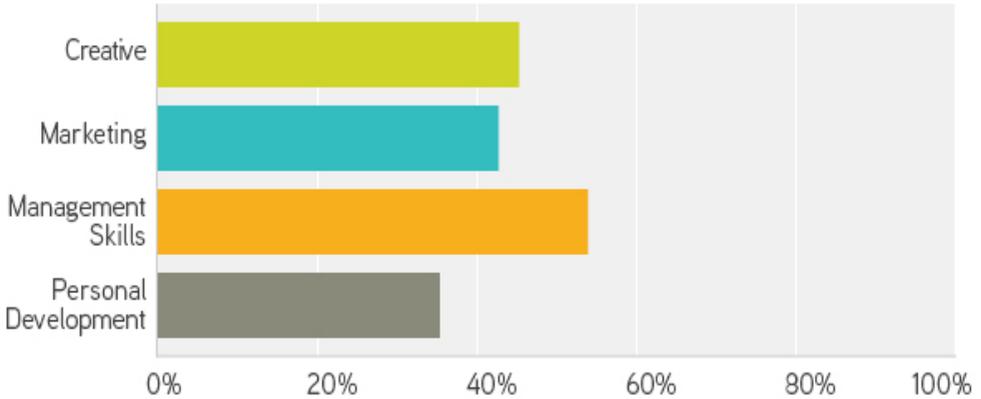
Based on the responses in our survey it seems that a lot of businesses are opting for the first option by developing existing employees. This is ideal as these employees already have knowledge of the company and industry which they can apply to their new skills.

The second favourite reason for training is keeping up with industry/ technological trends. Businesses as large as Microsoft are undergoing periods of massive organisational change to improve the way they work.

It's important to stay on top of technological changes such as the increased use of mobile (Bring Your Own Device, Mobile marketing etc.) and new CRM software for improving sales.

Managers Wanted

Which areas of training are you interested in for your business?



Management Skills proved popular with over 50% of respondents interested in training. While the role of the manager has been around for some time now, many managers are promoted or appointed without the necessary skills.

These come from experience but a short New Managers course is ideal for learning the foundation knowledge to become a successful manager and leader.

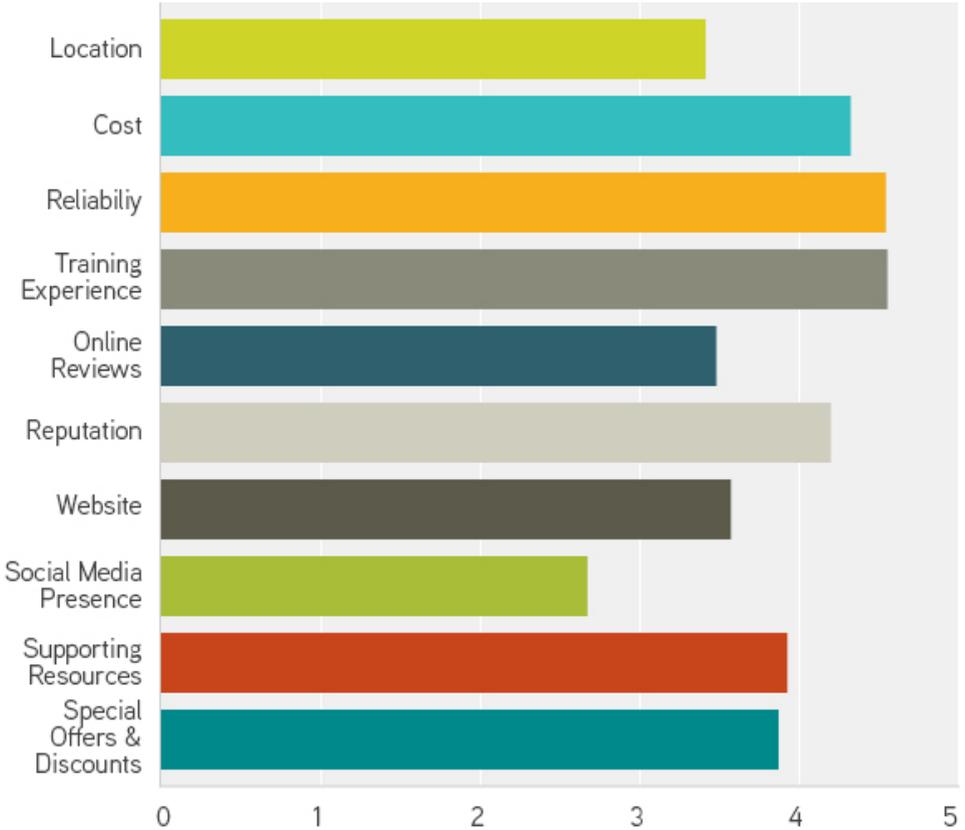
Creative and marketing courses are both relatively high but these skills are

not always seen as necessary for all positions. We believe Adobe products should be as widely known and used as Microsoft Office but this is a long way off.

