



# IMPROVE YOUR TRAINING GAME TO GAIN EMPLOYEE ENGAGEMENT

**NSF INTERNATIONAL**

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### NSF International

Founded in 1944, our mission is to protect and improve global human health. Manufacturers, regulators and consumers look to us to develop public health standards and certifications that help protect food, water, consumer products and the environment. As an independent, accredited organization, we test, audit and certify products and systems as well as provide education and risk management.



TO DO

Finished X



Is training just one more thing  
to check off a list?

# Business Impact of Engaged Employees

Increase **employee**  
**performance** by



**40%**

Increase **customer**  
**satisfaction** rates by



**18%**

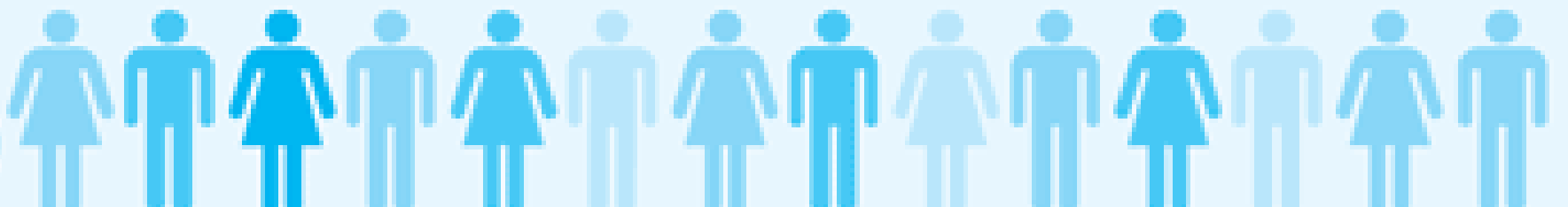
Multiply your  
**financial success**



**x4<sup>1</sup>/<sub>2</sub>**

Decrease **employee turnover** by

**14%**



**EMPLOYEE ENGAGEMENT IS THE  
EMOTIONAL COMMITMENT THAT  
AN EMPLOYEE HAS TO THE  
ORGANIZATION AND ITS GOALS.**

Kevin Kruse, Forbes Magazine

WHAT TO DO  
WHEN THERE IS  
NO  
ENGAGEMENT



# STEP ONE

Establish current behavior

## START WITH THE BASICS: IS IT A RESOURCE ISSUE?



**TRAINING IS NOT  
ALWAYS THE ANSWER**

If you have people to  
wash hands, have  
sinks easily  
accessible and model  
the behaviour.

