



## What is "Sharp End Training"?

After doing interim management and consulting assignments for a number of years, a number of consistent things struck us..

- The lack of well trained staff to do key tasks.
- The expensive nature of classroom training.
- The fact that all staff get "sent" on the same training, regardless of knowledge.
- The effect on the business of "training absenteeism"
- The high recruitment costs - talented people leaving due to perceived lack of career progression.
- The "Critical points of failure" for key tasks – only one person knows how to do them.

We use web technologies in a simple but effective way and provide a way to help you overcome some of these problems.

We want to support you in your efforts to retain talented people to achieve your business objectives.

We think the only way to deal with change is to be in front of it.

We think that using a rifle shot is the best way to hit a target – not a scattergun...

We believe too many people "do what they have always done" instead of looking for new, different or dare we say... innovative... ways of doing things.

### Contents

What?	1
How?	1
OCTA	2
Coursebase	2
Evaluation or validation?	2
Hidden costs of training	2
Who?	3
My existing training team	3
I don't want that	3
IT gives me a headache	3
Access	4
How much?	4

## How can we solve these problems?

When training companies talk about "bespoke", they usually mean bespoke for the *organization* or "We'll put your logo on our usual work."

Using our online assessment tool OCTA, you can have true bespoke – bespoke for the individual.

Managers like to think that, in normal terms, sending people on training courses, says to them "I value you" but sending everyone on

the same course regardless of knowledge says to both the experienced and less experienced staff – "Here is a general course to keep you all happy."

Imagine the motivational effect on the individual, if following taking a short test, individuals staff members could be *selected* for training.

That's using a rifle shot instead of a scatter gun!



**OCTA**  
**Online candidate**  
**assessment &**  
**training.**

*“Evaluation of training is not about gathering delegate feedback on the quality of the trainer, the lunch or the “goodie bag” of takeaways – that’s validation. It’s about how well the skills gained influence customer service and the bottom line.*”

## OCTA

“Online Candidate Training & Assessment” put you in control of your staff.

Whatever your industry, you will have key skills which all staff will need. But how do you know if they possess these already and what’s the point in sending them on training course when only half of it is benefiting them?

## Coursebase

The coursebase can features a choice of prewritten courses which are appropriate to your business.

All are in the same format

1. **Assessed test**
2. **Training (we offer an elearning course)**
3. **Assessed test**

All material is accessed via a

## Evaluation or Validation?

Most training is evaluated using the traditional “happy sheets”. In the case of external accreditation for the business such as Investors in people awards, the “evidence” of training is likely to be a large pile of “happy sheets” maybe converted onto a spreadsheet.

Evaluation of training is not about gathering delegate feedback on the

All courses feature an assessed online test taken both before *and* after training.

If they know it beforehand, fine – don’t send them... cost & time saving!

If they still don’t know it afterwards, you have *scientific information* with which to tackle the problem by usual management activity.

standard web browser with industry available plug-in and a web connection.

All courses require very little IT skills beyond the basics of click double click & drag.

quality of the trainer, the lunch or the “goodie bag” of takeaways – that’s validation. It’s about how well the skills gained influence customer service and the bottom line.

“Happy sheets” DO NOT measure this!

How can you trust your business to such an antiquated system.

Why not innovate...?

## The hidden costs of training

Sending everyone on a day’s classroom training has a number of “hidden costs” in addition to the hefty fee for the event.

**Hidden costs include**

- None production of that team - they are not working!
- Swapped days off causes scheduling mayhem for weeks to

come - As non standard working patterns become more common, staff will often have to “swap days” to attend a course - leaving you short on other days.

- Potential lost business due to staff absence
- Venue/refreshment/printing/travel/hotel costs

## Who are Sharp End Training?

Sharp End Training is a “virtual business”. We work from a small office just outside Sheffield, South Yorkshire.

Your coursebase is held offsite on a specialist server and can be accessed from anywhere in the world.

We have no overheads – so you don't end up paying for them...

We are a husband and wife team and have been trading since 2003.

Jonathan Senior CMgr MCMI is a Chartered Manager with extensive experience of the problems facing modern businesses and practical solutions to help.

Jill Senior B Ed (Hons) is a qualified teacher with a creative streak. Jill is responsible for all graphical content.

*“We have no overheads – so you don't end up paying for them...”*

## What about my existing training

We have no desire to take over your existing training team.

They will have access to the system as “administrators”, be able to call off data, manipulate data, send to your managers for analysis, provide a point of contact with us and make requests and recommendations for coursebase development.

We will quite happily spend a day

with them to get them going and up to speed with OCTA.

We provide a comprehensive user manual and administrators are able to log calls with our helpdesk and access our FAQ section.

## I don't want that?

Customers have a big say in the courses we develop. If you want us to develop a course, register your interest.

If enough people want the same think – we will do it.

All our courses have a common theme in that they are all frequently required and requested by training managers.

We have a simple form to request a coursebase development or enhancement.

## IT just gives me new headaches

No it won't, we use existing technology. Our courses just require a web connection and a browser (we design for Internet Explorer and Firefox).

In some cases, we use freely available third party plug-in but these are most likely to be already installed on your computer anyway.

We do not write ANY software that you need to install on your computer.



**106 South Terrace  
Wales Bar  
Sheffield  
S26 5QL**

**Phone:**  
01909 772729

**E-mail:**  
contact@sharp-end-  
training.co.uk

## Access

We know that classroom training is expensive and amongst the least effective methods of training. And once the day is over, you are left with little follow up options or support.

That's why you will have **UNLIMITED ACCESS** 24 x 7 x 365 to our coursebase material in your own password protected section of the website.

We can help you by turning access to different courses on and off dependent on your business cycle.

## How Much?

You can have access to as much of the coursebase as you like and payment is pro-rata.

Payment is by monthly standing order/direct debit. We suggest either 6 or 12 month access periods.

Don't forget that the coursebase can also double as your staff noticeboard, holiday chart, bulletin board etc

You can buy training from as little as £10 direct from our website (Single user courses do not include assessment).

We often include offers and discount codes on our [blog](#).