Personal Development is the least popular area despite being the only topic that could appeal to anyone in any role. The trend seen across our survey is business improvement over personal improvement.

Trust Over Cost

How important are the following factors when choosing a training company?

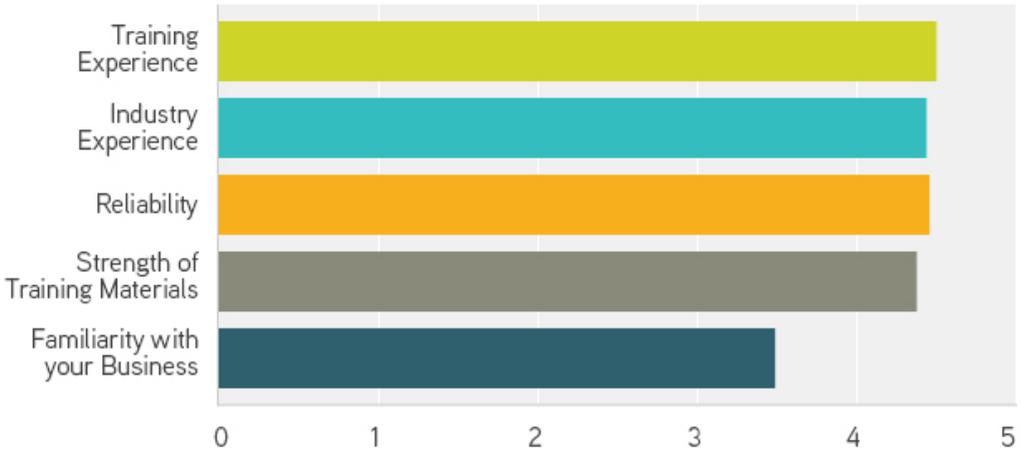


Some people may be surprised that cost is not the main deciding factor and that reliability and experience came top with reputation close behind.

Businesses want to know that they can trust their training supplier to meet their goals and are willing to pay more to guarantee this.

Trainer Experience Essential

What factors make a good trainer?



We received a lot of comments on this question with a 50/50 mix on whether training experience or industry experience are more important. The consensus is that trainers should have real life experience, but should not spend too long talking about their own situations.

While Familiarity with your Business came bottom in the criteria, we received additional feedback that trainees do prefer to discuss their own situations as it gives them a better idea of how to apply the training once back

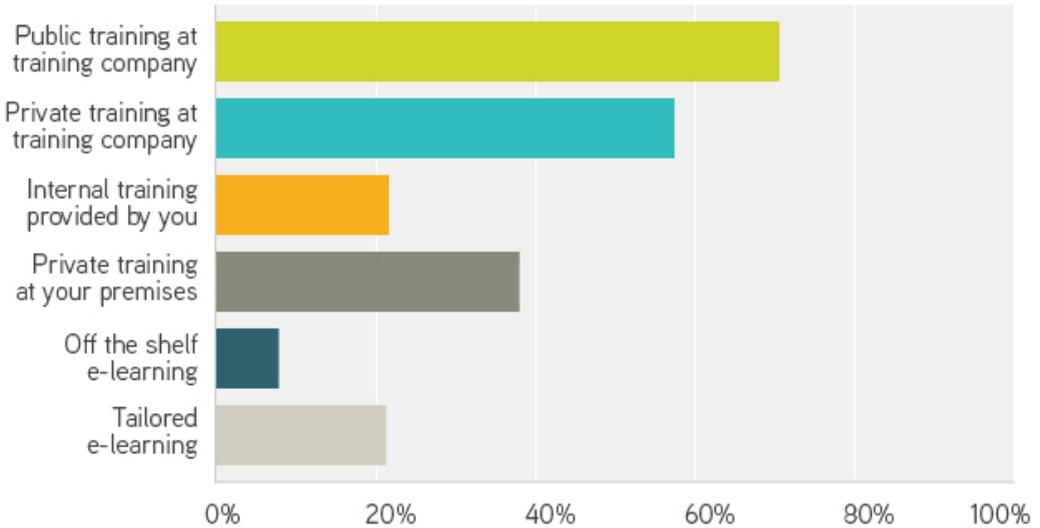
in the office.