# Are You Providing the *Right* Training?

90%

Of  
companies  
provide  
food  
handler  
training

11%

Of  
employees  
wash  
hands  
properly

20%

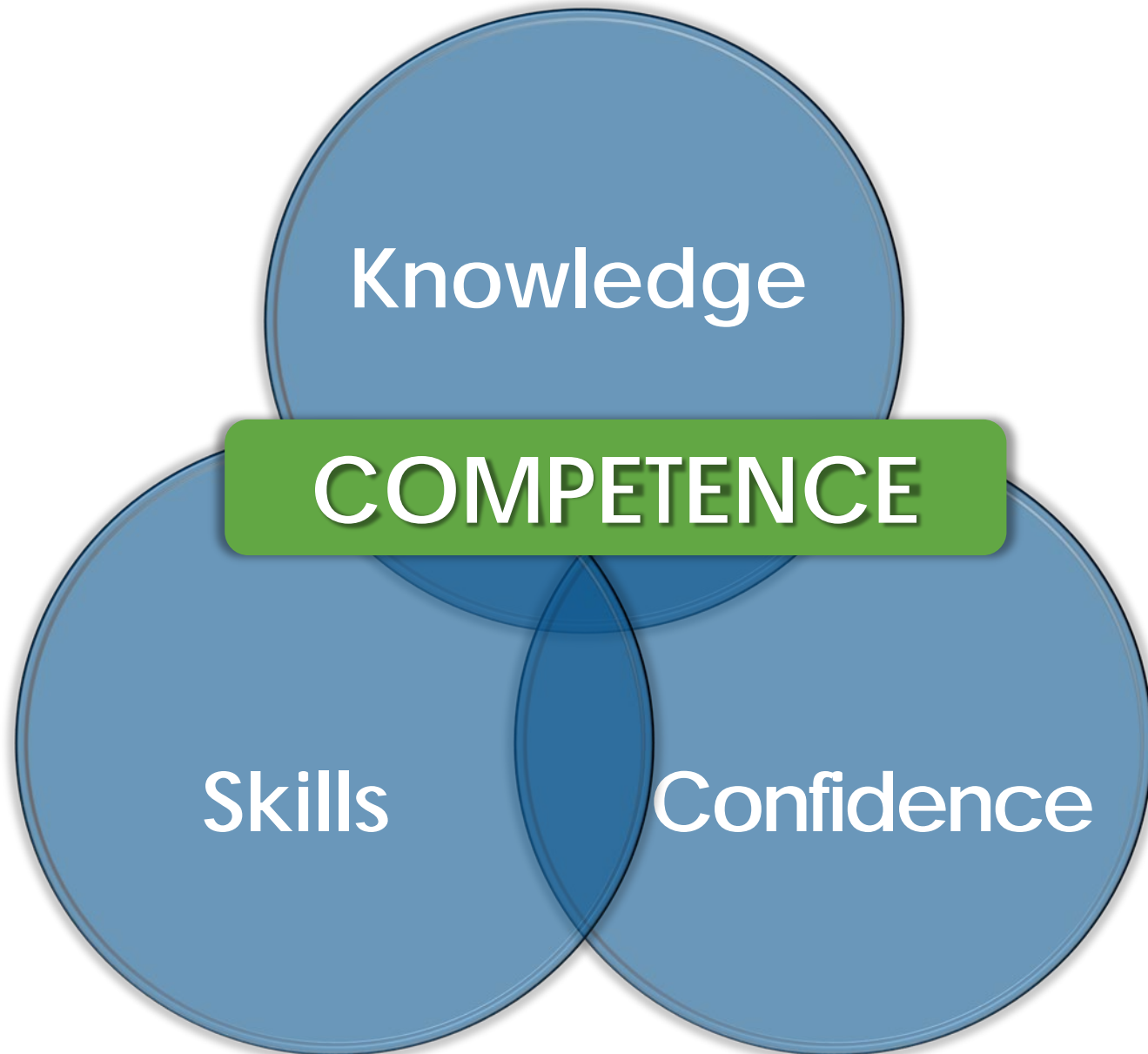
Of  
companies  
provide  
supervisor  
training

