

# CHOOSING AN EFFECTIVE TRAINER

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**“Wax On – Wax Off”** is from a Hollywood movie. But this “Karate Kid” directive can transform the bottom line of your business. I mean we’re talking bucks, BIG bucks.

Every year literally billions are spent on staff development trainings. **Rob Lebow reported in Washington CEO that traditional training approaches disappoint 85% to 88% of the time.** What’s that mean to you? Say you want more from your people. So like thousands of organizations across the country you invest in staff development trainings. *Leadership, team building, motivation, communication...* all the productive skills they don’t teach in school. So what return can you expect on your investment? 12% to 15%! That represents what your people will actually apply AFTER trainings. Sure they bring back information, materials and even good intentions. But in no time at all, information is forgotten, materials get stored on shelves and you know how good intentions wind up. Now if only your trainers used “Wax On – Wax Off!”



A fellow trainer of mine was explaining how he had gotten a repeat contract with a rather large organization. The year before he had completed fundamental leadership trainings with over 300 of their managers. They were now requesting follow-up workshops. Their survey showed those managers were still not applying the leadership tools they were taught. Most had

only a vague recall of what they even were. However, the thinking was that they had already invested quite a bit in the original training. So, they felt that a refresher targeting key tools would certainly get the ball rolling.

Think it would? **What’s that definition of insanity? “Doing the same thing over and over, yet expecting different results.” No “Wax On – Wax Off” here.**

As a staff development consultant I can offer an insider perspective. For instance...

Another colleague truly wants to make a real difference in staff development trainings. His passion is leadership. He even authored a book on the subject. He has years of first hand experience of the leadership mistakes that plague organizations. He is dedicating his career to turning that around. He has the passion, insights and experience. Contract with him and he will spell out his 50 corporate and personal leadership ideals.

**Want someone more mainstream? Try Steven Covey’s “7 Habits...” Will it work? Yes, but at the 12%-15% level. Why? It’s not “Wax On – Wax Off.”**

So what’s my insider perspective? From Covey on down, good trainers, especially great trainers have the answers. They’ve done the research. They have the “been there, done that,” experience. They write books, give lectures and do TV infomercials. That’s what gets them known. So if you want the expertise, the 50 ideals or the 7 habits, sign on with the authorities. Everyone else does. That’s what’s expected. Of course expect the 12%-15% return

on your investment too. What was that insanity definition again?

Ok, insider tip. **Do answers really make a difference? Will they get your people to apply what you're paying them to learn? Yes, 12%-15% of the time.** Think about it.

Take weight loss. Everyone knows eat less exercise more is THE answer. So? We want "better" answers! So every year over 100 new books on weight loss come out with even more answers. And are people successful in losing weight? Sure, 12%-15% of the time. Why? Because that's the success ratio of having the answers. What would work better? "Wax On – Wax Off."

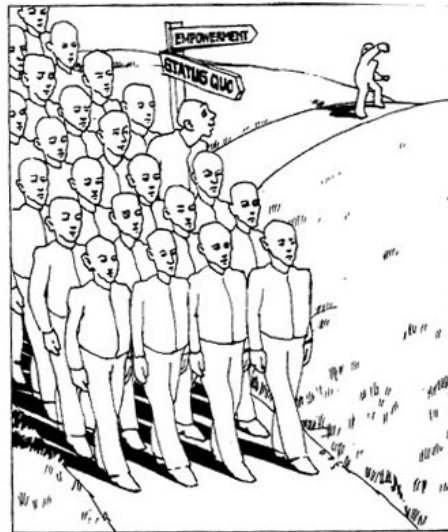
In the movie, "Karate Kid," the trainer doesn't instruct his pupil with answers, information or infomercials. His years of experience have taught him the limits of teaching the answers. So how does his pupil learn? **DISCOVERY!** The expert puts the pupil through experiences of doing behaviors. The pupil goes through movements of waxing, on and off. Then, the trainer asks the pupil to put it all together, and the pupil discovers he's **DOING** karate. The waxing on and off movements produced a skill. Think of learning to drive a car. Did you learn through classroom instruction or hands-on discovery? How about being a good parent – do you learn through instruction or discovery?

Benefits of discovery? You have a person who does the behaviors and now has the passion. Being an active co-creator in the learning builds partnership vested in results. Application **AND** attitude!

Here are some insider tips for choosing a trainer who can create that "Wax On – Wax Off" discovery. First, ask how the trainers produce learning within a workshop. Listen for role modeling, imagination, peer influence and emotional intelligence brought to life with hands-on interaction, humor and get-out-of-your-chair involvement. This is how to construct discovery! This is how to train participants to learn & apply!

Next, does the trainer make the training an event or a process? **Typically, trainings, workshops or seminars are all events. They have a beginning and an end. So the expectation from participants is when it**

**ends everything goes back to "normal."** Result – no significant change beyond that 12%-15%. Get a trainer dedicated to insuring that the behavior and attitude of whatever skills being taught will be visible back on the job. Leadership, team building, motivation, communication – teaching these needs to go beyond classroom lecture. **APPLICATION** is what you really want -- so it is ongoing, not an event.



Finally, talk to people and organizations that have taken their trainings so you can assess the results. Even better – have the trainer present a demo workshop to experience if this candidate can engage and empower your people. Will your people **MOVVE** information to application?

What will this approach mean to your staff's development? When your people learn better behaviors and attitude through discovery and application, the return on investment is 85%-88%. That means they're applying what they've being taught. Isn't that a more profitable answer? "Wax On – Wax Off!"