






















2013 Training and Development Manager Survey -  SurveyMonkey
 Sponsored by Metri-Mark, Inc.

1. What best describes your role/title as a manager?		Response Percent	Response Count
Training and/or Development Executive (CLO, Director, VP, other C-level)		34.1%	175
Training and/or Development Manager		53.8%	276
Training and/or Development Supervisor		5.8%	30
HR Manager in charge of training		0.6%	3
HR Generalist		0.2%	1
Other (please specify)		5.5%	28
		answered question	513
		skipped question	643




2. How many employees are in your company?

		Response Percent	Response Count
Less than 50		9.4%	48
51-200		8.2%	42
201-500		11.3%	58
501-1,000		11.5%	59
1,001-5,000		26.6%	136
5,001-10,000		12.1%	62
10,001-20,000		8.2%	42
20,001 or more		12.7%	65
answered question			512
skipped question			644

3. In what country or continent do you live?

		Response Percent	Response Count
United States		92.2%	470
Canada		2.9%	15
Australia		0.4%	2
Europe		1.6%	8
Asia		1.8%	9
South America		0.0%	0
Middle East		0.6%	3
Africa		0.0%	0
Other (please specify)		0.6%	3
		answered question	510
		skipped question	646

4. What sort of staff does your department use?

		Response Percent	Response Count
Regular W-2 employees only		49.1%	248
Contractors only		2.6%	13
Both regular W-2 employees and contractors		48.3%	244
		answered question	505
		skipped question	651

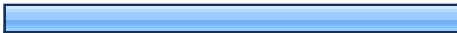







5. How do you expect staff levels in your training department to change over the next 12 months?

	Increase	No Change	Decrease	Unknown	N/A	Rating Count
Administration	19.3% (97)	65.6% (330)	4.4% (22)	3.0% (15)	7.8% (39)	503
Graphic/Web Designer	12.9% (64)	53.6% (267)	1.4% (7)	3.2% (16)	28.9% (144)	498
Instructional Designer	26.4% (132)	54.8% (274)	1.0% (5)	2.4% (12)	15.4% (77)	500
Programmer	8.7% (43)	50.6% (251)	0.2% (1)	4.2% (21)	36.3% (180)	496
Project Manager	12.7% (63)	58.6% (292)	1.0% (5)	4.2% (21)	23.5% (117)	498
Technical Writer	9.1% (45)	56.1% (279)	1.2% (6)	3.4% (17)	30.2% (150)	497
Trainer	32.5% (163)	52.8% (265)	5.0% (25)	3.6% (18)	6.2% (31)	502
Training Manager	10.0% (49)	79.1% (389)	2.4% (12)	2.8% (14)	5.7% (28)	492
Other	11.2% (23)	43.4% (89)	0.5% (1)	5.4% (11)	39.5% (81)	205
				(if other, please specify)		28
					answered question	512
					skipped question	644

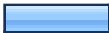










6. Of the following activities, please rank which will receive the greatest percentage of your budget resources, with 1 indicating the most resources, down to 6 indicating that activity will receive the least resources in the coming year.

	Most Resources1	2	3	4	5	Least Resources6	Rating Average	Rating Count
Developing new training programs to meet new organizational challenges	38.7% (194)	28.3% (142)	19.4% (97)	8.8% (44)	3.0% (15)	1.8% (9)	2.14	501
Updating or revising current training programs to reflect new information	19.7% (99)	37.0% (186)	25.2% (127)	10.3% (52)	5.6% (28)	2.2% (11)	2.52	503
Repurposing existing training to fit into a new delivery format; e.g. eLearning, web conferencing	15.9% (80)	22.9% (115)	22.7% (114)	20.1% (101)	11.8% (59)	6.6% (33)	3.09	502
Purchasing new training programs	3.8% (19)	10.1% (50)	13.5% (67)	13.5% (67)	30.0% (149)	29.0% (144)	4.43	496
Deploying trainers and delivering existing training programs	23.0% (112)	20.3% (99)	19.7% (96)	17.4% (85)	11.7% (57)	8.0% (39)	2.99	488
Other	13.6% (16)	10.2% (12)	7.6% (9)	6.8% (8)	10.2% (12)	51.7% (61)	4.45	118
						(if other, please specify)		35
						answered question		508
						skipped question		648

7. Which of the following alternative or supplementary training and development techniques are used in your organization? Check all that apply.

		Response Percent	Response Count
Mentoring		68.2%	347
Low or no-cost training from external resources (vendors, suppliers, not for profit organizations, etc.)		53.0%	270
Resource Centers, Wikis, Book Clubs, Libraries		34.2%	174
Internal Lunch 'n Learns		59.3%	302
Employees attending external training, implement supplementary or on-the-job training		72.5%	369
Intradepartmental internships/cross-training		41.8%	213
Train the trainer		71.1%	362
Other (please describe)		7.5%	38
		answered question	509
		skipped question	647

8. Which of the following organizational issues will have the greatest impact on the type of training delivered by your organization in the next three to five years? (Select up to three)

		Response Percent	Response Count
Globalization		15.2%	78
Changes in training delivery methodology/technology		48.8%	250
Economic conditions and budget changes/reductions		45.5%	233
Training as an employee benefit/retention method		20.1%	103
Employee readiness/basic skill deficits		26.0%	133
Employee/worker training expectations		18.6%	95
Organizational expansion or contraction		29.5%	151
Social media		13.1%	67
Utilization of "blended" learning solutions		35.9%	184
Changing demands on business leaders/senior management		24.8%	127
Other (please specify)		4.1%	21
		answered question	512
		skipped question	644

9. Please rank the following types of training based on how much of your total training curriculum focuses on each objective.

