Training and Development in Software Boutique Company

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Comments by Faculty

Software Boutique Company offers a dynamic blend of strategy consulting and software solutions to help organizations architect and build their businesses in the e-Economy. As a dynamic and fast growing start-up, the company excels in delivering technology solutions to the customers to solve business problems and to meet tomorrow's dynamic and challenging environment. The spirit of innovation and excellence is evident in all aspects of the company's technology development. The company is committed to the mission of helping the customers scale new heights and achieve goals they never thought possible.

The present research aimed to find out the current status of training and development in Software Boutique Company and 5 other companies in the same sector (the names have been disguised to maintain confidentiality).

The major findings of the study suggested that, the respondents felt that, all the personnel whether new comers or currently working, should be given training to ensure the quality of work. It was also found out that, in establishing performance culture in an organization, training and development played a vital role, as perceived by the respondents.

Overall, the student has been provided with a unique opportunity to deal with various factors which are responsible for effectiveness of training and performance-driven culture. He has also leant to develop a questionnaire and interpret the raw data to address the concerns of the company, in regard to training and development. The present study also helped him to implement the conceptual frameworks regarding the training and performance management in real company scenario. Moreover, the present study, as a part of the Summer Internship Project (SIP), has been a great value addition for the student, as it helped him to develop people skill to deal with sensitive HR issues.

Mousumi Sengupta

Training and Development in Software Boutique Company*

Company Overview

Software Boutique Company offers a dynamic blend of strategy consulting and software solutions to help organizations architect and build their businesses in the e-Economy. As a dynamic and fast growing start-up, It excels in delivering technology solutions to the customers to solve business problems and to meet tomorrow's dynamic and challenging environment. The spirit of innovation and excellence is evident in all aspects of the company's technology development. The spirit of learnability among the people and an organizational commitment to continuous improvement and professional development keeps the Company at the forefront in a fast-changing industry. The Company is committed to the mission of helping the customers scale new heights and achieve goals they never thought possible.

Training and Development

Training is essential for job success. It can lead to higher production, fewer mistakes, greater job satisfaction and lower turnover. These benefits accrue to both the trainee and the organisation, if managers understand the principles behind the training process. To this end, training efforts must invariably follow certain learning-oriented guidelines. (Rao, 2010)

Training is the process of planned programs and procedures undertaken for the improvement of employee's performance in terms of his attitude, skills, knowledge and behaviour. These training and development programs can significantly improve the overall performance of organization. Training is normally viewed as a short process. It is applied to technical staff, lower, middle, senior level management. When applied to lower and middle management staff it is called as training and for senior level it is called managerial development program/executive development program/development program (www.managementstudyguide.com, 2013).

Significance of Training and Development

The significance of training and development can be explained as follows:

Improving quality of workforce

Training and development programs can help in improving the quality of work produced by the workforce of organization. Mostly, training is given in a specific area like finance, marketing or HR, which helps in improving the quality of work in that particular area.

*The name of the company has been disguised to maintain confidentiality.

Enhance Employee Growth

By attending these training and development programs, employees master their jobs and that's how they develop and grow themselves in a professional way.

Prevents Obsolescence

These programs help employees to keep themselves up to date with the new trends in latest technology, which reduces the chances of termination of the job.

Assisting New Employees

These programs help new employees to adjust themselves in a new working environment, culture and technology. They feel at home in the organization.

Bridging the Gap Between Planning and Implementation

It helps organizations to easily achieve their targets and goals what they actually planned for. Employees know their job better and they deliver the quality performance according to needs of top management. That is why organizations can easily implement their plans.

Health and Safety Measures

Training and development program clearly identifies and teaches employees about the different risk involved in their job, the different problems that can arise and how to prevent such problems. This helps to improve the health and safety measures in the company.

