



**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

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### **There are actually 4 kinds of training...don’t lump them all together:**

I got into a big discussion about training with a client recently and, in the process, we came up with four different kinds of training that shouldn’t just be lumped together. This was a simple but powerful insight for my client, so I thought I’d pass it on...no charge!

You should be training your people...

1. To perform their current job more effectively by improving their skills, knowledge or attitudes.
2. To embrace and effectively use new processes, policies, equipment or technologies.
3. To take on greater responsibility to grow your business and their careers....and,
4. To do some other job because theirs is about to become redundant.

So, here's a useful little reality check...

- a) Are you constantly providing training to help all of your people perform their current job more effectively?
- b) Do you ever introduce new processes, policies, equipment or technologies without the proper training and then wonder what went wrong?
- c) Have you identified those people in your organization who have the ability and the desire to help you grow the business...and are you preparing them to do that?
- d) When certain jobs are going to be phased out, do you train good people to do some other job...or do you just let them go and lose all of your investment in them?

How would you rate your business on these four kinds of training...and what do you need to do to improve?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at [www.donaldcooper.com](http://www.donaldcooper.com), email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.