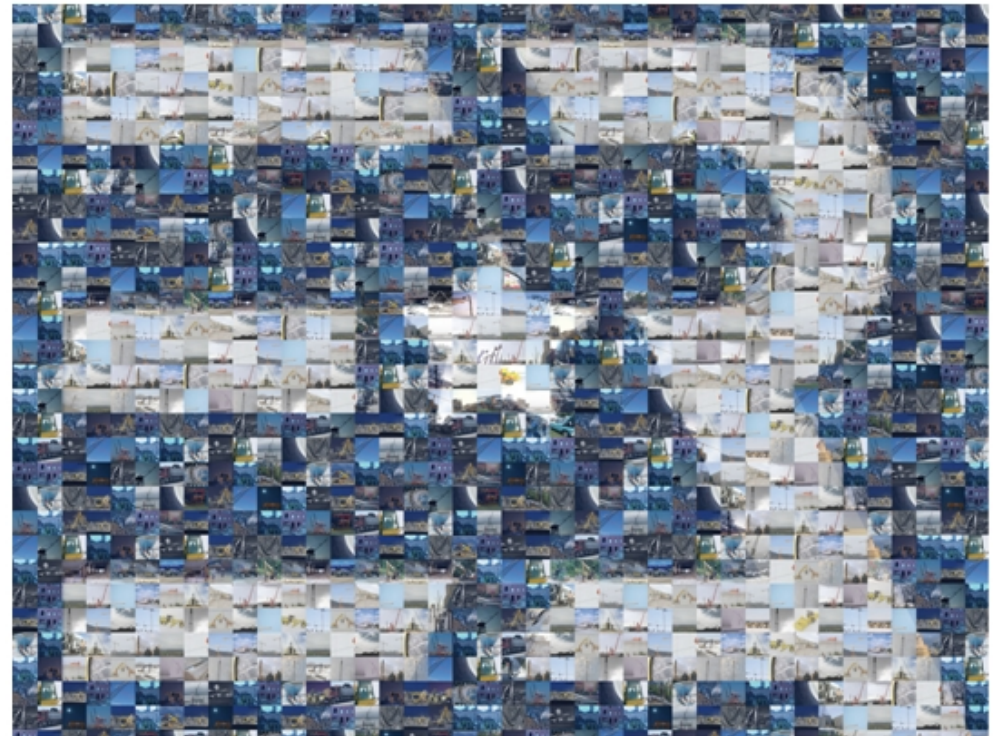


INNOVATIVE TRAINING FOR THE RENTAL BUSINESS

**Traditional and
innovative
Training objectives
Methodologies
ROI of Training**



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***“They didn’t know that was impossible so they did it”
(M. Twain)***

***“There is never a favourable wind for the sailors
who don’t know where to go” (Seneca)***

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“We must be the first to do things and have the courage to do it”

“The world changes in unpredictable way and we must be unpredictable and brave (Marchionne)

.....and innovative!



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INNOVATIVE TRAINING
FOR THE RENTAL BUSINESS

Traditional and innovative Training objectives Methodologies ROI of Training



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People are the company capital
Training is a need for qualification and
behavior changes

—————

Not only products and process innovation
but also management of people
with selective and tailored training

Why training is important?

Everybody knows it but not applied by all !

Training is the
“activity leading to skilled behavior”
“process of bringing a person to an agreed
standard of proficiency by practice, instruction and
testing (not only by words!)”

Types of training for rental companies:

- n Rental management
- n Basic rental
- n Advanced rental
- n Operation procedures for Information Technologies
- n Promotion – merchandising – marketing – benchmarking

Types of approach to training

North Europe:

trainer is a facilitator instead of simple lecturer of a topic, he favour discussion and interaction with workshop

Latin Europe:

trainer is a professor
he makes a lecture followed sometimes by discussion and testing

Training Investment

2% of working time ?

4-5 day/year each person?

