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# Focus

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## What Employees Want to Learn

97% of employees surveyed said that it was important for them to learn on the job. Now think about that. When was the last time you heard of a large group of people agreeing on anything?

That 97% statistic was the surprising finding of research carried out by the Center for Creative Leadership and published in Jennifer Deal's book *Retiring the Generation Gap*. Employees surveyed were born from 1925 to 1986.

This desire for training represents a big win-win opportunity for organizations. Employees view training as a *benefit* and the outcome is more satisfied, engaged, competent employees. The overall top ten areas in which employees want training follow.

1. Leadership
2. Skills training in their field of expertise
3. Team building
4. Problem solving and decision making
5. Strategic planning
6. Managing change
7. Computer training
8. Vision
9. Communication skills

## 10. Conflict management

As you might imagine, these overall rankings are not the same for all employee sub-groups. Executives, for example, chose Leadership, Strategic planning, and Team building as their top 3 choices. In contrast, first level employees picked as their top 3 choices Skills training, Computer training, and Problem solving and decision making. So, as always, one size does NOT fit all. Still, the fact that 97% of employees value training is the point.

I'll close with an old story. *Boss*: "If I spent money training employees, what if they quit and go to work for my competition?" *Friend of Boss*: "That's true, but what if you don't train them and they stay?"

Happy New Year



*Tom Wagner*

*President, Wagner Consulting Group, Inc.*

Once a year in December I write *Focus* as a narrative tale about Santa.

**Let me know:** Do you personally like that change or would you rather I stick with my normal style?

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