

Why Your Company Should Invest in Professional Development



Training your employees is important. You know that.

Most employers do train their employees when they first start in order to provide them with the knowledge and skills to do their jobs effectively.

This type of training is considered functional training, which can be as simple as training a new employee on expectations, or as complex as a multi-week bootcamp to bring new recruits completely up-to-speed on all of the nuances of a particular project that they will be working on.

Training that occurs when an employee first starts in their role allows them to get acclimated to the company and to the work and prevents mistakes in the long run.

It also ensures that they feel prepared to step into the role as quickly as possible and enact positive change for the organization.

But what happens once an employee has been trained the first time?



Ideally, continued professional development.

Or, as some call it: continuous training. For some managers, it may seem like a risky investment to offer professional development to employees. The fear is that the company will have paid to have their employees trained and the employees can then take their new knowledge elsewhere.

But, when employees receive the training they need in the subjects they want to learn and that will help them do their jobs better, the returns exceed monetary spend.



Currently, only 23% of employers offer professional development and education as an employee benefit.

Training attracts employees and encourages loyalty.

Most employees see professional development as a benefit, which may give your company a competitive advantage over others in the job search. By offering training, you will attract employees who are looking to better themselves—and this is the kind of employee you want to have.

And, once a potential employee has accepted a position, they are more likely to feel valued if their employer is willing to provide training and professional development. As a result, employees feel more loyal to the company and are less willing to leave for another position.



53% of millennials say learning new things or having access to professional development opportunities would make them stay at their job.

Training allows you to maintain a competitive edge.

With employees who are always learning and capitalizing on the most advanced technology, your company stays competitive. Well-trained employees are prepared to stay informed about changing business needs, skills requirements and external environments that may impact your product or service. As a result, the skills acquired through education and training are key components in determining the long-term profitability of companies.

Organizations that invest \$1500 or more on training per employee per year average 24% higher profit margins than those with lower (or nonexistent) training budgets.



Training betters performance levels.

Technology is always changing, which means that the know-how your employees had when they first started their jobs may no longer be relevant. If forced to learn the new technology on their own, outside business hours, employees may resent the company or even refuse to do so.

However, if the company provides the technical training needed to increase performance levels, employees will return to their jobs with new knowledge and more motivation, meaning the organization reaps the benefits of their new skills and increased enthusiasm.

Companies that offer comprehensive training have 218% higher income per employee than those with less training.



Start your professional development program today.

There is no denying that professional development and continuous training programs are vital to ensuring that your employees are loyal and engaged and helping your company hit its revenue goals. If your organization is ready to see what a corporate training program can do for your developers and your bottom line, contact Big Nerd Ranch.

If you're looking to train several employees at once, Big Nerd Ranch offers on-site corporate training, where your team will learn from our experts in the comfort of your own office. For individual developers and designers, we also offer bootcamps at our locations in Georgia and California. Both options provide distraction-free app development or design training in just one week.



Facebook, Spotify, Nextdoor, and AirBnB trusted us to train their teams, as have hundreds of other companies.

We would love to train your team, too.

You're going to need a bigger nerd.

Since 2001, Big Nerd Ranch has worked to bring brilliance to life. We achieve this by establishing true partnerships with our clients and by providing a team of engineers, designers, QA testers, and project strategists to guide your digital product from discovery to launch. These same Nerds can join your company's team to take a project across the finish line or train them on the latest and greatest technologies.

We're proud to work with startups and Fortune 100 companies building authentically useful applications and transforming vision into advantage.

And, as a **winner of the 2019 AJC Work/Life Balance Award**, we work as hard on our culture as we do on your projects.

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