

Increase Productivity & Job Satisfaction - Hire a Business Coach to Train Your Team!

Just as top athletes hire coaches to help them improve their performance and win consistently, savvy business owners hire business coaches to help them improve their company's performance and compete effectively.

One of the best ways to get engaged and empowered employees is to train them and to involve them in energizing Team Building exercises. In reality, this is an essential element that is commonly found in all the recognized "Most Successful Businesses of the 21st Century."



Do you want to be successful? A great way to achieve that is to copy what the proven successful companies are doing.

Training Increases Worker Productivity. Just a 2-percent increase in productivity has been shown to net a 100 percent return on investment in training (source: "The 2001 Global Training and Certification Study," *CompTIA and Prometric*).

Motorola calculated that every dollar spent on training yields an approximate 30 percent gain in productivity within a three-year period. Motorola also used training to reduce costs by over \$3 billion and increase profits by 47 percent (source: Tim Lane et al., "Learning to Succeed in Business with Information Technology," Motorola).

According to a study published in [Personnel Public Management](#) it was revealed that training by itself **increased productivity by 22.4%**; while training combined with coaching **increased productivity by 88%**.

That's a 400% increase in results!

Training Improves Employee Satisfaction and Retention. Many people assume that once employees are trained, they are more likely to leave the company for greener pastures, but actually, the opposite is true: trained staff are happier and more likely to stay put. Their self-esteem improves, which in turn improves their morale in the workplace and their loyalty to their employer.

A Louis Harris and Associates poll reports that among employees with poor training opportunities, 41 percent planned to leave within a year, whereas of those who considered their company's training opportunities to be excellent, only 12 percent planned to leave.

A Hackett Benchmarking and Research report shows that companies that spend \$218 per employee on training have more than a 16 percent voluntary turnover, while companies that spend over \$273 per employee have turnovers of 7 percent.

The Cheesecake Factory spends an average of \$2,000 on training per hourly worker each year, has an employee retention rate of about 15 percent better than the national average.



In an **AON survey**, respondents ranked “opportunities for personal growth” as the main reason they took their current job and stayed in that job. Significantly, they ranked it ahead of salary.

According to a study by Louis Harris & Associates for Interim Services Inc., companies that fail to train their employees are more than three times as likely to lose them.

DIAD Consulting can develop and deliver customized training that fits your needs and desired focus. We effectively train in all the [Essential Disciplines](#) that every business must master to ensure sustained profitability and competitive strength. DIAD Consulting, Inc. can develop and deliver a program for you that will inform, encourage and energize your team.

Hire a proven trainer and coach that consistently achieves desired results; hire [DIAD Consulting, Inc.](#), and start producing better results today!

