

Use your brains and save money on training.

Whether there's a recession or not, companies always need to ensure their training budgets are being used properly and not wasted. It's estimated about 80% of what is 'taught' can be forgotten 24 hours later – so when you have to continue to invest in training people in the important stuff (health and safety, IT, finance, products etc) then it's vital they remember what they've learnt.

By understanding a little about how brains work and applying a tried and tested process to training, you can challenge this natural tendency to forget. Instead people can consistently remember at least 50% and up to 100% of what they learn – and that means they can apply it back at work, and you can recoup your return on your investment.

This effective process has 6 steps:

Step 1: **motivate** people to want to learn the information, however technical.

Step 2: present information through different mediums so they **absorb** it in their preferred way

Step 3: encourage people to use multiple ways of exploring information to **search** for their own understanding

Step 4: generate strong memory **triggers** so that, when it matters, they can recall the information again

Step 5: ask people to test and **exhibit** their new learning

Step 6: create regular opportunities for people to **review** and reflect on their training to ensure it's learnt for the long term.

You will find more ideas about how you can use your brain in business and save your training budget by downloading a free report 'Use your brain' from our website www.braininbusiness.com.

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