North Europe is in advanced stage

but training catalog/offer are very generalist,
training plans often are not updated

**WE HAVE TO THINK OVER THE NEED OF CHANGES –
NEW MODALITY: INNOVATION AND CREATIVITY**

Training program therefore have to be:

§ **Effective** – adaptable to the needs

§ **Appealing** in order to obtain

participation

motivation

and satisfaction

§ Have to give real and **measurable results**



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Technical training (**left brain thinking**)
improve abilities and skills,
has to be supported by

Emotional training (**right brain thinking**)
to obtain motivation
participation and results
for behavior changes



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“Behavior courses”

versus

“Experimental courses”

“Company training”

versus

“External or multicompany training”

- **Large rental companies** (with own training center) can benefit from innovation on methodology and contents

It provides new stimulus and incentive for both trainers and participants

- n **Small companies** need a better planning and survey on request for training

- n For all the measure of training efficiency is a must



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Training should obtain rapid results
in short time with “Pills training”
(few hours repeated in the job sites)

Speed – adaptability and personalization
are the new characteristics
coaching or innovative external partners
can help to obtain these results

Who can be a trainer?

These are the characteristics:

1. - Expert on the business
2. - Capable of planning courses
3. - Expert in presentation skill and group facilitator

Trainer should be creative,
innovative and fast to understand
needs and methods to satisfy them



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Methodology of training “Face to Face”

The traditional approach is made by presentations or lectures with audiovisual support and followed by group discussion and test reports

The **innovation approach** could be the following methodology:

1. **Tell** – short presentation – max 20 min.- tell you
2. **Show** – demonstration with examples or reference - demonstrate to you
3. **Do** – application (practice) you have to demonstrate that you have followed
4. **Check** – control that you have understood

Web Training

The innovative e-learning method depends from informatization level of the company

Web training can be used only as support to traditional “face to face”

is also suggested for technical training mainly for operational procedure application and safety matters

How to measure training results?

- n Test questionnaire at the end
- n “Test in” and “test out” with the same 10-15 questions
- n Second session after 3 months
- n Internal questionnaire after one month
- n Methods of measurement for “Roi of training”



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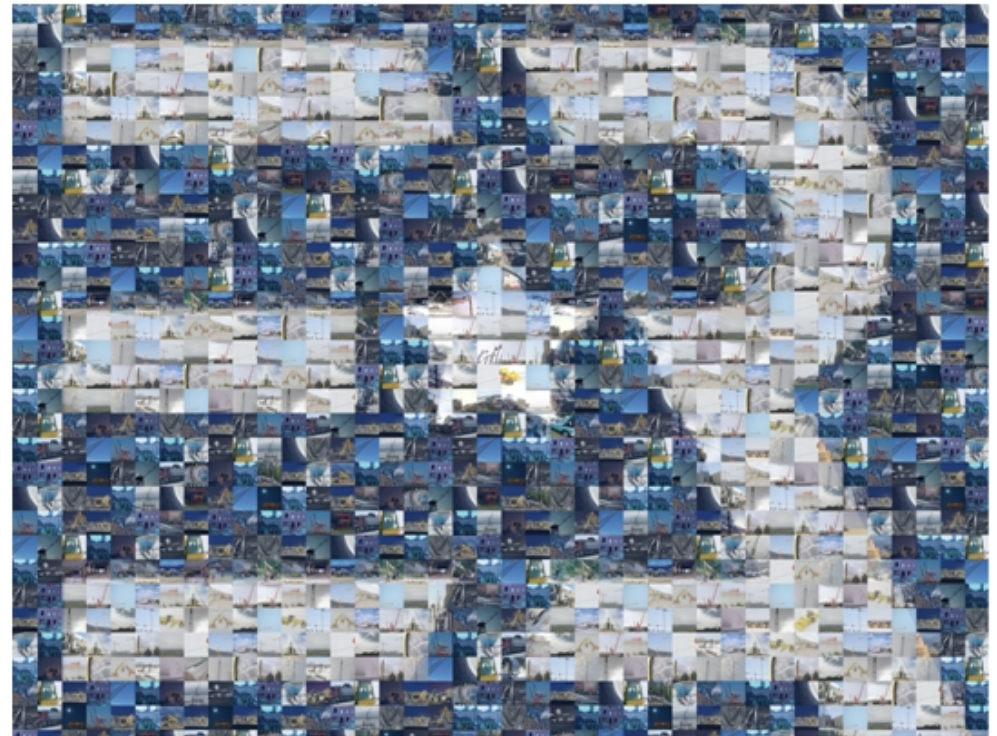
“Training is not a cost but an investment”

often we think the opposite
because training is badly organized
and we don't measure or control the results

INNOVATIVE TRAINING FOR THE RENTAL BUSINESS

**Training is a profession,
has to be worked out as
a business with the best
professionals with
innovation motivation
and results**

For “Investing in People”



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