fierce®

THE BUYER'S GUIDE TO COMMUNICATION TRAINING



WHAT'S COVERED:

TAKE THE READINESS QUIZ
PICK YOUR SOLUTION
FIND YOUR PARTNER

WELCOME, LEADER.

You've decided it's time to walk your team through communication training and take your organization to the next level — that's great!

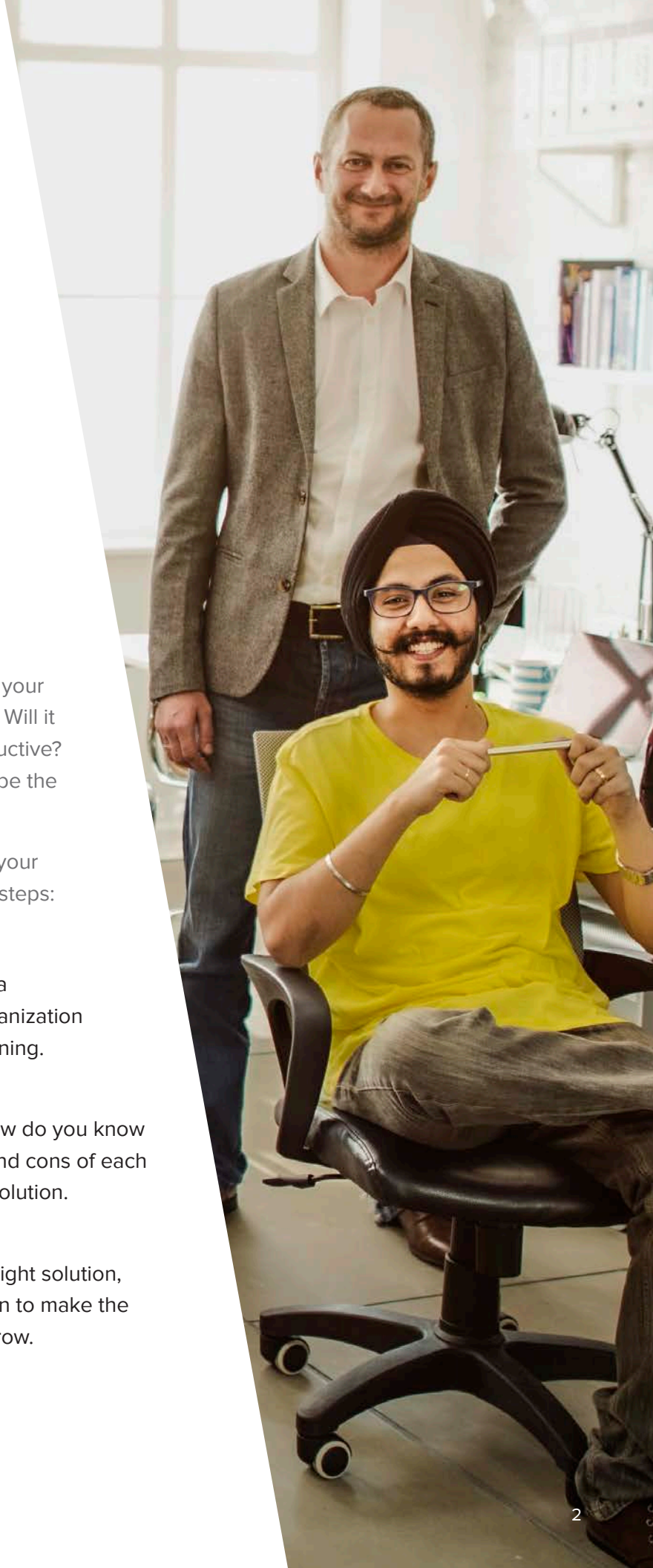
But you might be feeling pretty overwhelmed by all your learning choices. Which option is best for my team? Will it have my desired impact? Will it make us more productive? Will it be engaging? How do I know which type will be the most successful?

To help you confidently make the best decision for your organization, this guide will take you through three steps:

1. **Take the Readiness Quiz:** We've developed a 5-question quiz to determine where your organization is in its preparedness for communication learning.

2. **Pick Your Solution**: With so many options, how do you know which to choose? We've compiled the pros and cons of each type for you to easily pick the right learning solution.

3. **Find Your Partner:** Now that you've got the right solution, you need to make a plan for your organization to make the most of the learning...and watch your team grow.





STEP 1:
TAKE THE READINESS QUIZ

Clearly, because you're reading this guide, you believe it's time for your organization to invest in a communication training solution. Great! But are you 100 percent sure your organization is truly ready?

Identifying your core business problems is one thing, but being ready to take them on in a strategic manner is a completely different story. We've found that the better prepared you are going into choosing your learning solution, the more successful your efforts will be in your approach.

Take a few minutes and rate the following statements to determine if your organization is ready for a solution *(spoiler alert: you definitely are ready)*. Then, we'll move onto breaking down all your options and how to choose the best solution for you!

