

Why Invest in Training?

For many companies, a new software purchase represents the extent of their software investment. In practical terms, a company will actually hurt their potential ROI by not investing additional dollars into the skills of their employees who will use the software, but how does one rationalize additional investment in providing staff with the right skills to leverage the new software? The question would seem to answer itself, but more evidence is often required. To that end, we will attempt to dispel a few misconceptions about investing in software training while providing background on the instruction philosophy of MasterAcademy – MasterGraphics’ Professional Learning Center.

Training Myths and Facts

Myth: We can just learn as we go or teach ourselves

Fact: Today’s software requires integral knowledge of how it works and must be set up correctly. If poor standards and design practices are followed it will be more difficult and expensive to fix at a later date. According to Midas Technology’s Claire Bass¹, most companies recognize their need to change to 3D, and they understand training to be a fundamental part of maintaining a viable business. Bass advises that companies make the most of their relationship with their CAD suppliers. “They need to engage with their partner and make sure that a training program is an integral part of the software investment. The success of the implementation and deployment of 3D software like Autodesk Inventor or Revit will be dependent on any training program that goes with it.”

Myth: There is limited return on my training investment

Fact: Software without training will always prove itself more expensive than software with training. In an article written by David P. Scurlock² entitled *The Real Cost of No Training* he refers to the following statistics about training employees that shows training has a positive effect in many different areas.

- Untrained employees take up to six times longer than trained ones to perform the same tasks.
- Training enhances employee retention. A Louis Harris and Associates poll has found that among employees who say their company offers poor or no training, 41 percent plan to leave within a year. Of those that say their company offers excellent training, only 12 percent say they plan to leave.
- A four-year study by the American Society of Training and Development found that firms who invest \$1,500 per employee in training, compared with those that spend \$125, experience on average 24 percent higher gross profit margins and 218 percent higher incomes per employee.
- Just a 2 percent increase in employee productivity has been shown to net a 100 percent return on investment (ROI) in instructor-led training.

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Myth: After we train an employee he / she will leave.

Fact: In an article by Frances Lilly³, SPHR, CEBS, Lilly states “The more money a company spends on employee training, the greater the concern that these highly skilled people will leave and take their knowledge somewhere else. This results in a loss of knowledge and a poor return on the organization's investment in training. However, research has shown that training actually reduces turnover and absenteeism. Employees will stay where they can grow and develop.” An employee who is well-trained often enjoys better performance and, therefore, higher job satisfaction – a key factor in retention. The company's investment in the professional development also does not go unappreciated and usually contributed to positive feelings toward the employer.

Benefits from Employee Training

Consider the following list of potential benefits that can be derived from training your employees.

Benefit: Increased job satisfaction.

Employees that are trained feel that the company is committed to helping the employee grow their skills.

Benefit: Increased efficiencies in processes, resulting in financial gain.

A study conducted at Texas Instruments shows employees whose orientation process was carefully structured and implemented reached a level of "full productivity" two months earlier than those whose orientation process was less organized. (EreToday, How to Avoid the Four Deadliest Onboarding Mistakes)

Benefit: Increased capacity to adopt new technologies and methods.

Employees who are trained in a software have more confidence in their ability and feel more confident in improving the current process and design.

Benefit: Reduced employee turnover.

Research at Corning Glass Works revealed that employees who attended a structured orientation program were 69% more likely to remain with the company after three years than those who did not go through such a program. (EreToday, How to Avoid the Four Deadliest Onboarding Mistakes)

Benefit: Bad habits are corrected.

Training will emphasize good techniques and standards

MasterGraphics Mission

A key to MasterGraphics' mission is helping you maximize your potential for success. We work to achieve that goal by providing you with design and data management solutions that enable your team's imagination and facilitate an integrated environment where your designs can become reality.

The collaborative process of bringing an idea from creation to completion can be stifled by data conflicts and miscommunication. But it doesn't need to be. Maximize your potential for success and optimize your performance by taking your skills to the next level with MasterAcademy™ training. Our hands-on learning programs will help you maximize your software technology investment, providing personalized attention and real-world skills needed to gain a technological edge in today's competitive business environment.

¹ http://www.mcadonline.com/index.php?option=com_content&task=view&id=539&Itemid=1

² <http://www.watertechonline.com/article.asp?IndexID=6636991>

³ <http://www.vancouver.wsu.edu/fac/seitz/trainingroi.doc>

ABOUT THE AUTHOR

Dan Banach is a recognized expert, author and educator in the Mechanical CAD field. He has over fifteen years of experience consulting and implementing 3D CAD solutions to nationally known companies. Prior to joining MasterGraphics, Dan worked as a Mechanical Designer and CAD manager.

Dan's unique area of expertise is advising and educating engineering and design professionals in 3D CAD systems. Studies continue to show that most professionals utilize a low percentage of the CAD technology they already have in-house. Dan works closely with senior and department management to assess current practices, and develop plans for productivity improvement and more effective utilization of their technology. If required, he will guide the successful implementation of new technology.

ABOUT MASTERGRAPHICS

MasterGraphics helps businesses focus on innovation by enhancing their design and post-design processes to reap bottom-line benefits via increased productivity, cost effectiveness, superior quality control and enhanced operational efficiency. We help you innovate by taking your design data further: We make it work.

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