MANY EMPLOYEES DON'T DO  
WHAT THEY'RE SUPPOSED TO DO  
***BECAUSE THEY DON'T KNOW  
WHAT THEY'RE SUPPOSED TO DO.***

Poor performance due to lack of  
knowledge or skill



# KEYS TO MOTIVATION: COMPETENCE



The confidence to  
do the right thing

The confidence not  
to do the wrong  
thing

Confidence and  
misunderstanding

STEP TWO

Lead the Way



Make  
it  
personal



**Walk the talk**



# KEY TO MOTIVATION: CONNECTEDNESS

Encourage teamwork and shared goals





**OFF**

**ON**

Empower Workers

# STEP THREE

Respect Your Learners

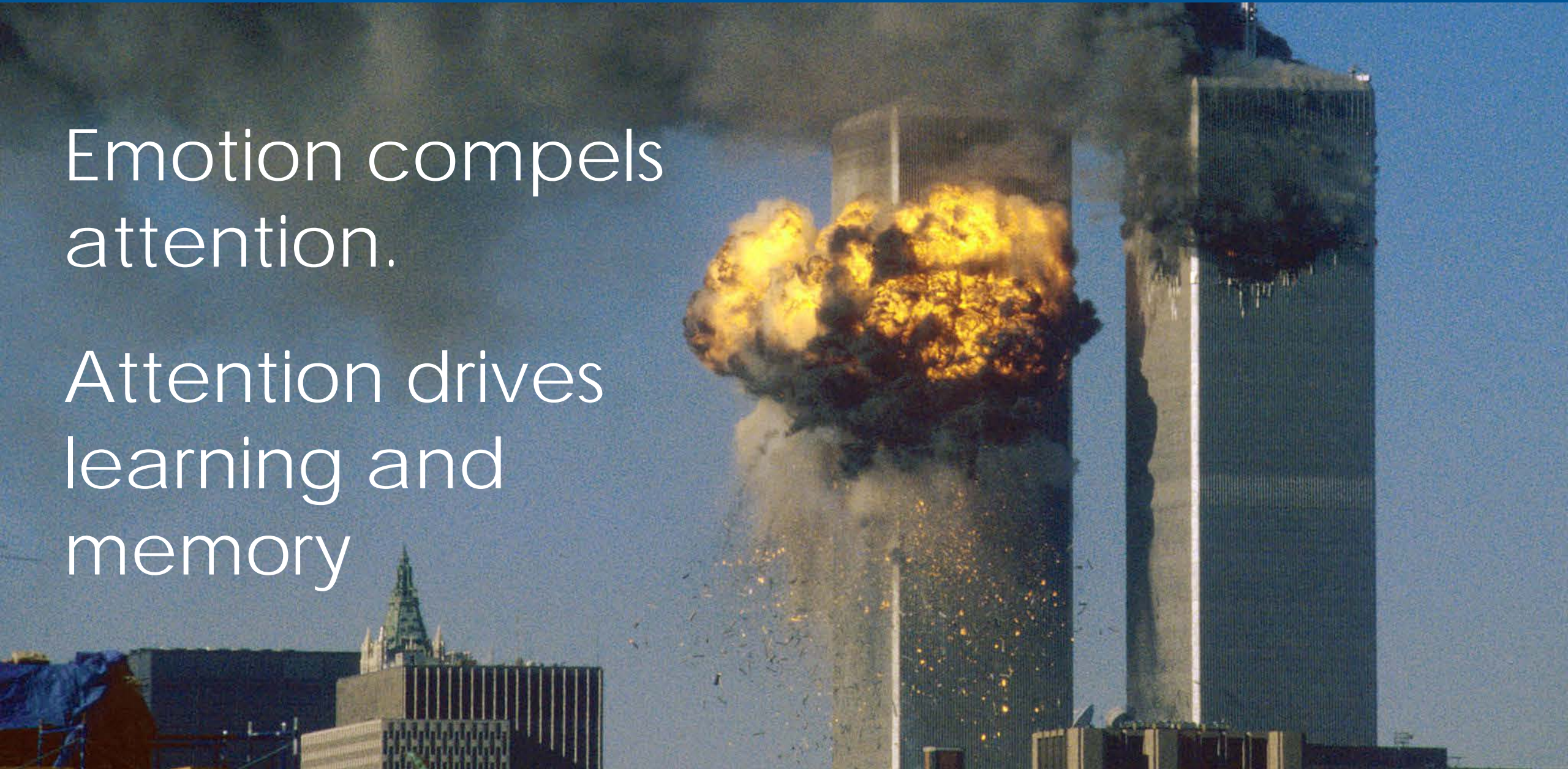
# DEATH BY POWERPOINT



# THE IMPORTANCE OF EMOTION

Emotion compels  
attention.

