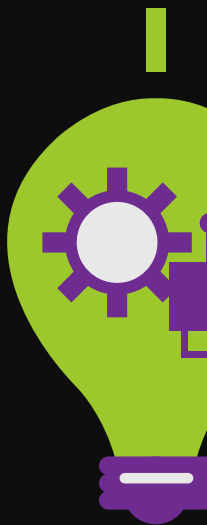


REBECCA ROSARIO SHARES

# 5 GOOD REASONS TO INVEST IN TEAM TRAINING NOW

FIVE REASONS THAT NOT ONLY JUSTIFY, THEY DEMONSTRATE TRAINING ROI TO YOUR OWNERS AND INVESTORS!

Training is an expense. Training can be challenging with distance learning. Yet, without consistent relevant training, your team will lag in performance, competitiveness, and staff retention just to name a few. As you look ahead into 2021 consider how you will utilize Training as an investment in the future success of your organization.



# 5 GOOD REASONS TO INVEST IN TEAM TRAINING NOW!

1. **Keep up with industry changes.** Our industry is going through constant changes, be it in relation to tech, processes, rules and regulation (COVID for one), or disruptive competition. Ensuring your staff are trained regularly throughout their career gives them a better chance at being at the forefront of change.
2. **Stay ahead of competitors.** As mentioned, our industry is constantly changing, whether you know it or not, and you can bet that your competitors are aware of it. Standing still as a business can be fatal. It's important that your staff are advancing, which will ensure you remain competitive.
3. **Learning can motivate staff.** When ongoing learning opportunities are offered, your team is more likely to come into work after training courses, keen and excited to try out their new skills. Your employee training and development program can and should be used to motivate your staff.
4. **Attract new talent.** Your ongoing team training, and your training commitment will make your company more appealing to job hunters. Use it as a recruiting tool!
5. **Be able to see weaknesses and skill gaps.** With constant training, it becomes clear where the gaps and weaknesses are in your company. Once you identify what areas or employees are lagging behind, you can develop a more focused approach to bring all aspects up to par. This allows you to retain staff and help them to more effectively fulfill their role.

**Plus one more!** Training reduces employee turnover. Training that seeks to improve employee investment and helps the employee identify with the organization will enhance the overall employee's commitment to the company and, in turn, reduce and employee's turnover intent.

Contact Rebecca at (919) 362 6282  
Rebecca@FullHouseMarketing.net  
[www.RebeccaRosario.com](http://www.RebeccaRosario.com)

