

# Banker's Bulletin

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## It's Not About Training. It's About Your Training Strategy.

Good training improves the skills of employees. It boosts their confidence and job satisfaction. It shows how committed employers are to employees' development. There's no debate that great businesses make training and job skills a priority. The question is how to provide this training effectively...and affordably.

### Conferences

Most clients are busy, but that doesn't stop them from getting out of the office and attending a conference once or twice a year. Conferences usually provide educational sessions, informative keynotes, and other networking opportunities to help them learn more about their business.

But an industry-specific conference may not be the best use of time for all your employees. Employers should look beyond large industry-wide conferences and consider if smaller, specialized, regional or virtual conferences might better meet the needs of their employees' interests or specialty area.

### Higher education

Some employers help their employees get undergraduate and graduate degrees. Employers can encourage employees to study subjects related to their job but could also encourage them to round out their education with liberal arts and other programs. Have a broader education can make an employee more well-rounded and better suited for future growth and opportunities.

### Technical certifications

Just about every industry offers certifications. Many trades, from engineering to plumbing to contracting, have requirements mandated by the government. Depending on the business you're in, employees may be required to attain certain certifications or licensing to do their jobs.

But it should go beyond that. Just having a certification may not be enough. Things change and there are new ideas every year. It's important for business owners to keep their employees' certifications current. This way employees are not only learning new things, but they're validating some of the technical information that they probably already knew but need to hear again.

### Coaching, internal training, and consultants

Sometimes having employees leave the office for a conference or training can not only be expensive, but disruptive. Business owners could also consider having a coach, mentor, or trainer visit the office regularly to enhance the job skills of several employees.

**Paychex HR professionals deliver personalized guidance and actionable HR advice based on your needs and to help you meet your business goals. Talk to your Paychex rep today to find out more about options for employee training.**