

Your training project – do it alone or with PeopleBright?

	Using Internal Company Resources Only		With PeopleBright	
	Pros	Cons	Pros	Cons
Cost	Initial cost may be lower if employees develop and deliver	Long-term investment lost if training is poorly designed or doesn't lead employees with new, useful information	Best value if finished product has high usability over time	Higher initial cost, lower long-term cost
Time to delivery of training	Low if company resources and training expertise are available	Higher if employees are over-loaded or inexperienced with training	Lower - systematic instructional design methods are used	Higher if client company resources fade during project
Training effectiveness	High if training is targeted and properly planned and delivered	May be low if company training expertise is low	Probably higher if content is robust and value-added	May be low if content is not properly customized for company
Subject matter expertise needed	May be readily available	May be missing – may need new ideas, methods, etc.	Researches “best practices” and highest industry standards	May need to partner with company subject matter experts
Trainer effectiveness	High credibility with staff	May have poor training delivery skills	Expert trainers can present content or coach company trainers	May lack credibility if not presenting highest-quality materials
Employee ownership	High	Could become an “albatross” if not properly managed	High if partners with company SMEs and trainers	Low if no partnering with company SMEs and trainers
Transfer of training back on the job	High if relevance to jobs is clear and application is stressed	Low if nothing new is presented	High if training is properly designed and useful to employees on the job	Low if company examples aren't used, and there is no opportunity to practice skills
Re-usability of materials for other purposes	Can quickly discern value of materials to other employee groups	May not take the time to do it	Has expertise in re-purposing material for a variety of mediums	May provide more options than the company is interested in