

How Businesses Can Invest in Employee Training - Business.com

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Executive Summary

This article addresses the challenge of employee retention and talent development in competitive job markets. The authors argue that strategic employee training programs serve as crucial investments for reducing turnover, improving recruitment, and enhancing organizational adaptability. Key evidence includes statistics showing 92% of job seekers prefer companies with robust training, 52% of employees have left roles due to lack of training opportunities, and 86% would stay if training were available. The article presents practical implementation methods including mentorship programs, online learning platforms, microlearning modules, and professional development workshops. The authors conclude that comprehensive training programs create multi-skilled workforces, improve employee engagement, foster innovation through cross-departmental collaboration, and position companies to adapt to industry changes and technological advances.

Key Insights

1. Training serves as a dual-purpose strategy for both recruitment and retention, with 92% of job seekers preferring companies that offer robust training programs
2. Internal promotion through training programs reduces costs and improves succession planning, with 35% of HR professionals using this as a top recruitment strategy
3. Cross-departmental training sessions can spark innovation by bringing together employees from different teams to collaborate on solutions

Practical Takeaways

- Implement microlearning modules to make training more accessible and less disruptive to daily operations
- Establish regular feedback loops with metrics-based tracking to measure actual skill application rather than just completion rates

Critical Analysis

Strengths include credible statistics from recognized sources like SHRM and LinkedIn Learning, practical implementation suggestions, and expert quotes from industry professionals. Limitations include lack of discussion about training costs, potential resistance to change, or measurement challenges beyond completion rates. The article shows slight bias toward promoting training as universally beneficial without

addressing potential drawbacks or circumstances where training investments might not yield returns. The business model disclosure suggests potential commercial influence on recommendations.

Organizational Practice

Companies implementing mentorship programs, online learning platforms like LinkedIn Learning, microlearning modules, cross-departmental training sessions, and metrics-based feedback systems for skill development tracking

Strategic Implications

Organizations are increasingly viewing employee training as a competitive advantage for talent acquisition and retention, with emphasis shifting toward personalized, technology-enabled learning experiences and cross-functional skill development to create more adaptable workforces

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