

## ***Tips, trends and links to keep you on top of your training***

This series of tipsheets is distilled from my e-newsletters, to give you timeless information of value to your environmental training program.

### **In this summary:**

- ✓ 10 trends that will reshape the training industry
- ✓ scary statistics
- ✓ goldmine website
- ✓ great links

### ✓ **10 trends that will reshape the training industry**

As I was sorting through some old journals recently, I came across an article called '10 Predictions for 2011 – trends that will reshape the training industry'. Based on a paper by Doug Harward, CEO of Training Industry Inc, it was summarized by Colin Dawson in the January 2011 issue of 'Learning Matters', which is the magazine of the New Zealand Association for Training and Development. The headings are listed below and at the end of this newsletter is a link to Colin's summary.

Here are Doug Harward's ten trends:

1. Total spending for training services will increase by an estimated 7-9%
2. Training department staffing will grow by a modest 2%
3. Selective outsourcing continues to grow while comprehensive outsourcing will become less popular
4. The role of the learning leader is shifting from being a programme manager to a solution architect
5. Learning technologies are becoming social, collaborative, and virtual
6. Speed will become the new mantra for training
7. Convergence of educational institutions to the supply chain of corporate training will change the supplier landscape
8. Learning content will be transformed for easier consumption
9. Success metrics for learning will be based on content access, views, involvement and downloads
10. Learning leaders will be more focused on relevancy of information.

I recommend that all environmental experts delivering training join their local Association for Training and Development: you will learn heaps! And take a look at the great resources available on the Training Industry Inc website – they are great. See the links at the end.

### ✓ **Scary stats**

41% of people who work for organisations who offer poor or NO training, leave within a year – and it costs anything from 1-5 times a person's salary or wage to replace them. Youch!

Environmental training to the rescue! When well done, it's a proven vehicle engaging staff in a positive way that increases business productivity, too.

My thanks to Ann Andrews of The Corporate Toolbox for this statistic.



Clare Feeney is a sustainability strategist who helps organisations of all types grow their sustainability capability. She can help you grow jobs, increase profits and improve the environment – and have fun along the way! You can find out more at [www.clarefeeney.com](http://www.clarefeeney.com) and contact her at [clare@clarefeeney.com](mailto:clare@clarefeeney.com).

### ✓ Goldmine website of the quarter

Niki Harre's book "*Psychology for a Better World: Strategies to Inspire Sustainability*" is a beautiful book. The hard copy (on sustainably-sourced paper, of course!) is only \$NZ15 and you can also download a free copy from Niki's page on the University of Auckland website (see links overleaf).

More than that, you can:

- download free worksheets to help you with the self-help guide at the end of the book
- watch a 15-minute film (with animations) of the book's main ideas
- listen to Niki's radio interviews.

Niki Harre is an associate professor at the University of Auckland, where she has taught social and community psychology for twelve years. Her recent research projects have focused on sustainable communities and schools, positive youth development and political activism.

In 2007 Niki edited, with Quentin Atkinson, the book *Carbon Neutral by 2020: How New Zealanders Can Tackle Climate Change*. Niki is an active member of the Pt Chevalier Transition Town – and she walks the talk – or should I say, rides her bicycle most places.

This book is a must for anyone taking sustainability seriously – especially if you want to be both practical and light-hearted about it!

### ✓ Other great links

- New Zealand Association of Training and Development: <http://www.nzatd.org.nz/>
- Training Industry Inc: <http://www.trainingindustry.com/>
- see other associations of training and development at:
  - Australia: <http://www.aitd.com.au/>
  - UK: <http://www.thebild.org/home>
  - USA: <http://www.astd.org/>
- summary of the '11 trends' article: <http://bit.ly/14xx9bY> or <http://www.grow-me.com/Articles/2011/January/15/10-Predictions-for-2011/>
- Although I couldn't find the original paper by Doug Harward, I found a mid-year update he'd written on his predictions at <http://bit.ly/Z31nKt>
- Find out more about Ann Andrews and The Corporate Toolbox at <http://www.woetogo.com> and <http://www.thecorporatetoolbox.com/>
- download Niki's book from <http://bit.ly/leHDvZ>
- transition towns – find out more at <http://www.transitionnetwork.org/>

You can subscribe to my free e-newsletter from my website, [www.clarefeeney.com](http://www.clarefeeney.com). I send it out three or four times a year, with cutting-edge news on training and environmental trends and updates on my speaking engagements and upcoming workshops on the topic of my book.



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