

Financial training For non financial staff



The financial training specialists

Don't do important things! (profit)

“Don't do important things.” Now there's a recipe for business disaster. Who'd follow that advice? No-one with any sense!

And yet it's what happens so often.

A colleague ran a training course this week. 15 people were booked, but only 3 turned up. The other 12 had “urgent issues” that had arisen at the last moment.

Steven Covey (7 habits of highly effective people) talks about focussing on the important, not just the urgent. Urgent issues will always crowd in, demanding attention, and will stop us dealing with longer term, important issues.

If we don't deal with the longer term important things, we'll have more and more crises demanding urgent attention. These in turn stop us having time to deal with the longer term important issues...

All of this has an impact on costs and profitability. Crisis management is expensive, so our costs go up.

In my colleague's case the training she was providing was important. Everyone who signed up for it considered it important enough to put a day aside a day for it. The planned cost per participant would have been quite modest.

Then 80% of the participants were side-tracked by urgent issues at the last minute. The planned cost per head was suddenly 5 times what had been anticipated. The training will have to be scheduled again (and again?) to accommodate those who couldn't make it this time.

How much time (and money) is wasted in crisis management in your team, and how can you prevent it?