READINESS QUIZ

Please rate each of the following statements from 1 to 5, with 1 being strongly disagrees and 5 strongly agrees.

	DISAGREE STRONGLY ..... AGREE STRONGLY
CURRENT PAIN "Communication problems are frequently felt by my organization *(leadership and employees)*."	1 2 3 4 5
BUDGET "I feel that I have an ideal budget needed to provide a comprehensive learning solution for communication to my organization."	1 2 3 4 5
TIMELINE "We have a timeline that will allow for proper solution comparison and comprehensive learning across our entire organization."	1 2 3 4 5
PRIORITY "Communication training is a top priority for my organization as a whole and my leadership."	1 2 3 4 5
CHANGE MANAGEMENT "My organization understands and is open to the changes that come with implementing a communication training solution.'	1 2 3 4 5
total ▶	

If your score is higher than 12, then you're in fantastic shape! Your organization is definitely ready for a learning solution.

If your score was lower than 12, use the knowledge you gain form this guide to strategically arm yourself to address those areas you determined are in need of attention.

Once you're able to get a score higher than 12 on this quiz, your learning will have a much better chance of being successful and all your hard work will pay off.



STEP 2:

PICK YOUR SOLUTION

Now we've reached the fun part! You've solidified that *yes,* your organization is, in fact, ready for a communication training solution. The inevitable question that follows is, *what learning method should your organization choose?*

There are countless methodologies, approaches, and techniques in the learning industry for communication training. It would take you a really long time to research them all and then compare them to make your ultimate decision. That sounds extremely exhausting, but luckily for you, we've done all the hard work for you!

On the next page, you'll find a breakdown of each communication training solution, their best qualities, and most common pitfalls. It's important to remember that every organization is unique and what may work great for one business may be a bad choice for another.



SOLUTION:
INSTRUCTOR-LED CLASSROOM

Instructor-led classroom learning is one of the most popular techniques in the training industry because it encompasses a vast array of delivery methods, is very versatile, and promotes face-to-face time. You can have learning in an office, classroom, or conference room.

PROS

- Fosters human connection.
- Builds interpersonal skills.
- Builds trust within teams.
- Breaks down silos.
- Employees are more focused to learn by getting away from business as usual.
- Real-time and in-person feedback.
- Gets everyone in the same room.

CONS

- Can be challenging to accommodate different learning styles.
- Requires a time investment for employees.
- Could require a large financial investment depending on the number of employees needing to be trained.
- Could prove more time consuming if you have multiple office locations or a remote workforce.



TAKE THE READINESS QUIZ

▶ PICK YOUR SOLUTION

FIND YOUR PARTNER

SOLUTION:
E-LEARNING

eLearning is one of the fastest growing methods of learning delivery due to technological advancements. This style refers to learning that is taught via a virtual or simulated environment, or when the instructor and learner are in separate locations.

PROS

- No travel costs.
- Convenient, self-paced learning.
- Tends to be in a modular design.
- Can accommodate a large number of employees across multiple locations worldwide.

CONS

- No face-to-face interaction can foster a feeling of isolation for learners.
- Success is determined by technology competency.
- Relies heavily on self-accountability of learning.
- Difficult to guarantee the sustainability of learning.



SOLUTION:
BLENDED LEARNING

Blended learning, also known as hybrid learning, is most simply described as an integration of online and traditional face-to-face classroom learning in a planned, synchronous manner. Use of this technique has been on the upswing and is commonly viewed as progressive learning — a mixture of physical and digital engagement.

PROS

- Employees can set their own pace. based on their personal learning style.
- Can accommodate larger groups across multiple locations worldwide.
- Reduced travel costs.
- Increases accessibility.

