Training Materials on Student And/Or Employee Retention

Developing training materials to guide leaders on how to retain an organization's members, such as students or employees, involve creating a program that explains an organization's commitment to growth and development. Creating development opportunities includes scheduling activities that provide experiences, build relationships, such as coaching and mentoring, and permit access to formal education. Typically, poor retention rates result from people's perceived lack of growth and opportunity, usually due to limited budgets. Other problems include lack of recognition and rewards. Producing a comprehensive training program on how to retain employees or students through promoting development opportunities helps communicate available resources and improve morale throughout the organization.

Step 1

Analyze your organization's role descriptions. List the responsibilities and assign a competency level assigned to each role. For each competency, identify existing training opportunities an employee or student can use to develop that skill. Encourage employees to manage their own career development. Identify any performance gaps. For example, employees may not know how to use new releases of office application software.

Step 2

Define the retention problem you are trying to solve. Avoid the temptation to take immediate action, such as counteroffers to key contributors or disciplinary action to students, without truly understanding the issues.

Step 3

Design materials to fill training gaps. Identify learning objectives and performance improvement goals. Encourage employee participating in decision making and planning. Establish priorities based on overall impact. For example, provide training on critical skills, such as managing change or adhering to an ethical code of conduct to all company employees.

Step 4

Develop training materials designed to address employee career development and other programs designed to retain valuable employees. If possible, provide a budget that enables employees to attend external seminars and workshops. Balance long- and short-term needs. Set operational metrics for the materials, such as reducing voluntary attrition from 30 percent to 8 percent over 12 months to prevent losing candidates to competing employers of specialized talent.

Step 5

Communicate how to access training materials that help retain employees, such as through a corporate Learning Management System that administers registration and monitors progress. Ensure managers can work with their employees to create individual development plans. All employees should be aware of the resources available to enable their staff's career growth. For example, create a company intranet website promoting your training catalog.

Step 6

Show managers how to supplement formal classroom training with free Internet resources. For example, the Small Business Administration Training Network provides courses, videos and podcasts. Make sure leaders support flexible schedules so people can take the time attend university or professional development classes. Recognize that keeping people interested, developing their skills and achieving company goals optimizes the company's investment. By keeping people in their programs, you avoid having to interview, hire and train new employees.