

e-Learning can close the productivity gap

Extract from the HR magazine:

£70 billion wasted on poor productivity

Poor productivity cost the UK £70 billion last year, according to research by Proudfoot Consulting. This is the equivalent of 36 lost days per worker per year. The survey of more than 800 senior executives in 19 countries found that over three years, UK companies recorded more unproductive labour time than any other region except Asia. Poor internal communication and inadequate supervision and planning were cited as prime causes of poor productivity.

Brightwave's comment

Productivity is affected by many factors. However UK organisations can make significant improvements through a more integrated approach to communication, learning and performance support. Not enough use is made of available technology to simplify access to the knowledge, skills, people and tools they need to do their job efficiently and effectively.

e-Learning and performance support tools can allow workers to be more in control of their time and to find answers to get the job done. The same materials can be used by managers and supervisory staff to guarantee a much higher consistency in the quality of communication with their teams.

The UK appears to be continuing its decline. We can help turn this around just by taking better advantage of the communication and design skills we have in abundance to improve the quality of communications and training across the board.

Call us on 01273 827676 or email us at enquiries@brightwave.co.uk to find out more about our corporate learning solutions and how we can help your business.