Research Objective

The present research aimed to find out the current status of training and development in Software Boutique Company and 5 other companies (Company A, B, C, D,& E)** in the same sector.
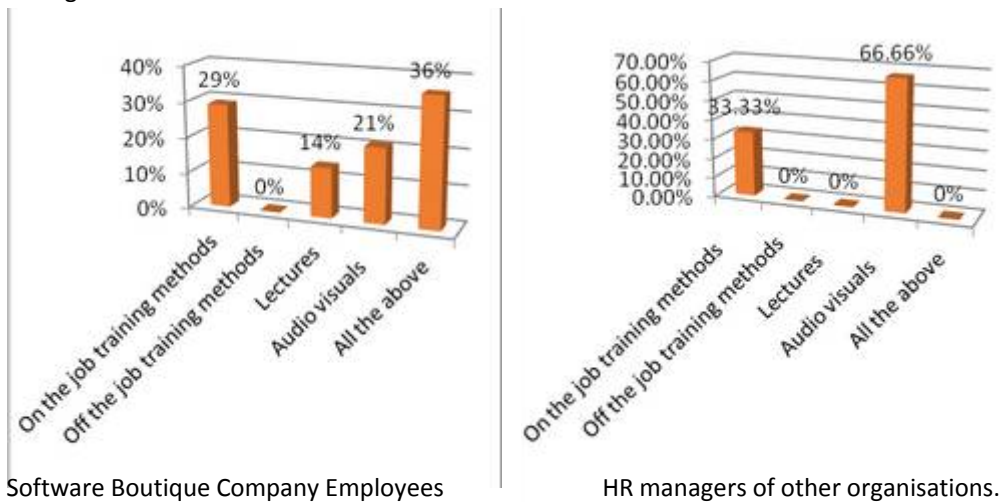
Research Design

The following approach was adopted while designing the research:

A questionnaire was designed and administered to gain comprehensive knowledge on the attitude of the respondents about various aspects of the training & development process. The questionnaire was provided to all the employees at Software Boutique as well as HR managers of other organisations.
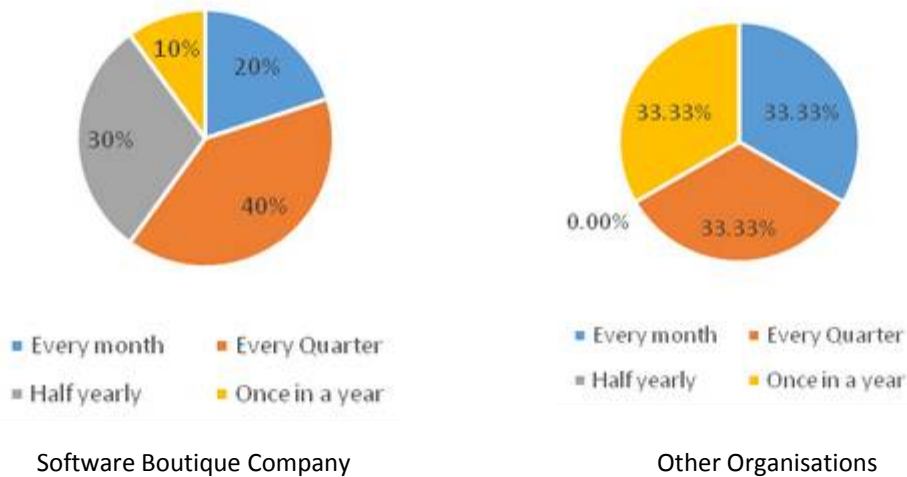
The questionnaire used has been attached as the Annexure I.

