



## Top 10 Tips You Need to Know When Educating Time & Attention-Starved Employees



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## EDUCATING TIME & ATTENTION-STARVED EMPLOYEES

### What to do to overcome lack of time and attention

According to authors David Lewis and Darren Bridger in their book, “The Soul of The New Consumer”, we live in a world where three items are scarce: time, attention and trust. Shortages in these areas directly affect how customers interact with collateral. The same holds true with your internal customer (employees) and how they respond to training and awareness collateral material.

**Time** shortages mean that many decisions get made on autopilot. A strong internal brand provides mental shortcuts making it easy for employees to understand the messaging and context of the training. Time deprivation also makes word-of-mouth important. When we don't have the time to look into alternatives, we depend on trusted sources for guidance—such as our peers and co-workers.

**Attention** is scarce. Even when we're interested, few of us read training and awareness materials word-for-word. We skim. And ideas that are difficult to understand are ignored. If we're forced to hunt for answers to questions, our interest vanishes.

**Trust** is low. The third scarcity that Lewis and Bridger point to is the scarcity of trust. They report that fewer than 7 percent of our population trusts retailers or manufacturers. What percentage trusts their employers or direct supervisor?

A new poll conducted by Maritz® Research, a leader in employee satisfaction research, paints a dire outlook when it comes to American workforce attitudes toward employers. Employee trust toward their workplace has taken a severe hit, with employees across all industry segments citing a lack of trust—not only in senior leaders, but in direct managers as well.

Only seven percent of employees strongly agree they trust senior leaders to look out for their best interests.

In cases where management trust was strong, the study found that employees were significantly more committed to working for their companies. More than half of respondents (58 percent) with strong trust in management were completely satisfied with their job. While only four percent of respondents with weak trust in management cited that they were completely satisfied with their job.

Although there are many articles written on this subject, for the purposes of this Top Tips, we are going to direct you to the article written by Kevin Eikenberry, a leadership expert and the Chief Potential Officer of The Kevin Eikenberry Group on the Seven Ways to Build Trust as a Leader:

<http://www.greatleadershipbydan.com/2008/04/seven-ways-to-build-trust-as-leader.html>.

So what do you do to overcome the lack time and attention when educating your employees?

*\*Some content in this article is taken from 'MAKE COLLATERAL CUSTOMER-CENTRIC AND ADD TOP-LINE DOLLARS', by Linda Bishop, President Thought Transformation Inc. and Russell M. Boyd, President Dynamic Marketing Systems.*



## Top 10 Tips You Need to Know When Educating Time & Attention-Starved Employees

### Affect how employees respond to training and awareness material

1. Make it employee-centric—design and write from their point of view, not yours.
2. Promote your programs as vehicles for self-discovery and improvement. Position it as something that will help them in their lives.
3. Align your training with their learning preferences.
4. Respect demands on time and attention. Instead of making multiple points, make one. A single well-understood point is more likely to influence employee behavior than five fuzzy ideas.
5. Make points quickly and clearly—utilize bite-sized training—avoid information overload.
6. Know what your employees know and don't know and individualize the training. Make the content relevant to the employee and their role—train them individually based on what they don't know, but need to know.
7. Make learning fun—integrate a game or contest along with some form of reward and recognition.
8. Don't make extravagant promises that won't be kept. Keep expectations reasonable.
9. Continuously reinforce the knowledge—utilize an integrated or blended approach.
10. Track participation and success—measure knowledge retention, impact and results.

*\*To learn how you can incorporate all of these tips, please contact us at 519-576-6758 or [info@coreculture.ca](mailto:info@coreculture.ca) to schedule a personalized webinar.*

## Accelerate Knowledge Retention and Performance

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