Something we should have included is flexibility which came up again and again in the comments. An ideal trainer must be able to manage a wide range of abilities and learning styles and also adapt the course to focus on elements most critical to attendees.

A good trainer was also mentioned more than once as the most likely reason for going back to a supplier for repeat training!

E-Learning Not Quite There

Which types of training do you believe are the most effective?



Classroom-based training convincingly beat e-learning in our survey with respondents preferring off-site training to internal training.

We received a number of comments that explained why attendees prefer face-to-face training at a training company.

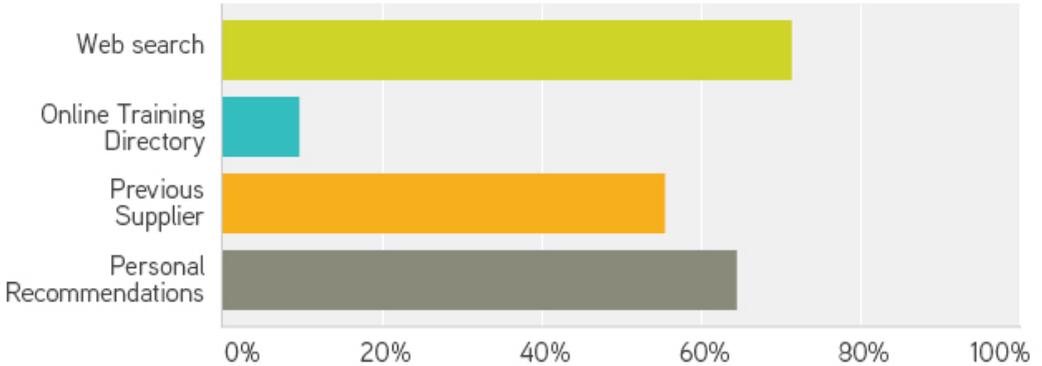
Some feel that time off-site is important as it gives you a chance to

focus solely on the training and gain experience and examples from others on the course.

The other main reason was the ability to ask direct questions to a knowledgeable trainer who can tailor the answer to your situation.

Search and Ask

How would you approach finding a training company?



From the results of the survey along with additional comments, we have gathered that most training courses are found first through a search on the web and then recommendations and previous experience help to narrow down a short-list of providers.

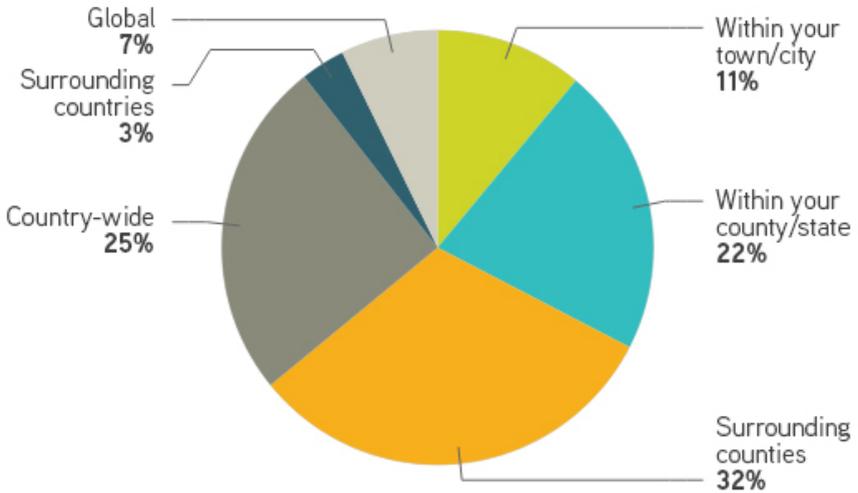
Many businesses prefer to stick with one supplier they know they can trust to deliver the right courses, but will have a look around anyway to see what others offer.

The value of personal recommendations is huge, as it is for any business. There is no better way to market a product or service than have brand evangelists telling their friends, family and co-workers to use you.

Customers want to know that they can trust you as a business and proof from a trusted source is the best way to gain this.

Location Counts

What is the furthest distance from your business that you would consider training?



Distance and location are definitely important, although the importance depends heavily on the type of training and the subject.

Attendees are more likely to travel for longer higher-cost courses or for specialist training.

Comments on this question also added that it depends on which city. Delegates are willing to travel further to attractive cities with good travel links (Brighton for example!)

Thanks for reading.

Don't forget to share this report with anybody you think would be interested.

Please get in touch with any additional comments or to discuss your training requirements.

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