CONS

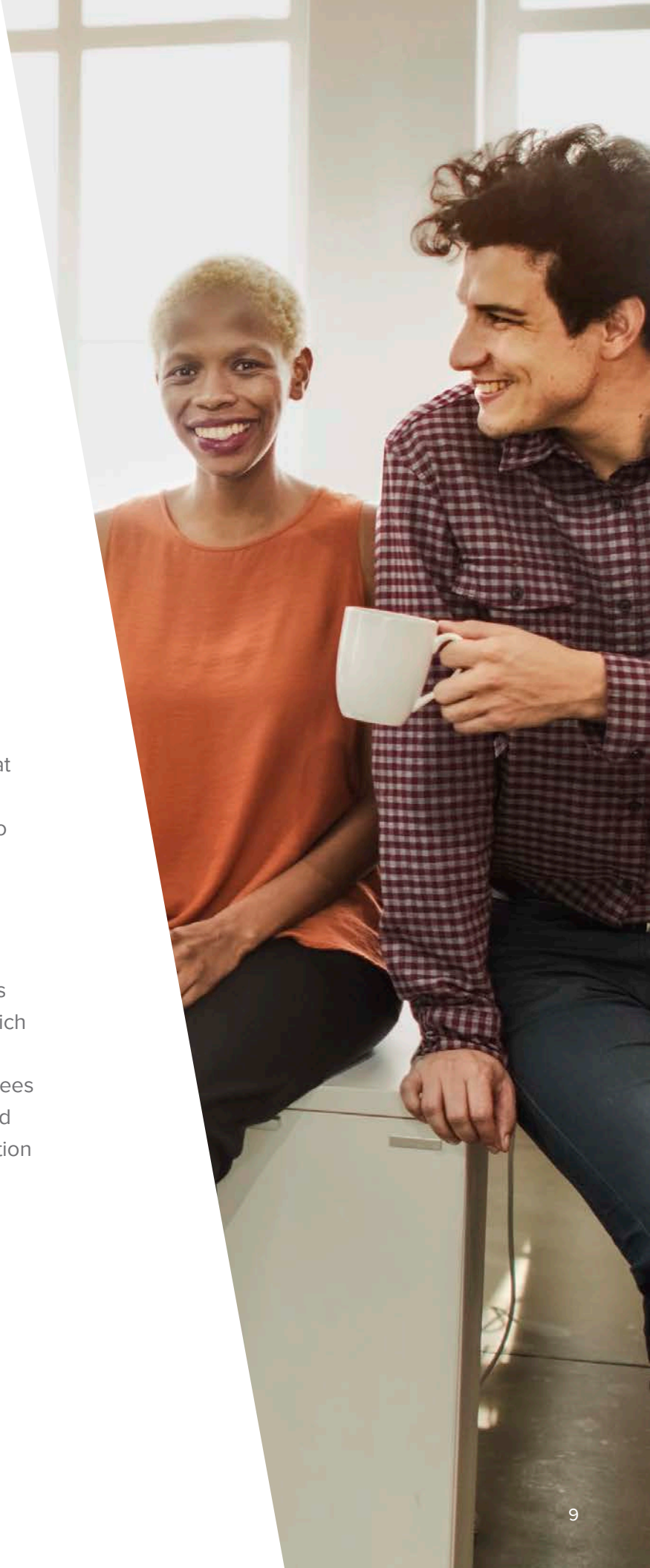
- Can become overwhelming if lacking technology competencies.
- Relies heavily on self-accountability of learning.
- Requires a time investment for employees.
- Employees can more easily fall behind in learning.

STEP 3:

FIND YOUR PARTNER

Congrats! You've compared and contrasted communication training solutions and have used that knowledge to choose which option is best for your organization. You know your organization is ready to get to work and start reaping the benefits of skillful conversations. So what should you do next?

Choosing the perfect vendor for your organization is just as much of an important decision as picking which communication solution is the right option. The last thing you want is to know exactly what your employees need to enhance their conversation skills only to find out the vendor you chose isn't giving your organization what you expected.





FIND YOUR PARTNER

Here, you'll find the top 10 qualities of great communication training solution vendors to ensure you have implementation — and sustainable — success:

1. *They focus on opportunities for all employees to become leaders.*
2. *They actively involve current leaders and continuously promote and provide frameworks for coaching and mentorships.*
3. *They believe in and understand cross-departmental learning.*
4. *They offer sustainability support during all stages of learning, including post-learning.*
5. *Their teachings are relevant and relatable to all employees, and easily applied.*
6. *They offer internal certification on learning.*
7. *They prioritize custom, personalized learning tailored to your organization.*
8. *They partner with your organization on determining and supporting ROI efforts.*
9. *Their facilitators have years of experience in leadership learning and teaching conversation development.*
10. *Above all else, they value human connection and believe that relationships are at the heart of organizational success.*



TAKE THE PLUNGE

You made it! You've double checked that your organization is ready for a solution, you've compared and contrasted which solution is best for you, and you've pinpointed the traits of your ideal learning partner.

You can now share your newfound knowledge with leadership in your organization to ensure they too understand the value of communication training solutions. Make sure to educate your peers and coworkers too so they understand the value of the learning.

With buy-in across the organization, you're ready to go out and find your ideal communication training solution. Making the final decision for any learning solution can be overwhelming and confusing, but with the steps you've taken with this guide, you're setting yourself — and most importantly, your organization — up for the most success.

YOUR PARTNER IN FIERCE

Fierce Conversations is an organization that partners with businesses to teach leaders how to have skillful conversations that get results.

Fierce programs have been successfully implemented at blue-chip companies, nonprofits, and educational organizations worldwide, including Capital One, Walmart, CHRISTUS Health, Coca-Cola, CARE, and Verizon. The company has been honored as an Inc. 500|5000 company eight times, named to Learning Industry.com's "Companies to Watch" list twice, and has won numerous awards for top companies to work for in the state of Washington.

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