Key Findings of the Survey

As depicted in graph 1, When asked regarding the most preferred training method the employees at Software Boutique Company had a mixed response with majority giving preference to all the mentioned options and on the job training method i.e. 36% & 29% respectively. 21% preferred audio visuals as a method for the process of training. Instead it can be seen that the majority of respondents i.e. 66.66% from other organisations gave preference to audio visuals and minority i.e. 33.33% to on the job but none are in support of either lectures or off-the-job training method.
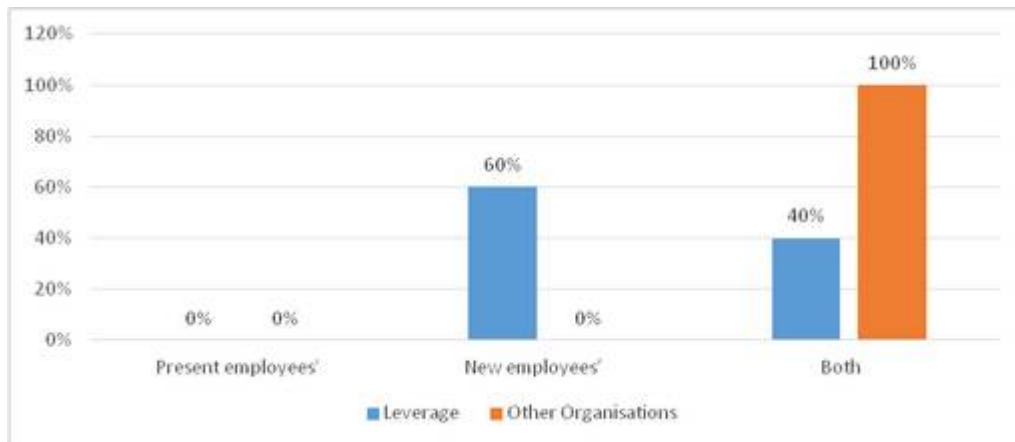

Software Boutique Company Employees   HR managers of other organisations.

Graph 1: Preferred Training Methods

Software Boutique Company   Other Organisations
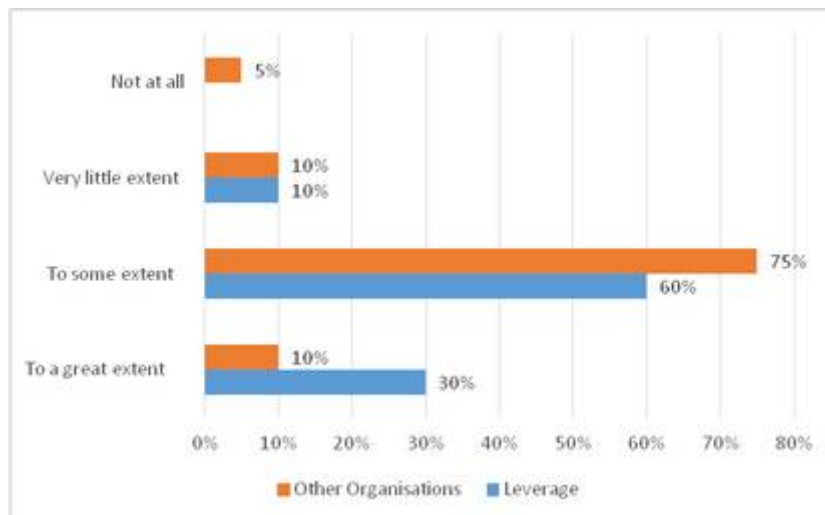
Graph 2: Frequency of Training Program

From the graph 2, it can be interpreted that a large number of employees at Software Boutique Company i.e. 40% prefer to conduct training program every quarter followed by half yearly, every month and once in a year. Whereas there can be seen equal proportion of responses from other organisations to every month, every quarter and once in a year i.e. 33.33%, also 0% for half yearly.
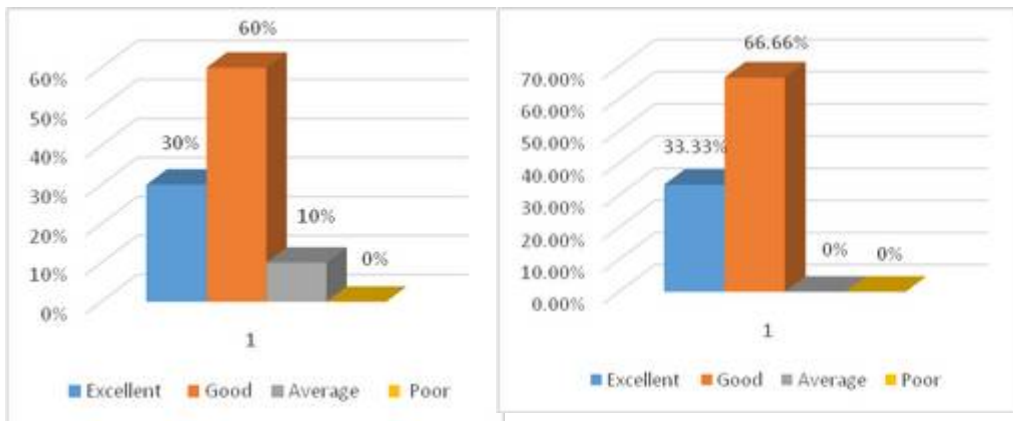

Graph 3: Training should be for Present or New Employees

As depicted in graph 3, it can be very well interpreted that majority of the employees consider training should be given to only new employees. None thought that it should be given to present employees at Software Boutique Company. On the other hand, 100% respondents of other organisations are in an opinion of organising training for both, present as well as new employees.

