

Scotwork®

since 1975

# Powerful Results

Key Findings for Scotwork Course Participants

16.08x ROI within 3 months of completing the course



# Content

Investing... in Training?	3
Key Findings from Scotwork course participants	4
Improved performance	
Financial return	
Most valuable training activity	
Pace of the course	
Course materials of continuing value	
Content & teaching methods	
Enjoyment	
Comparison with other courses	
Personal benefits	
Key Findings from the Scotwork surveys of managers	7
Conclusions	8

# Investing... in Training?

Every year, industry and commerce spend billions of pounds, euros, dollars, and other currencies on management development. The overall results evidently produce better management performance - but how do you assess the contribution of any one element? How do you weigh up the relative benefits of competing courses in the same management discipline?

With other products and services, it is possible to measure objective criteria: response times, reliability, copies per minute.

Information-based topics can be assessed by a formal exam and pass rates can be compared, given a large enough sample. However, with a SKILLS course, the change in performance is much harder to measure. The measures are more subjective, there is no control group against which to gauge any improvement and the trainee has to have had the chance to use the skills in the workplace. Some of the benefits such as “improved use of time”, “improved confidence” are very difficult to measure. All training produces some measure of benefit to the participant, so how do we compare those benefits relative to other courses?

We believe that the SCOTWORK ADVANCING NEGOTIATING SKILLS course does produce a result which can be measured in financial terms.

We assessed the impact of the course as reported by the participants and then added a study of their line managers' opinions of the change in performance and finally we looked for other comparable research against which we could benchmark our results.

Over 36,000 participants and 10,000 of their managers have taken part in this survey. This report contains the results from 10,000 participants who attended the Scotwork course between June 2013 and June 2018 and 2,100 of their managers.



# Key Findings from Scotwork course participants

Courses provide an average **16.08 x ROI** within 3 months



## IMPROVED PERFORMANCE

**“Do you feel that your negotiating performance has improved as a result of the course?”**

After three months over 98% of participants said YES.

- 66% felt more in control of the negotiating process.
- Over 50% reported that they had improved in handling business conflict.
- 49% made fewer concessions and 30% gained more concessions when negotiating.

Massively impressed with the outputs. One of the metrics we are keen to measure aside from ROI is the relationship and how it had been impacted by our commercial discussions. Have to say we were very happy with both.

SYLVAIN MASSON

Program Manager Deal Desk, Facebook

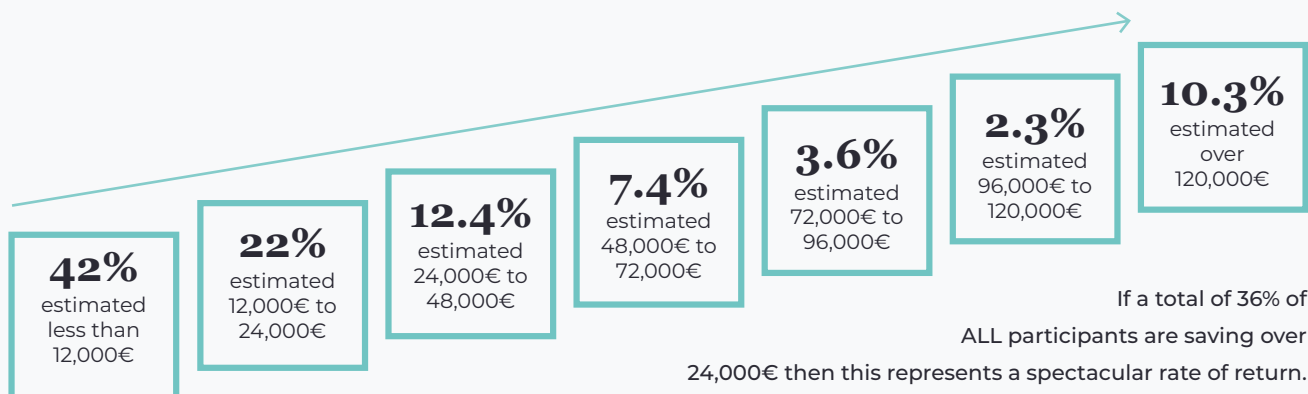
## FINANCIAL RETURN

**“Has your employer been able to gain benefit of at least 3,500€ in time or money as a result of your attendance on the course?”**

46% said YES, their employer had made a saving of at least 3,500€ and of these 20% claimed they had done it on the first negotiation after the course!

44% said they cannot measure the benefits to their employer in financial terms.

**“Can you estimate the total financial benefit over the last 3 months?”**





### **MOST VALUABLE TRAINING ACTIVITY**

Scotwork pioneered the use of video recorded case plays as a teaching method in the 1970s and participants felt that they learnt most from this one activity.



### **PACE OF THE COURSE**

The Scotwork course is run with great intensity; over 25 hours of learning packed into three days.

Over 83% scored Pace in the top two categories - Very Satisfactory and Quite Satisfactory.



### **COURSE MATERIALS OF CONTINUING VALUE**

An amazing 95% of participants are still referring to the course notes 3 months after the course!



### **CONTENT & TEACHING METHODS**

94% scored Content and Teaching Methods in the top two categories.



### **ENJOYMENT**

92% scored Enjoyment in the top two categories.

Scotwork has always believed that learning can be fun.

# Comparison with other courses

“How did the SCOTWORK course compare with the BEST skill courses you have attended in the last 2 years?”

