



HOW MUCH DOES YOUR ORGANIZATION INVEST IN EMPLOYEE DEVELOPMENT?

Where have all the companies gone that invest in employees personal growth and development?

When I was fresh out of college, I was blessed to work for a company that embraced employee development as a key part of its culture. I was given the opportunity to attend extensive workshops, seminars, and personal development events. At the time it was just a part of the job, but looking back, it was a critical piece of my professional development and personal growth.

I was introduced to interviewing, supervision, financial management, dealing with the media, performance reviews, job evaluations, and a myriad of other valuable tools. Much of what I learned then, as a young executive, I still use today. The time and expense that the company invested in me paid huge dividends for both of us.

Why am I telling you this story? I just don't see companies making that investment in their employees anymore.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.

Maybe I'm wrong, but I think we've become too cost-conscious and too rigid in our concentration on the short-term profits at the expense of our long-term success. A company's employees are its life blood. They will make or break it over the long run, and the investment made in them will have a direct impact on the company's success.

Well-trained employees have a better understanding of their roles in the operation and will be better supervisors, managers, and performers in general. Are you investing in your employees? If not, you should.

There's an old adage that reads, "What if we invest all this money and they leave?" To which the wise owner replies, "What if we don't, and they stay?"



Jack Newcomb
Co-Founder &
Principal

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