



A couple of things stood out when scrolling through the usual dross of LinkedIn the other day - two memes quoting two very different people and their views on training.

The first is from highly successful and well-known entrepreneur, Sir Richard Branson with his,

“Train people well enough so they can leave, treat them well enough so they don’t want to,”

and then an insightful aphorism from Zig Ziglar, an American, one-time salesman and motivational speaker where he said,

“The only thing worse than training employees and losing them is to not train them and keep them.”

Just those two comments alone show the importance that training has to any organisation, yet many organisations don’t take the time to ensure that the training that their employees receive is adding VALUE and BENEFIT, both for the company and, just as importantly, to the employees.

Recently, in conjunction with Agored, the Welsh learning and development awarding body and CREO Skills providing Quality Assurance, Colinsson has created an accredited training programme ‘Train the Trainer’ that can train your people to deliver effective training linked to organisation ROE (Return on Expectation) and also ROI (Return on Investment).

The course trains people in **recognising learning preferences**, an understanding of the mechanics of **effective learning and training, preparing and delivering training** and **evaluation and development of training**.

The programme is accredited, certified and, as Agored is the awarding body, the credits are understood and transferable within the EU educational framework.

The programme is currently being run in Europe and its first successful candidates are about to be certified. The feedback from the initial scheme has been overwhelmingly positive – the multinational in question is currently in talks with us to extend the programme companywide.

The training can be delivered at your site throughout the EU or the UK (ideal for cross-functional teams who need to train colleagues across borders) as Colinsson is eligible to provide services across the EU and the UK.

For further details, please contact:

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