

CBTnu ets

# Internal Training Initiative:

An Unconventional Approach to L&D

EXECUTIVE SUMMARY

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# CBT Nuggets and a commitment to learning

CBT Nuggets has served the IT industry for more than 20 years, providing training that's informative, meaningful, and engaging. As an organization, CBT Nuggets is committed to learning, not only providing an excellent learning experience for our customers but also supporting the learning and continuous improvement of our team members. As a result, in January 2017, we launched the Internal Training Initiative.

There are two main philosophies that drive the initiative: Team members will dedicate 30 minutes every day to training, and that training should be unique to each team member's skillset. This effort is intended to empower team members to advance their knowledge and skills in order to improve the organization and our product.

Team Training, a team of two learning and development professionals, provides the following services to the organization in support of the Internal Training Initiative:

## **Learning paths**

A customized and curated list of resources and learning opportunities designed to meet the unique needs of each CBT Nuggets team member;

## **Reporting and accountability**

Regular reporting on individual and team training performance for team leads as well as accountability sessions as needed by team members who may struggle to meet their training expectations;

## **Cross-departmental and contextual training programs**

Cross-departmental experiences designed to foster collaboration, improve work efficiencies, and deepen employee engagement; Contextual training programs developed to address specific organizational and team needs; and

## **Company-wide product demos**

Bi-monthly company-wide demonstrations discussing new external products, feature releases, and internal initiatives, designed to improve communication and transparency.

## Measuring success: health scores, goals, and outcomes

In order to measure the success of the Internal Training Initiative, Team Training focuses on two factors: a team member's Internal Training Health Score and the achievement of their six-month goal(s). These measurements showcase the commitment toward continual improvement and progression of team members' professional development.

The effort CBT Nuggets has put into the Internal Training Initiative has paid off in a number of ways:

- One-third of team members have earned an industry certification;
- Over 90% of team members agree the daily training requirement has aided their learning and growth;
- Training has become more effective; and
- Two-thirds of team members report successful achievement of their six-month professional development goals.

## Create your own internal training initiative

Implementing a successful training initiative requires commitment from every team and member of leadership; so much so that it becomes a tenet of an organization's culture. Meaningfully tracking training activity, measuring success, and providing thoughtful reporting metrics are critical to your training initiative's success.

According to [Training Magazine](#), during 2019, on average, companies spent \$1,286 per learner compared to \$986 per learner the previous year. Nonprofit organizations spent the most during 2019 (\$1,889), followed by manufacturers and distributors (\$1,781). Midsize companies spent less (\$829) than large (\$1,544) and small (\$1,511) companies.

Developing an Internal Training Initiative has provided CBT Nuggets with great opportunities to support our team members in their pursuit of improving their knowledge, skills, and abilities. For organizations wishing to launch an Internal Training Initiative or program, they should consider:

- Providing dedicated time for team members to train;
- Securing financial resources to provide access to appropriate training resources (including conference attendance, online resources, and/or development of tracking tools, etc.);
- Developing buy-in from upper management.

This example of a successful training initiative may help other organizations develop or build upon their own programs to support growth and improvement for their teams and organizations.