

# Newsletter

Winter 2009/2010



## Learning is Changing

At Elgood Effective Learning we've been monitoring how the current recession has had an impact on the *type* of training which organisations are prioritising, and on *how* they are delivering it. It's clear to us that more distance learning is now being incorporated into the training mix. In fact when travel budgets are slashed and there is more pressure on everybody's time, e-learning is often the most logical solution.

Managing Director Christine Elgood: *'In a changing business landscape, training needs are constantly evolving, so we're moving towards expanding Elgood's offering with business simulations on the web, and the ability to support them using interactive technologies.'*

*Web technologies can facilitate creativity, information sharing and collaboration between users, and that's why we're convinced of its relevance to today's businesses.'*

Contact Ros on **0118 982 1115** for details of how we can enhance your evolving training programme.

## TRAINING: 'ALWAYS AN INVESTMENT, NEVER A COST'

With nearly 9 out of 10 directors planning to increase or maintain their training budget over the forthcoming months, why does training remain such a high priority for today's business leaders? Research<sup>1</sup> shows that the number one reason is for the boost in staff morale which training delivers, but more than 70% of the respondents also expected to benefit from improvements in productivity and profitability, as well as increased levels of customer satisfaction.

With this quantifiable effect on the bottom line it's no surprise that investment in training is holding up well under recessionary pressures. 'Training staff raises people's skills, knowledge and horizons - that's good for business' quotes one respondent, whilst another asserts 'At this time more than any we need to retain our competitive edge and at the same time retain and attract high calibre staff. Investment in skills and training is a key part of this.'

*'Our commitment to training at all levels will always remain the same. The quality of our staff is an essential part of our USP'* IoD member

## Hang onto your star players

When the recovery gains pace, talented staff will be even more in demand. Follow these tips to hang onto yours:



- **Induction** : when new joiners come on board, communicate your ethos and make your expectations clear
- **Support**: try using a buddy or mentor system for new recruits
- **Climate**: create an environment in which employees will thrive and succeed
- **Progression**: the training and development of your existing staff is almost always more cost-effective than recruiting new employees - nurture them!

**elgood**

*effective learning for  
improved performance*

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## Targeted Training

Savvy employers will always look for the immediate relevance to their business of any training investment, and examine what value it adds.

Today's learner wants a training experience rooted in their day-to-day challenges, where they have control and a full understanding of where they need to be at the end of the programme.

The most effective way of ensuring that training fulfils an immediate need, and is relevant, is to examine the bespoke approach.

Elgood's bespoke business simulations analyse and model processes and scenarios which are unique to each organisation.

Visit our website at [www.chris-elgood.co.uk](http://www.chris-elgood.co.uk) and click on the 'Consultancy' tab to learn how we have helped businesses meet their training goals.



## Launching a new product?

Our **Face Value** business game challenges players to balance the benefits of thorough planning and strategic thinking with the need to launch a product ahead of the competition. Gain a competitive edge!

## A NEW YEAR MESSAGE

When undertaking training,  
does your workforce find it boring?  
When you stand there with a flip chart,  
do you hear the sound of snoring?

Do your staff seem limp and lifeless,  
do they need some 'fuel injection?'  
Do you wish to take your firm  
in a completely new direction?

Here at Elgood Games we'd like to  
bring some New Year cheer,  
And give a little nudge about  
your training for this year,

A business simulation game  
will motivate your staff,  
Energise, and re-engage,  
and keep them on their path,

They'll learn about each other's roles  
and see just how it's done,  
Address key business issues  
in an atmosphere of fun.

We'd like to thank our customers,  
for purchasing our games,  
We'd love to help more businesses  
accomplish their true aims,

So for interactive training,  
that won't make your workforce snore,  
Become an Elgood customer -  
we've always room for more!<sup>2</sup>

Happy New Year from everyone at Elgood Effective Learning!

<sup>1</sup> IoD 2009 Survey Report 'Training in the recession: winner or loser?'

<sup>2</sup> ©Jan Jack 2009 [www.perfectverse.co.uk](http://www.perfectverse.co.uk)

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