



Coyote  
Management  
International



## HOW TO MAKE THE MOST OF CORPORATE TRAINING

Written by Debbie Carr

Corporate training is an investment, not an expense, but how do you choose an appropriate trainer?

Firstly, establish what skills are lacking in the company.

Choosing the right type of training programme can be a daunting task. If you haven't researched the needs of your people, don't waste your budget on training; make sure it is necessary.

Time management, for example, is a popular subject and great if your employees are not utilising their time correctly, but it is not appropriate if staff are driving your clients away due to sub-standard customer service. It is far better to engage a training specialist in this field.

It is important to carefully assess the areas of your business that can be improved and why employees are struggling in those functions. Once you have established your training objectives, choose a reputable specialist in that field. The easiest way to do this is to use a bureau. The bureau has already done the research and knows which speaker or trainer can really deliver results.

### The results can pay for the training many times over

Many companies are amazed at the increase in revenue and production after having brought in a training specialist. One of our speakers at Coyote Management International has a testimonial that reads "**virtually all our mobile sales force have not only achieved their targets, but they have exceeded these targets, some by as much as 200%**".

### The return on investment can be astonishing

It is essential to follow up after the training and evaluate the results. This will not only show you how effective the training was, but can then help identify other areas that may need to be assessed.

Some training specialists offer follow-up online courses.

### Effective but Fun

Training should be an enjoyable experience for the participants and incorporate some fun and activities.

Some professional speakers are also experts in training and often just one keynote can make a real impact. The better the presentation and impact, the more it will inspire the participants to action.

### References

Speakers and training specialists use plenty of promotional material including DVD's, flyers, website, and of course, references.

If you don't have time to research a speaker or trainer, use the obvious solution - a bureau. Coyote Management International specialises in content rich speakers and trainers and is a great place to start. Bureaux do not charge the client a fee; they are compensated by the speaker, although most bureaux charge an 'administration' or 'handling' fee. Coyote does not.

Choosing a speaker or trainer doesn't have to be a difficult task - just come and ask us at Coyote. We'll do the chasing around for you.

## ABOUT THE AUTHOR

Debbie Carr is the principal of Coyote Management International, a professional speaker/trainer agency. She is a past and founding board member of the Kinship At Christmas Foundation and a current board member of Astara Angels, a charity set up to build an orphanage in India for girls. Apart from managing her agency, Debbie spends her time working with the other Astara Members team, maintaining a high level of fitness and working on her goal of becoming a black belt in Tae Kwon Do. Contact her at [debbie@coyote.com.au](mailto:debbie@coyote.com.au) or 02 9016 2856 or 0414 729 646.



[WWW.COYOTE.COM.AU](http://WWW.COYOTE.COM.AU)

### FOR BOOKINGS & CONTACT

Debbie Carr

PO Box 699 Double Bay NSW 1360

Australia

E: [debbie@coyote.com.au](mailto:debbie@coyote.com.au)

P: 61 2 9016 2856 M: 61 (0) 414 729 646