



## Communication Skills are Like Milk

Your budget is nonexistent. All discretionary expenses have been eliminated. Travel and training are axed for the remainder of the year.

In the current economic environment, companies are hunkering down, cutting anything and everything. While this approach makes sense for routine items like office supplies, color copies, and catering, employee development is not expendable. Communication skills are like milk—they expire.

Some companies are relying on internal departments to provide the services that vendors offer. But with resources already stretched to the limit, how can HR handle your request for just-in-time presentation skills training for the sales reps? Off-the-shelf seminars won't do the trick and employees can't be expected to go it alone.

Meanwhile presentations are still taking place, except now they are virtual because of the ban on travel. Employees who had hardly mastered in-person delivery are now struggling to communicate with a remote audience. Without new techniques, these presentations are nothing more than slideware with a soundtrack.

When you calculate the impact of a year's worth of stale or spoiled communication on your clients, can you afford not to invest in training?

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