

How to Select a Training Consultant

By Jeffrey W. Drake

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In times of rapid change, both small and large businesses today are increasingly viewing training as an investment, not a cost. If your business uses outside training consultants, you will want to maximize your return on this training investment. Qualified training consultants and seminar leaders will have these characteristics:

Training consultants will help you determine your specific training needs.

Prior to selecting a training consultant, it is good to have at least a general idea of what your training needs are. A training consultant should be able to analyze your specific training needs to identify the type(s) of training programs necessary to produce the results you require.

Training consultants will tailor training programs to address your specific training needs.

While there are a number of "off-the-shelf" packaged training programs available, they may not meet your specific business needs. Training programs need to be adapted for greater effectiveness. The return on your training investment will be increased if the training consultant tailors a program to meet your specific training needs.

Training consultants will continuously improve their own training delivery skills.

It is very important for trainers to be knowledgeable in their areas of expertise. Trainers are aware that knowledge alone will not produce results. Effective delivery of information and skills to adult learners is essential. After all, how many seminar participants do you know who enjoy boring lectures? Trainers frequently improve their effectiveness by joining the American Society for Training and Development, the National Speakers Association, and/or Toastmasters to enhance their skills.

Training consultants will evaluate training programs to show their effectiveness.

Trainers regularly evaluate training programs to determine their effectiveness. Training consultants should be able to provide you with example evaluation results of training programs that interest you.

Training consultants will have references available to prove their track record.

Trainers should have practical experience in the industries where they have expertise. Training consultants will have references of clients they have provided services to in your industry. Before you select a trainer, call the references provided to make sure you are selecting an effective trainer, one who can deliver on your training investment.

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