

## Training

### Overview

Studies have shown that workers who receive regular training from their employers are more productive and develop a stronger sense of company loyalty.

When you invest in your employees, it will impact your bottom line. Employees who receive training have higher morale and tend to stay with an organization. And there is a link between satisfied employees and satisfied customers.

Set up a training schedule based on the employee's job description. Determine which job tasks can be trained in-house and which job tasks make sense to outsource. Employee training should address both the technical and soft skills necessary for them to do the job efficiently and effectively. Employee training that includes, where appropriate, such things as communication skills, office administration, telephone skills, basic animal care to name a few, will go a long way in growing your business. Your staff is a representation of you and how you conduct business.

Many times during economic down times, employee training is one of the first things to be cut from the budget. This could be the worst time! You need to prepare for the future, so when the economy turns around, your business can hit the ground running.

The following is a list (not all inclusive) of training ideas and resources:

- **Local Universities and community colleges:** They can give employers access to low-cost resources for training in skills ranging from the technical to the interpersonal.
- **Chambers of commerce:** These may also offer or connect businesses to inexpensive seminars and workshops.
- **Barter for services:** If appropriate, a business can trade its services or products for employee training.
- **Form a consortium:** Join and share costs with others who have similar training needs; agree on common needs and arrange for customized training on the topic.
- **Web-based training or telephone coaching:** To save money, more businesses are taking advantage of interactive online training, and even training videos, say training consultants.
- **Let one employee learn for everyone:** If the budget won't allow for several employees to attend a training seminar, send only one. Give him/her the

responsibility of coming back and sharing what he/she learned with co-workers over a brown-bag lunch.

- **Get customized training from an outside consultant:** It can be more cost-effective to pay a trainer to develop and conduct a program designed specifically for the business' needs than to send several employees to a public open-enrollment program.
  
- **Online or In-House Animal Care Courses & Training**
  - eLearners  
<http://www.elearners.com/courses/animal-care.htm>
  - Professional Career Development Institute  
<http://www.pcdi.edu/courses/cc/outline.html>
  - Animal Care Training Programs  
<http://www.4act.com/>
  
- **Books and Periodicals**
  - Veterinary Practice News  
<http://www.vetpracticenews.com/petindustry/vpn/default.asp>
  - The Veterinary Receptionist's Training Manual  
<http://www.pvmc.net/Publications/TrainingManual/trainingmanual.html>
  - List of training resources – DVM Magazine  
<http://www.dvmnewsmagazine.com/dvm/article/articleDetail.jsp?id=8822>
  
- **Professional Organizations**
  - Veterinary Information Network  
<http://www.vin.com/>
  - AAHA Staff Training and Continuing Education  
<http://www.aahanet.org/Educ/Index.html>
  
- **Soft Skills Training**
  - **Soft Skills Training**  
[www.brownbagtraining.com](http://www.brownbagtraining.com)
  - **Communication and Interpersonal Skills**  
<http://www.amanet.org/seminars/cmd2/Communication.htm>