

Training

Knowledge

EXECUTIVE BRIEFING

SPINNAKER 
DELIVERING SUPPLY CHAIN EXCELLENCE

Cut Corners on Training, Take A Haircut On ROI

Taking Planners to The Next Level: What Actually Works?

Adult Learning Theory suggests that people acquire 70% of their knowledge through experience, 20% through informal training, and only 10% through traditional structured training settings. Supporting studies and data support this premise pretty clearly. This has tremendous implications for people that must learn and use specialized methods and interact with sophisticated tools such as supply chain planning systems.

Is That What Usually Happens?

In a clear contradiction to this model, around 80% of corporate training is delivered using cookie-cutter, structured learning modalities that ignore not just theory but the nuance of each company's individual needs as well. Although structured training techniques are important components of well-designed and comprehensive training program, these statistics hint that the over-emphasis that many companies place on narrowly-conceived training approaches will fail to produce the aspired levels of user capability and adoption that maintain competitions within the marketplace. Where "practitioner enablement" should be the goal, the bulk of investment is confined to the training equivalent of reference manuals.

Particularly in the supply chain world, there is ample evidence of just this phenomenon. Each year, companies pour millions into standardized application training that achieves little more than dumping a laundry list of product features on users leveraging examples that lack relevance to their daily jobs. Further, little to no attention given to how the technology *should* be applied to a company's specific business processes and objectives for best results.

Candidly, the appeal of market-leading advanced planning technologies is their adaptability to the variety of needs companies have across a wide range of industry situations. But this is precisely the training dilemma—how to focus on the "right" product capabilities that tie to your company's needs, against a confusing backdrop of many others that are minor and even irrelevant? What leads your team to understand "how" to best utilize these tools and not just "what" features exist?

Consequently, generic, “out-of-box” training that surveys all available product features equally often frustrates, bores, and aggravates users. As they struggle to decipher the optimal way to leverage applications, they find the training fails to provide clarity and insight. Instead, it clutters up and slows down effective learning.

In 2018, companies are expected to spend more than \$12 billion to implement, upgrade, and extend their supply chain technology platforms. It’s a shame that many of these companies will fail to realize the benefits they expect from investing in these tools, simply because the kind of training regimen that most will follow will not lead to effective, durable practitioner enablement and practice adoption.

There is a better way.

Spinnaker’s Accelerated Immersion Learning (SAIL) service offering is an advanced training approach built around the fact that the way you do business matters. Instead of one size fits all training and e-learning programs, Spinnaker takes a unique approach to build custom training, integrating supply chain principles, industry acumen, and application-specific content with your own business processes and objectives. This “business-first” methodology leverages your unique business scenarios, use cases, and data to provide an immersive, holistic learning experience that emphasizes real-world context and specific adoption goals.

Spinnaker conducts comprehensive solution and user knowledge assessments to dial in the right areas of training focus that will maximize organizational transformation and promote user adoption. We tailor the training content, including custom presentations, training guides, practice aids, and role based certification systems. In some ways akin to immersion training for foreign languages, Spinnaker’s training depicts 360° process interactions actually using your planning systems, and presents them in settings that effectively underscore key application features and implementation decisions that matter to your business.

Can This Approach Really Make a Difference?

Clients are emphatic that **SAIL** really works:

“From novice users to the most sophisticated application practitioners, clients are realizing significant increases in user adoption and business comprehension. Customers who have leveraged traditional training methods in the past have realized more than a 25% increase in pre-testing versus post-testing proficiency assessment scores as a result of this program.”

How Can I Protect My Supply Chain Investment with The Right Training?

We will gladly help you assess your situation and highlight where your training decisions will have an impact. Spinnaker's SAIL methodology is easy and quick to implement, and every step of the process adds visible value.

Spinnaker has worked with many companies to “rev-up” their staff capabilities, both as part of technology adoption and as stand-alone exercises. To find out how we can help your organization achieve true practitioner enablement, please reach out and we'll be happy to discuss.

We hope you found this information to be helpful. To access more Spinnaker thought leadership [click here](#) or to learn more about our services [click here](#).

About Spinnaker:

Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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