

Springboard Consultancy
press release

19th June 2006

**Training benefits ‘can boost business
and last for 10 years’ says new survey**

Personal development training in the UK not only benefits employers’ bottom-line performance, its halo effect can last for ten years or more according to new research just published. Many respondents say it has also improved their annual appraisal ratings.

The 44-page report ‘Personal development has legs’ comes from the Springboard Consultancy, which for 15 years has pioneered such training in the UK and now also operates in 21 countries on five continents. (The full report is available at: www.springboardconsultancy.com and also in hard copy – please see contact details below.)

Main findings of the research show that:

- Personal development training directly provides tangible business benefits such as:
 - a third of respondents can provide evidence of cost savings at work
 - two thirds can provide evidence of using resources better at work
 - three quarters can provide evidence of improved problem solving at work
 - more than two thirds had taken on more responsibilities at work.
- The most highly ranked aspects of work where respondents could provide evidence of improvement are directly related to change. Eighty per cent were able to provide evidence of being more open to change and 79per cent were able to provide evidence of being better at managing change.
- Other people notice the improvements. Over two thirds of respondents said that others not only noticed but actually commented on positive changes seen in them following personal development training. About two thirds said these were reflected in their personal appraisals.
- Older participants in development training report greater improvements in performance than younger ones.

/more

- Black and minority ethnic people report greater improvements than white people. For example:
 - 82per cent of black and minority ethnic people said that the programmes had a positive impact on their work-life balance compared with 66.5per cent of white people.
- Overall, participants sustain their progress over prolonged periods – up to and beyond 10 years after the training, the peak period for progress being between one and five years. People are maintaining their progress, commitment and activities many years after the initial training. Large numbers continue with ad hoc meetings and networking events long after coming together for the first time in development workshop groups.
- But the outcomes of the research are not all positive. A third of respondents cite ‘lack of opportunities’ and a quarter cite ‘lack of recognition’ as key factors holding them back at work. Managers’ lack of encouragement and support feature strongly as major influences on staff morale.
- The most substantial results from personal development programmes come over a year after the training. There are some remarkable instant results, although in the main, organisations need to allow time for the maximum benefits to work their way through.

Commenting on the findings, Liz Willis, co-director at the pioneering consultancy said:

“Development training is by definition voluntary and depends on a participant’s own agenda. What this statistically valid research has identified is that once an individual has decided to pursue such training, the combined benefits that then accrue to her or him and their employer involved are extraordinary – and frankly are even greater than we’d dared to assume.

“Research into training and its effectiveness rarely goes back more than a few months: this study has tracked people’s progress for up to 10 years and the results are all the more significant for that.

“Our own personal development programmes have been implemented by some 170,000 men and women. Such training has made a most positive difference to huge numbers of people, in the workplace and beyond.”

Ends

For further information please contact:

John Ruskin
 JRA Public Relations Ltd
 for Springboard Consultancy
 direct line: 01980 611177

Notes to editors:

- The research is based upon the replies of 600 people who have undergone personal development training, mainly in this country.
- The research was conducted on the Springboard Consultancy's behalf by Andrea Goodman of swanHR.
- The Springboard Consultancy is a small, ethically-driven business specialising in personal development programmes for women and men at all levels.
- It was formed in 1988 by Jenny Daisley and Liz Willis who are now its two directors.
- Clients include a wide range of blue-chip organisations, from ftse-100 companies to leading universities, government departments and police services as well as a wide cross section of other organisations in the public and private sectors.
- The consultancy is based at: Holwell, East Down, Barnstaple, Devon, EX31 4NZ.
- For further background please see: www.springboardconsultancy.com