Troubleshooting for Trainers

Sophie Oberstein

- Adults are motivated to learn what they believe will help them to solve a problem

- What problems do trainers face?

- 45 challenges

What you'll walk away with

- 30+ tips applicable to 10 common trainer challenges

- Understanding that you aren't alone in some of these challenges
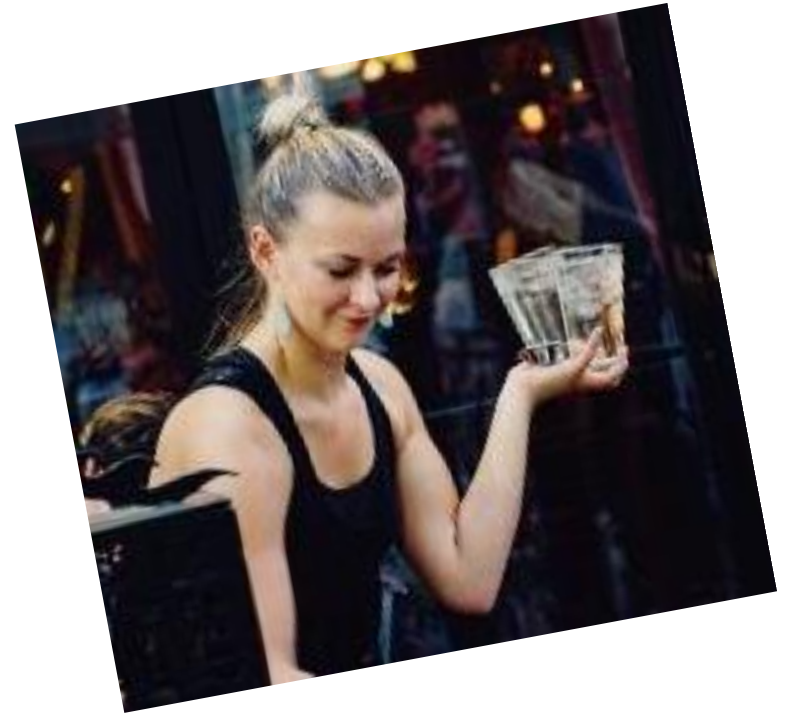
- Enhanced trust in your intuitive solutions

'I'm a wine buyer, not a trainer'

- Change your self talk

- Embrace your new / non-trainer lens

- Consider your competencies / capabilities

"There's no way I'm going to have time to talk to customers about wine; I'm already running ragged"

- Reframe challenges

- Lean in

- Engage participants in solution-focused dialogue

No one is selling more wine

- Conduct analysis on front end

- Eliminate obstacles

- Design full experience

No existing content

- Don't reinvent the wheel – what's already working?

- Tap into multiple resources and/or observations

- Determine trusted sources

"Can you do it in 30 minutes... three weeks from now?"

- Share research on overload

- Share importance of analysis

- Learn to say "no"

'No one is responding to my requests for information!'

- Customize your ask

- Tie requests to a common goal

- Remain positive

Customize your ask

Varied levels of skill and interest

- Help learners self-select

- Have each learner set their own goals

- Customize/scaffold

Not seen as value-added partner

- Broaden your focus

- Share responsibility for development organizationally

- Provide employer of choice data

Employer of choice data

Table 6-1. Top Attraction and Retention Drivers by Age

	Younger Than 30	30 to 39	40 to 49	50+
1	• Base pay/salary (a) (r)	• Base pay/salary (a) (r)	• Base pay/salary (a) (r)	• Base pay/salary (a) (r)
2	• Job security (a) • Career advancement opportunities (r)	• Job security (a) • Career advancement opportunities (r)	• Job security (a) • Career advancement opportunities (r)	• Job security (a) • Trust/confidence in senior leadership (r)
3	• Career advancement opportunities (a) • Length of commute (r)	• Career advancement opportunities (a) • Trust/confidence in senior leadership (r)	• Career advancement opportunities (a) • Trust/confidence in senior leadership (r)	• Challenging work (a) • Career advancement opportunities (r)
4	• Learning and development opportunities (a) • Manage/limit work-related stress (r)	• Learning and development opportunities (a) • Relationship with supervisor/ manager (r)	• Organization's reputation as good employer (a) • Job security (r)	• Organization's reputation as good employer (a) • Job security (r)
5	• Organization's reputation as good employer (a) • Trust/confidence in senior leadership (r)	• Challenging work (a) • Length of commute (r)	• Challenging work (a) • Relationship with supervisor/ manager (r)	• Career advancement opportunities (a) • Relationship with supervisor/ manager (r)

Note: (a) indicates attraction driver; (r) indicates retention driver.

Source: Cheah (2015).

No budget for training

- Get rid of "one size fits all" approaches

- Share costs with another organization

- Get sponsors

No one is signing up for training

- Tap into learners' motivations

- Vary your marketing approach

- Focus on problem-solving

Tap into learning motivators

- Clear connection between training and the work I do

- It's tied to career advancement

- I get to meet others from across the organization

- Stepping away from work can be invigorating

- I've had positive training experiences in the past

- I value continuous personal growth

- I receive recognition for completion

- I'm compensated for participation

- It's required
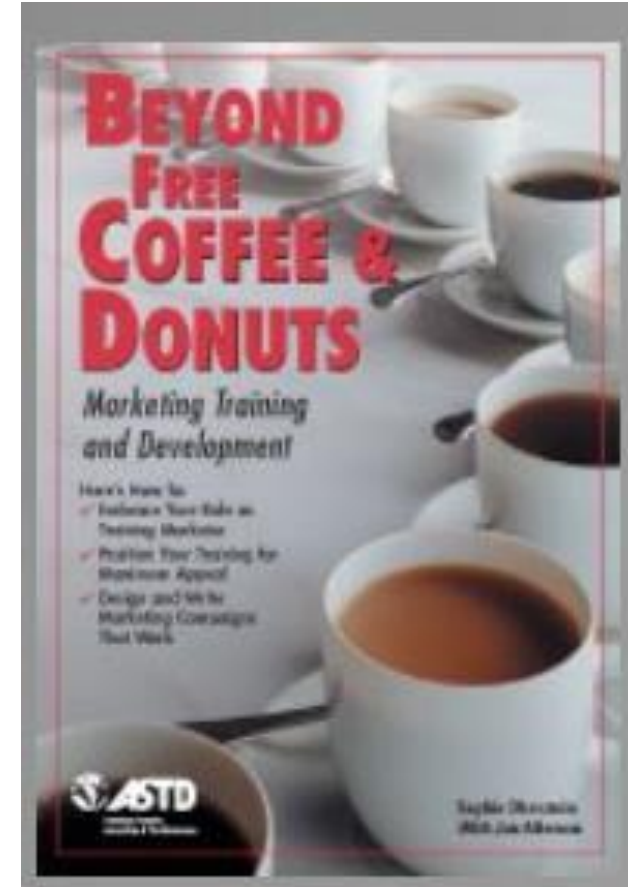
Sample varied marketing campaign

- 4 emails over 2 months

- Monthly course mailing / quarterly course catalog

- L&D department / organization website

- Company e-newsletter articles

- Presentations at 12+ meetings

- Giveaways

- Video of senior leaders

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