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## Corporate training – to no effect?

Why corporate training is a wasted effort  
And more just window dressing

For many years as a corporate trainer, I was wondering: Why don't people change behavior even when they themselves see it can be beneficial to them.

Then it hit me:

1. Participants don't define what they will change after learning something new
2. HR don't require much in terms of expectation setting
3. Follow-up is nearly non-existing

This means corporate training violates most best-practice for learning, such as:

1. Defining a goal
2. Set time aside to train daily
3. Involve an external to hold you to your goal and your training

Since identifying this I have stopped classroom training, out of respect for my clients. I only do 1-2-1 (now mostly virtual due to corona).

It is the same 10 hours as a workshop, instead, it's 1 hour a week for 10 weeks - building a habit. Cases show this works to create sustainable change.

The investment? Yes, it's the same cost going into 1 person. To that, I respond: What do you want? Entertainment? Or change?

Stick with it