



International Conference on
Intellectual Capital Management
ICM2009




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Tehran, Iran

*“But it is possible that ye dislike a
thing which is good for you”*

- An Ayah from The Holy Quran



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**Slowdown Survival:
Training to the Rescue**

Compiled & presented by Mujtaba Momin, India

Note: This is not the Final Draft. Improvements & Changes Underway.



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Presentation Navigator

1. Concept – Economic Slowdown
2. What Intellectual Capital Care Departments can do in Recession
 - Enhanced Productivity
 - Heightened Employee Morale
 - Reduced Supervision
 - Reduced Accidents/Errors
 - Increased Organizational Stability
 - Budget Training Programmes




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'...there's going to be a lot of pressure to cut back budgets, but those HR departments (and employers) that maintain the focus on core, longer-term objectives will emerge as successful in the long run'

— David Fairhurst,
Chief People Officer at McDonalds



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Economic Slowdown

The World Bank Bureau of Economic Research (WBBER) defines a recession more specifically as-

"A significant decline in economic activity spread across the economy, lasting more than a few months, normally visible in real GDP growth, real personal income, employment (non-farm payrolls), industrial production, and wholesale-retail sales."



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What Intellectual Capital Care Departments can do?

More precisely what Training can do?

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“Companies that continue to invest in training in a down economy will actually see a big rebound when they come out of it, ... “They will see greater productivity and greater loyalty, and they will be the ones attracting the best people when the economy turns around”

— Marsha Lindsay, President of Madison

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- Enhanced Productivity
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Productivity Standards - before & after training

■ **Before Training**
■ **After Training**

Fig. 1 : Source: Society for Training & Development

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Enhanced Productivity

- Low Errors
- Increment in Quality & Quantity of Output
- Global Standard Products
- Save on Error Reversal Cost
- Better Process Orientation & Expertise aids in diving-over the situation.



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Heightened Employee Morale

- Training a medium to communicate Vision – Goals & Methods to achieve them. Refreshing goals motivate Intellectual Capital,
- Acquisition of new Skills & Competencies boosts morale to use them,
- Training medium to reflect on 'My Role in the Big Picture'




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Reduced Supervision

- Meager Supervision for Trained Employee,
- Save on Supervision Costs (Technical & Manual) & Time,
- Reduced Supervision indicates Empowerment that in turn results to Employee Motivation,
- Empowered Employee results to Productive & retained Employees – Save on re-staffing etc.



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Reduced Accidents & Errors

- Accidents create employee's averse behavior, Errors derail Organizational Productivity,
- Training saves huge losses (tangible & intangible) on both,
- Safety Consciousness, empowers people practice best.




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Increased Organizational Stability

- Contain Intellectual Capital Exit,
- Train people on unique-organizational specific skills – indirectly contain People turnover,
- Facilitates communication across the hierarchy with equal Technical training,
- Contribute to Knowledge Management & creation of Talent Reservoir




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Budget Training Programme

- Internal Resources as trainers can save huge costs,
- Elevating Employees to faculty accelerates their productivity,
- Win-Win Resolution for both Employer & Employees.



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Conclusion

- Training should not be the Scapegoat.
- Training can catalyze recovery from Recession.
- Trainings can empower & motivate people.
- Organizations can turn the tide with training during Crisis.



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