

Powerful
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Investing?... in Training?

Every year industry and commerce spend billions of Pounds, Euros, Dollars, etc. on Management Development. The overall results evidently produce better management performance - but how do you assess the contribution of any one element? How do you weigh up the relative benefits of competing courses in the same management discipline?

With other products and services it is possible to measure objective criteria: response times, reliability, copies per minute.

Information-based topics can be assessed by a formal exam and pass rates can be compared, given a large enough sample; but with a SKILLS course the change in performance is much harder to measure. The measures are more subjective, there is no control group against which to gauge any improvement and the trainee has to have had the chance to use the skills in the workplace. Some of the benefits such as “improved use of time”, “improved confidence” are very difficult to measure. All training produces some measure of benefit to the participant, so how do we compare those benefits relative to other courses?

We believe that the SCOTWORK ADVANCED NEGOTIATING SKILLS course does produce a result which can be measured in financial terms.

We assessed the impact of the course as reported by the participants and then added a study of their line managers’ opinions of the change in performance and finally we looked for other comparable research against which we could benchmark our results.

Over 36,000 participants and 10,000 of their managers have taken part in this survey. **This report contains the results from 10,000 participants who attended the Scotwork course between June 2013 and June 2018 and 2,100 of their managers.**

Key Findings from Scotwork course participants

Courses provide an average **13.49 x ROI** within 3 months



IMPROVED PERFORMANCE

“Do you feel that your negotiating performance has improved as a result of the course?”

After three months over **98%** of participants said **YES**. We think that this is an acceptable result.

66% felt more in control of the negotiating process. Over 50% reported that they had improved in handling business conflict.

49% made fewer concessions and 30% gained more concessions when negotiating.

Massively impressed with the outputs. One of the metrics we are keen to measure aside from ROI is the relationship and how it had been impacted by our commercial discussions. Have to say we were very happy with both.

SYLVAIN MASSON
Program Manager Deal Desk, Facebook

FINANCIAL RETURN

“Has your employer been able to gain benefit of at least £3,000 (\$4,000) in time or money as a result of your attendance on the course?”

46% said **YES**, their employer had made a saving of at least £3,000 and of these **20%** claimed they had done it on the **first negotiation after the course!**

44% said they cannot measure the benefits to their employer in financial terms.

“Can you estimate the total financial benefit over the last 3 months?”





MOST VALUABLE TRAINING ACTIVITY

Scotwork pioneered the use of video recorded case plays as a teaching method in the 1970s and participants felt that they learnt most from this one activity.



PACE OF THE COURSE

The Scotwork course is run with great intensity; over 25 hours of learning packed into three days.

Over 83% scored Pace in the top two categories - Very Satisfactory and Quite Satisfactory.



COURSE MATERIALS OF CONTINUING VALUE

An amazing 95% of participants are still referring to the course notes 3 months after the course!

The course was very professional, the methodologies and materials were of high quality, and the trainers were very experienced, professional and engaging.

LIMOR SAMET
Head of Learning and Development , SodaStream



CONTENT

94% scored Content in the top two categories.



HUMOUR

92% scored Humour in the top two categories.

Scotwork has always believed that learning can be fun.



COMPARISON WITH OTHER COURSES

“How did the SCOTWORK course compare with the BEST skill courses you have attended in the last 2 years?”

Of the 50% who indicated that they had been on a comparable course: 38% said the SCOTWORK course was equal to the best and 57% said the Scotwork course was THE BEST THAT THEY HAD ATTENDED over the previous 2 years.



of participants would
RECOMMEND
Scotwork



had already done so!



would like to come
back for more
training



PERSONAL BENEFITS

“What benefits, if any, have you personally received as a result of attending the course?”

The course teaches participants to UNDERSTAND the negotiating process, to RECOGNISE the skills which can be brought to bear in a negotiation and PRACTISE these skills in a non-threatening environment.

As a result:

73%

felt that their negotiations
were **More Satisfying**

70%

of participants reported an
improved level of **Confidence**

38%

had improved their
interpersonal **Relationships**

22%

felt their **Career Prospects**
had been enhanced



Key Findings from the Scotwork survey of managers

So that is what you think - but what about your boss?



Did the participants achieve the list of objectives?

The managers reported that, of the total number of their objectives, 82% were met in full

Was the Training Investment Worthwhile?



USEFUL SKILLS

96% said that they had seen the person trying to use the skills and 83% could identify specific instances where they did use the skills.

INCREASING BENEFITS

52% of respondents said benefit gained from training increased over time. This could be explained by the fact that skills improve with practice.

HAS IT SAVED YOU MONEY?

“Has it resulted in a benefit to the organisation of at least £3,000?”

39% said YES although 54% could not measure the benefit in financial terms.

“Can you estimate the total financial benefit over the last 3 months?”

988 of the managers responded and estimated a total benefit for each individual.:



Courses provide an average **13.49 x ROI** within 3 months



Conclusions

We can tell from our clients' positive reactions when they see the results of this survey, particularly as it relates to their own people, that this study provides a unique insight into the direct benefits of the SCOTWORK course.

It is gratifying to see the improvement in the rate at which managers brief, debrief and follow through on training.

The SCOTWORK team studies these results and the feedback to the literal questions to identify areas where we can improve.

SCOTWORK is committed to continuing to develop the Advanced Negotiating Skills Course to ensure that we maintain our place as the market leader. We intend to carry on with the Participants' Questionnaire Survey to measure the effectiveness of our Advanced Negotiating Skills Training Course and to publish the results. We hope that this will continue to demonstrate to our clients that they are getting a good return on their investment.

Transforming the way the world negotiates

Scotwork has coached over 300,000 senior managers in 25 languages. We have grown into the world's number one independent negotiation consultancy, operating in 38 countries. We work with organisations large and small across all sectors. And after 40 years we are still giving people powerful skills that transform their lives, and handing businesses more successful futures.



Australia	India	Russia
Belgium	Indian Ocean	Singapore
Brazil	Indonesia	Slovakia
Canada	Ireland	South Africa
China	Italy	Spain
Colombia	Japan	Sweden
Czech Republic	Lithuania	Turkey
Denmark	Mexico	Ukraine
Finland	Middle East	UAE
France	Netherlands	United Kingdom
Germany	New Zealand	USA
Greece	Norway	
Hong Kong	Poland	
Hungary	Romania	

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