Attention drives  
learning and  
memory



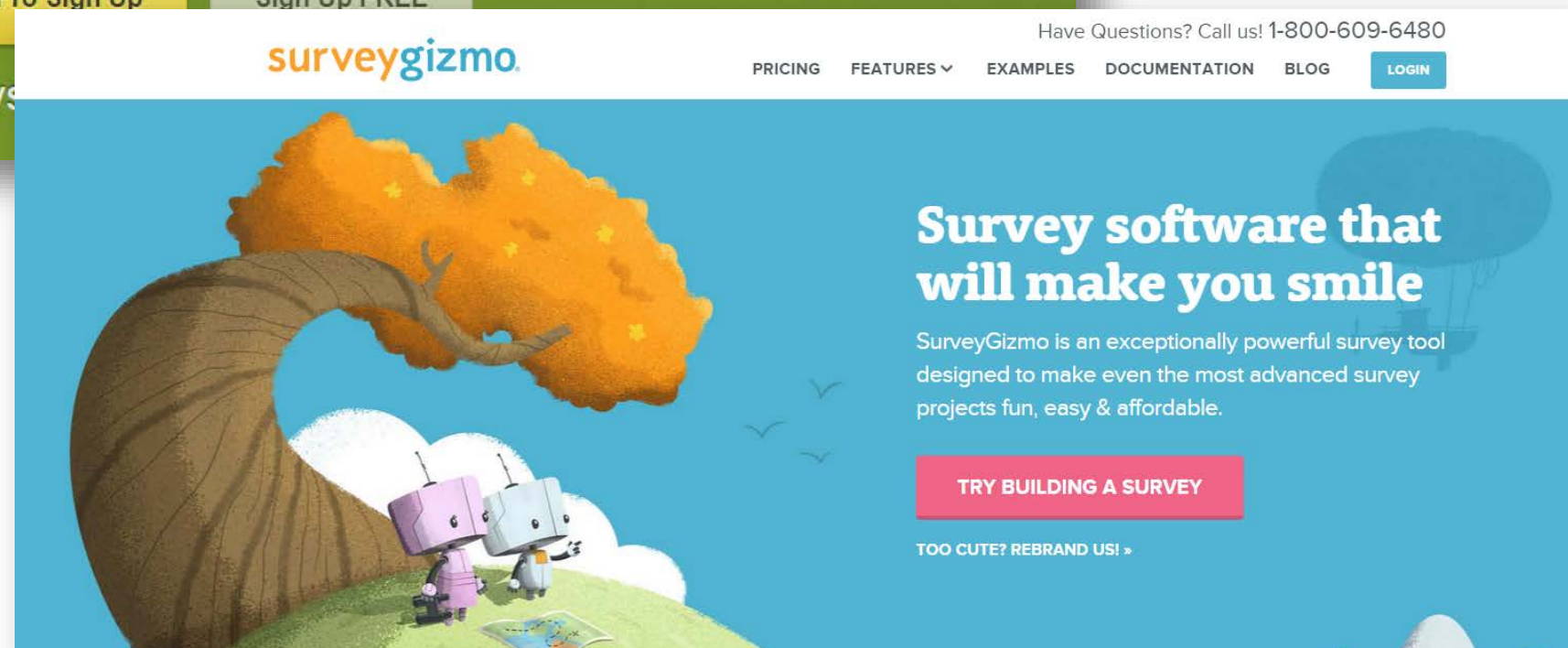
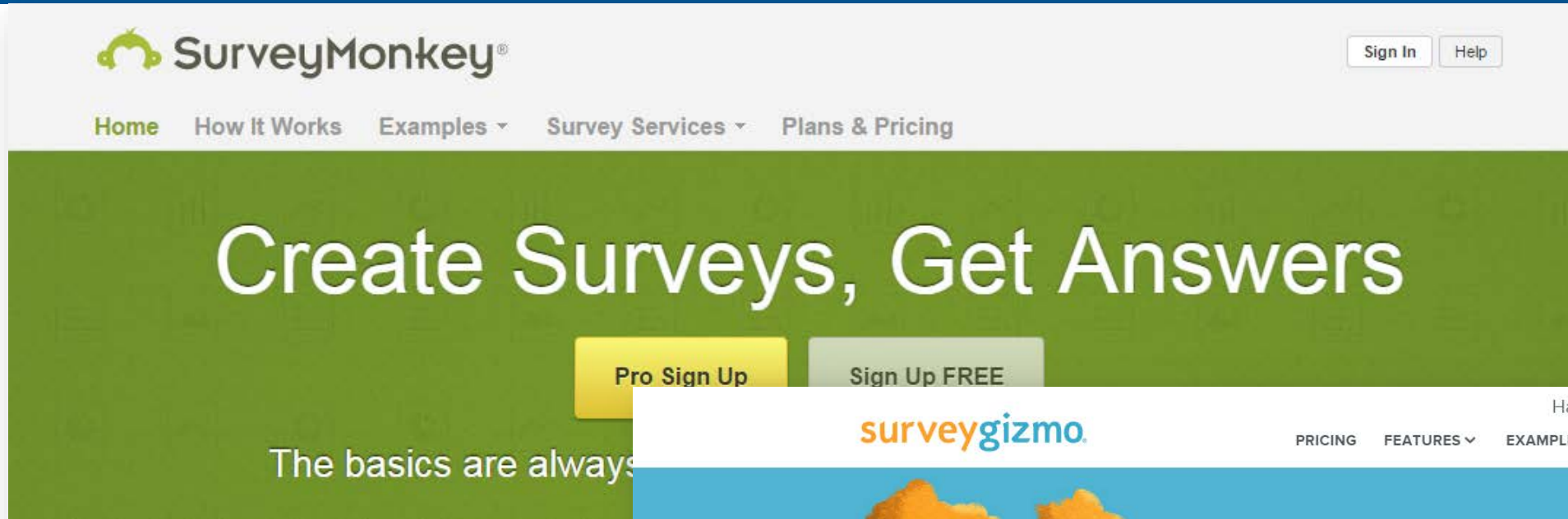
A white ceramic piggy bank is shown in profile, facing right. It has a large, rounded body, a small ear, a prominent snout, and a small tail. The piggy bank is set against a light blue background. Overlaid on the piggy bank is the text "Getting the Most Out of Your Training Dollar" in a white, serif font.

