

The Cost of DOING NOTHING



Budgets.

UGH!

We've all been in the negotiations. Those angst-filled moments when we're asked "Why does it cost this much to put on this training?" or "Can't we cut down this two-day session to two hours?"

Seriously?

One thing to have in your back pocket during these negotiations is the cost of NOT doing the training or the cost to the company if the undesired non-performance continues.

First, start with a *performance indicator*. A performance indicator is a 'hard number' that demonstrates performance. It's a quantifiable measurement that helps you determine how much the deficient or absent behavior is costing the organization. Operational outcomes like sales, turnover, material waste, duplicated efforts, insurance costs, etc. are examples of performance indicators.

Next, total the cost of non-performance based on the performance indicators and compare that number to the cost of a learning intervention. We guarantee you that you'll WOW the executives with how little the cost of the learning intervention is compared to doing nothing to address the performance issue.

For more information on calculating ROI and showcasing the numbers to executives, click [HERE](#) and check out our *Certified Training Manager (CTM)* and *Certified Performance Consultant* programs.

Money tells a story. Let us help you tell yours!

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We're all on this journey together!

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