Graph 4: Training for career development

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From the graph 4, it can be interpreted that majority of respondents both from Software Boutique Company and other organisations consider that training helps in career development to some extent. 10% respondents consider that it helps in developing career to very little extent. The percentage of respondents who consider it to be helpful to a very great extent is 30% and 10% by company employees and other organisations respectively.

Software Boutique Company   Other Organisations

Graph 5: Opinion on Training Program

As shown in graph 5, respondents were asked to rate their opinion about the training program conducted in their organisations as excellent, good, average & poor. Majority rated the training programs as either excellent or good which altogether comes to 90% of the total employees working in Software Boutique Company and only 10% rated as average. On the other hand it can be seen that percentage of responses considering training program excellent and good in other organisations is 33.33% and 66.66% respectively.

Recommendations

On the basis of the survey conducted, following recommendations have been made to the Software Boutique Company :

● It can be suggested that as per the employees preference, on the training program should be conducted and also lots of audio visuals should be used to make it more attracting and easy to be understood. According to them more or less all the personnel whether new comers or currently working should be given training to ensure the quality of work.

- For the success of the agenda of establishing performance as a culture to be practiced on a daily basis at company, it is very necessary to provide continuous coaching to the employees.

- To build up strong team dynamics among employees, it can be suggested that after a span of every 15 days, on Saturdays an hour should be devoted in organising a sort of informal meets, verbal motivation like word of appreciation should be used to keep the employees actuated to work with efficiency.

Limitations of the Study

- The employees might have been afraid to share their true feeling on the training process.

- The study was restricted only to HR managers for other organisations.

- Due to paucity of time many factors could not be covered for research and hence could not be elaborated in detail.

Reference

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Annexure

Questionnaire for need and importance of Training & Development

Name

 Age

1) What kind of training methods do you prefer?

    a) On the job training methods &

    b) Off the job training methods &

    c) Both &

2) Should the Organization provide training for present employees or new employees?

    a) Present employees &

    b) New employees' &

    c) Both &

3) According to you, what kind of training methods should the organization provide to train the employees?

    a) On the job training methods &

    b) Off the job training methods &

    c) Lectures &

    d) Audio visuals   &

    e) All the above &

4) How often the training programs should conduct in your organization?

    a) Every month &

    b) Every Quarter   &

    c) Half yearly &

    d) Once in a year &

5) Should training be done at all levels of organization on a continuous basis?

   a) Strongly agree &

   b) Agree &

   c) Disagree &

   d) Strongly disagree &

6) Will you be interested participating in training actively?

   a) Yes &

   b) No &

7) Training program helped to increase the productivity of both quality and quantity?

   a) Strongly agree &

   b) Agree &

   c) Disagree &

   d) Strongly disagree &

8) Does the training help you to upgrade soft skills like communication skills, leadership, team building etc.)?

   a) Strongly agree &

   b) Agree &

   c) Disagree &

   d) Strongly disagree &

9) Do you think that the training policy will help in your career development?

   a) Strongly agree &

   b) Agree &

   c) Disagree &

   d) Strongly disagree &

10) Are you able in implementing the learned skills in the days-to-day job after attending the training program?

    a) Strongly agree &

    b) Agree &

    c) Disagree &

    d) Strongly disagree &

11) Does the trainer collect the feedback from trainees after program is completed?

    a) Yes &

    b) No &

12) What is your opinion on the program conducted in your organization?

    a) Excellent &

    b) Good &

    c) Average &

    d) Poor &

13) Are there any suggestions for the improvement of the training program?