Getting the  
Most Out of  
Your Training  
Dollar



Align **training**  
needs to  
**business** needs.

# ONLINE SURVEY TOOLS





Set learning  
expectations  
**before** training  
begins.

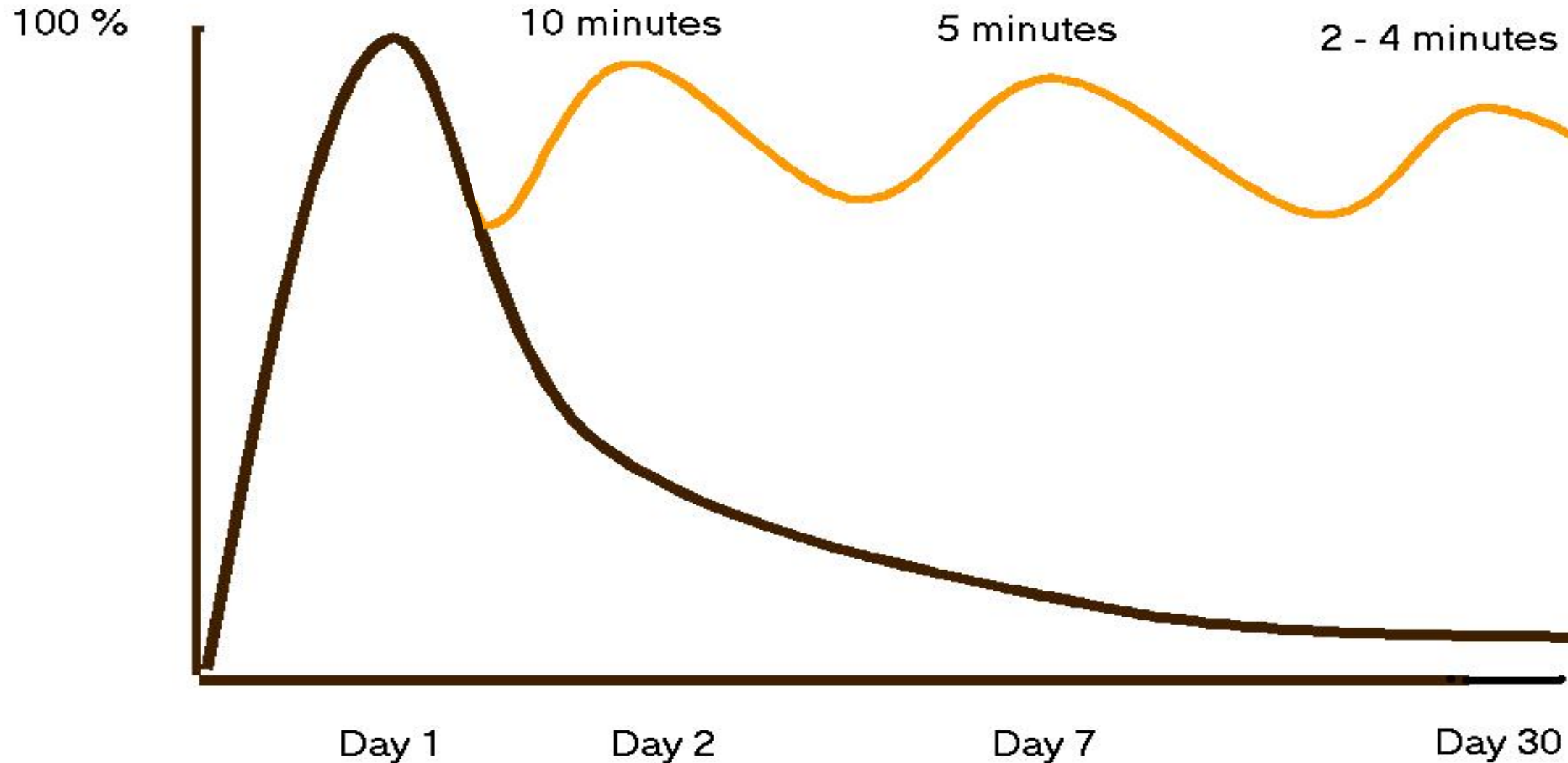


Commit to the  
training

4

Create  
opportunities for  
practice as  
**often as possible**  
after learning

# THE FORGETTING CURVE



# POSTERS, SYMBOLS AND SLOGANS

- >Keep them simple
- >Communicate the desired behavior
- >Place them where the desired behavior occurs
- >Change them often enough to prevent desensitizing



# BOOSTER LEARNING

- >Memory is biological
- >Forgetting is adaptive
- >Use it or lose it





Reward  
successful  
performance.