	Most of my training curriculum focuses on this objective1	Some of my training curriculum focuses on this objective2	A small amount of my total training curriculum focuses on this objective3	None or almost none of my total training curriculum focuses on this objective4	Rating Average	Rating Count
Teaching learners how to use new technology; software, new platforms, LMS, planning tools, etc.	24.4% (124)	31.3% (159)	27.2% (138)	17.1% (87)	2.37	508
Developing employees' soft skills such as communication, customer service, selling skills, etc.	37.1% (189)	40.4% (206)	13.1% (67)	9.4% (48)	1.95	510
Developing the leadership skills of senior executives	16.3% (82)	32.7% (165)	23.8% (120)	27.2% (137)	2.62	504
Other skills or information not described above	30.0% (119)	32.0% (127)	21.4% (85)	16.6% (66)	2.25	397
					answered question	511
					skipped question	645

10. In the next 12-18 months, how might your organization's focus on the following types training change if any?

	Increase	Decrease	Stay the same	Don't know	N/A	Rating Average	Rating Count
Leadership	61.4% (312)	1.2% (6)	29.3% (149)	4.3% (22)	3.7% (19)	1.76	508
Management/supervisory	62.4% (317)	1.2% (6)	30.7% (156)	2.6% (13)	3.1% (16)	1.73	508
Communication	43.1% (218)	1.6% (8)	47.4% (240)	5.3% (27)	2.6% (13)	2.15	506
Professional development	50.6% (256)	2.2% (11)	40.7% (206)	4.5% (23)	2.0% (10)	1.99	506
Product training	35.9% (182)	2.2% (11)	41.6% (211)	7.1% (36)	13.2% (67)	2.23	507
New Employee Training	39.2% (199)	3.3% (17)	49.4% (251)	5.5% (28)	2.6% (13)	2.22	508
Customer Service/Quality	39.3% (198)	2.4% (12)	47.0% (237)	5.4% (27)	6.0% (30)	2.20	504
Technical training (other than computer/software training)	30.9% (155)	3.8% (19)	48.8% (245)	10.0% (50)	6.6% (33)	2.41	502
Basic skills	17.6% (89)	4.2% (21)	65.0% (329)	7.7% (39)	5.5% (28)	2.67	506
Diversity	16.9% (85)	2.2% (11)	58.7% (296)	11.5% (58)	10.7% (54)	2.73	504
Computer skills/Software	23.3% (117)	5.0% (25)	56.8% (285)	8.4% (42)	6.6% (33)	2.54	502
Sales training/selling skills	34.3% (173)	2.2% (11)	31.7% (160)	6.7% (34)	25.1% (127)	2.15	505
Other	8.0% (9)	0.0% (0)	21.4% (24)	8.0% (9)	62.5% (70)	2.79	112









(if other, please specify)

14





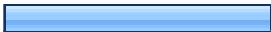



answered question

511


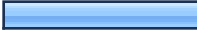


11. Within your organization, which of the following techniques is most effective in demonstrating the value of training to senior management, and thus gaining their support for the training budget? (Select only one)

		Response Percent	Response Count
Testimonials and success stories from employees		14.7%	75
Tracking and measuring training ROI		25.9%	132
360° Feedback results		4.3%	22
Support from training champion/influential business managers/stakeholders		31.8%	162
Comments/testimonials from customers		9.4%	48
Development and/or regular review of the organization's succession plan		4.1%	21
Don't Know		5.1%	26
Other (please specify)		4.5%	23
		answered question	509
		skipped question	647










12. What is your organization doing to respond to the potential “brain drain” resulting from the retirement of large numbers of Baby Boomers? (Check all that apply)

		Response Percent	Response Count
Nothing. We're not concerned about a "brain drain."		23.1%	117
Nothing. We do not currently employ a lot of Baby Boomers.		12.1%	61
Analyzing our workforce to identify vulnerabilities		33.2%	168
Focusing on/creating additional opportunities for knowledge transfer, mentoring, high talent identification and development		44.7%	226
Analyzing our retention and succession planning strategies		39.9%	202
Changing our recruitment strategies		14.2%	72
Offering incentives/ encouraging Boomers to stay on		3.6%	18
Other strategies (please specify)		6.1%	31
		answered question	506
		skipped question	650

13. To what extent does outdated technology or lack of technical integration hinder your ability to deliver high quality training?

		Response Percent	Response Count
It's a huge limitation. We're stuck in the dark ages and it affects the training we deliver.		16.1%	82
We're working on the problem and set a goal and budget to make annual improvements.		29.1%	148
It's not a major problem. We don't have all the technology we need but we have enough to get the job done.		44.1%	224
We have been and remain leaders in the adoption of new training technology.		10.6%	54
answered question			508
skipped question			648

14. What is the biggest challenge you will personally face, as you deal with training in your organization over the next 12-18 months?

		Response Percent	Response Count
Maintaining morale in the face of staffing cuts or changes.		7.5%	38
Securing organizational support for training activities.		16.5%	84
Continuing to do more with less. Meeting stakeholder demands with fewer resources		37.3%	190
Preparing for/supporting a major organizational initiative such as software deployment, acquisition, etc.		15.7%	80
Staying up-to-date with/responding to changes in the training industry		5.7%	29
Staying up-to-date on technical developments and making sound technical decisions		4.1%	21
Finding time for personal development		5.3%	27
Preparing content for the deployment of mobile learning.		4.1%	21
Other (please specify)		3.9%	20
		answered question	510
		skipped question	646

15. For future surveys, what other questions would you like us to ask?

	Response Count
	61
answered question	61
skipped question	1,095

16. Comments:

	Response Count
	25
answered question	25
skipped question	1,131