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Survey Finds Training Improves Retention, Recruitment 9.16.1998

By Peter Strozniak

Company-sponsored training helps retain employees and recruit new workers, according to a recently released survey by the Gallup Organization.

The random, national survey of 1,012 employees found that employer-training and education is seen as a plus in recruitment and contributes significantly to retention; and that employees want more training -- particularly in technology, communications, and management.

"The survey's findings are significant for business because of the competition for talent in a full-employment economy," the Gallup Organization said in a prepared statement.

Only 14% of those who are receiving employer-sponsored training think they will change employers within the next year, but 24% of those who are not receiving training expect to change, says Jacques Murphy, managing director of the Gallup School of Management.

The survey also shows that employees are hungry for more training. Eighty percent said it would be important or very important in keeping them as employees if their employer offered more or better training.

When asked to specify what types of additional training would be most useful, 27% cited use of new technology, 15% cited job skills, 16% mentioned communications skills for working with other people, and 14% cited management training.

Moreover, employees who have some say in decisions concerning their training are happier by several measures, according to the survey. For example, they are half as likely to be "dissatisfied" or "very dissatisfied" at work as those who have no say: 8% versus 16%.

But the survey also revealed that employers have to find ways to improve training programs. While employees say training is important, only half of the survey respondents said that the training they have received exceeds their expectations.

The survey had a margin of error of plus or minus four percentage points. Although the Gallup Organization is best known for the Gallup Poll that monitors public opinion in the U.S., Gallup also provides executive training and education.

Link:

- [Gallup Organization](#)