

## Unlock business potential

**By Philippa Nicholson, Director of Nicholson Solutions Computer Skills Training**

*The Institute of IT Training (IITT) will be hosting its seventh annual conference in London next week bringing together training professionals and practitioners to discuss “New Blended Learning”. The ultimate aim is to encourage businesses to see the whole learning cycle through, not just to perpetuate the idea of learning as a series of separate learning events.*

In a recent survey conducted by Nicholson Solutions over 40% of respondents viewed computer skills training as an investment; however only 9% confirmed they were able to consistently measure and evaluate outcomes.

As digital native users increasingly populate the workplace there may be assumptions that they are completely computer literate and therefore little or no skills development is required. However, being technology literate doesn't automatically result in users being competent in the business applications required for their jobs.

While many users develop their own skills, and make a significant difference to their competence, we often teach self-taught individuals who have reached a limit, and whom require some support from a trainer in order to unlock additional skills to improve business performance.

In our efforts to determine when skills gaps are identified, Nicholson Solutions are aiming to challenge the assumption of computer competence, and encourage a learning culture in the workplace. Since users are often unaware of more advanced ways to use their familiar business applications, without developing a culture of skills improvement, they may never identify any reason to learn more.

The elusive measurable improvements will be much easier to identify when a sustained approach to learning is adopted, hence the “whole learning cycle” approach of the IITT conference. Making a blend of different learning methods available to staff allows digital natives, self-taught enthusiasts and also less confident individuals the opportunity to develop in the way that suits them best.

Some businesses have realised significant outcomes from computer training, and saved time, resource & budget, whilst delivering increased customer value. Their solutions weren't wrong but were improved with the knowledge and skills on how the software could be used more advantageously.



**Issued by**

Debbie Rennie

Tel: 07779 039269

Email: [debbie@nrgmarketingsolutions.co.uk](mailto:debbie@nrgmarketingsolutions.co.uk)