# TIE CONSEQUENCES TO GOALS



CARROT

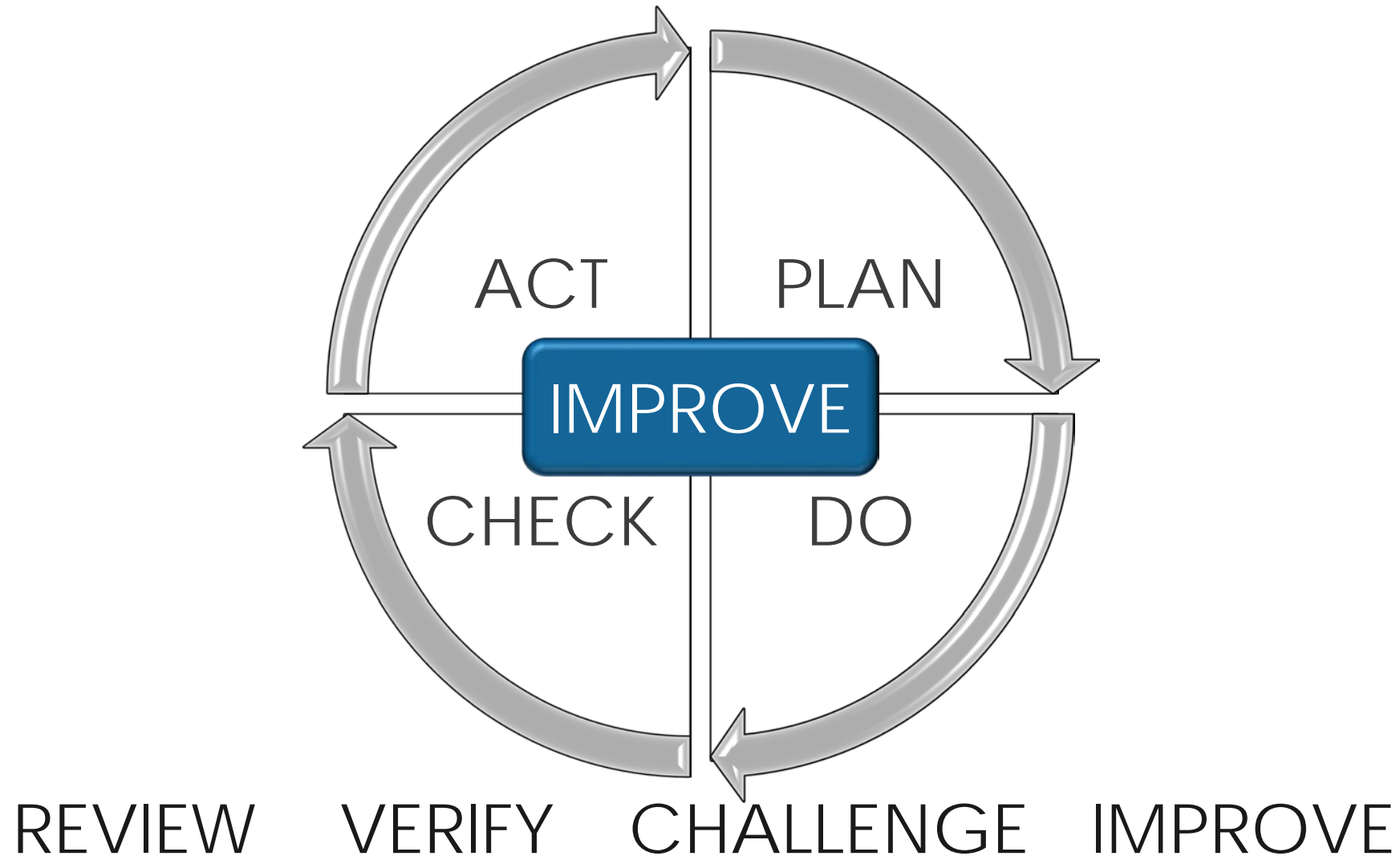
Positive  
reinforcement is  
better than  
negative by a  
ratio of 4:1

(Madsen and Madsen, 1974;  
Gostick and Elton, 2007)



STICK

## Continual Improvement





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