**95%**

said that the course was the best or equal best course that they had ever attended over the previous 2 years.



of participants would **RECOMMEND** Scotwork



had already done so!



would like to come back for more training



## PERSONAL BENEFITS

“What benefits, if any, have you personally received as a result of attending the course?”

The course teaches participants to UNDERSTAND the negotiating process, to RECOGNISE the skills which can be brought to bear in a negotiation and PRACTISE these skills in a non-threatening environment.

As a result:

**73%**

felt that their negotiations were More Satisfying

**70%**

of participants reported an improved level of Confidence

**38%**

had improved their interpersonal Relationships

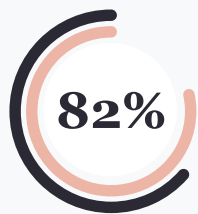
**22%**

felt their Career Prospects had been enhanced

Courses provide an average **16.08 x ROI** within 3 months

# Key Findings from the Scotwork survey for managers

So that is what you think - but what about your boss?



## Did the participants achieve the list of objectives?

The managers reported that, of the total number of their objectives, 82% were met in full.

Was the Training Investment Worthwhile?



## USEFUL SKILLS

96% said that they had seen the person trying to use the skills and 83% could identify specific instances where they did use the skills.

## INCREASING BENEFITS

52% of respondents said benefit gained from training increased over time. This could be explained by the fact that skills improve with practice.

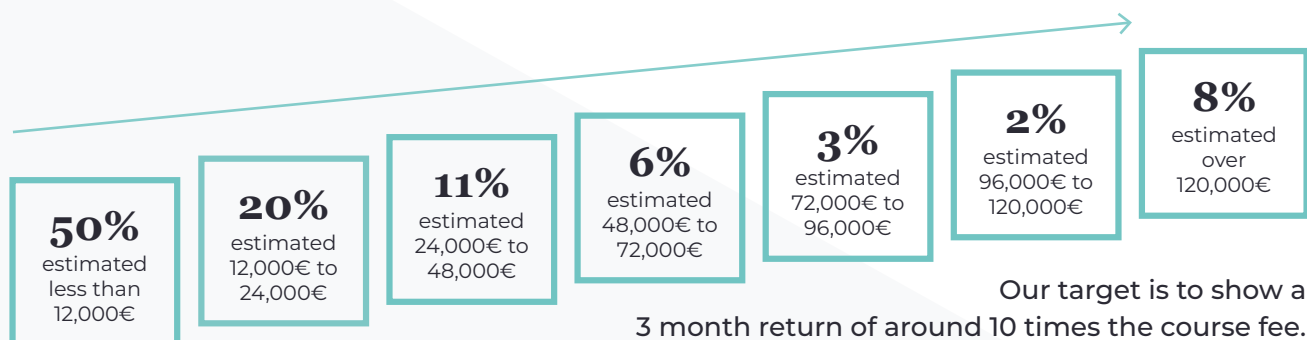
## HAS IT SAVED YOU MONEY?

### “Has it resulted in a benefit to the organisation of at least 3,500€?”

39% said YES although 54% could not measure the benefit in financial terms.

### “Can you estimate the total financial benefit over the last 3 months?”

988 of the managers responded and estimated a total benefit for each individual:



Our target is to show a 3 month return of around 10 times the course fee.

Courses provide an average **16.08 x ROI** within 3 months

# Conclusions

Our clients' positive reactions to the survey results—particularly as they relate to their own teams—demonstrate that this study provides a unique insight into the direct benefits of our Scotwork course.

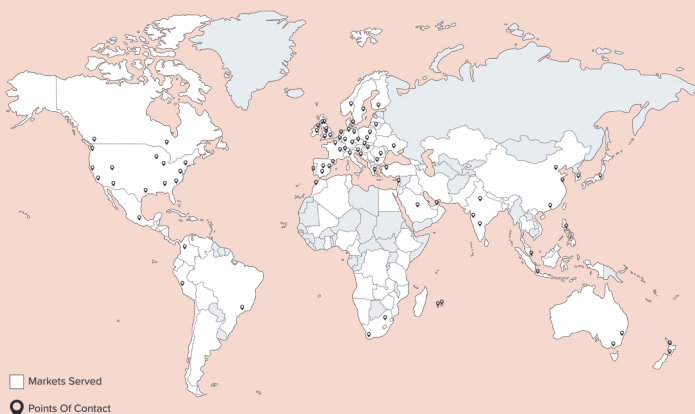
It is gratifying to see the improvement in the rate at which managers brief, debrief and follow through on training.

The SCOTWORK team studies these results and the feedback to the literal questions to identify areas where we can improve.

SCOTWORK is committed to continuing to develop the Advancing Negotiating Skills Course to ensure that we maintain our place as the market leader. We intend to carry on with the Participants' Questionnaire Survey to measure the effectiveness of our Advancing Negotiating Skills Training Course and to publish the results. We hope that this will continue to demonstrate to our clients that they are getting a good return on their investment.

## Transforming the way the world negotiates

Scotwork has coached hundreds of thousands of senior managers in 30 languages. We have grown into the world's number one independent negotiation consultancy, with offices in 50 countries. We work with organisations large and small across all sectors. After more than 50 years we are still giving people powerful skills that transform their lives, and handing businesses more successful futures.



Australia	Indonesia	Portugal
Belgium	Ireland	Reunion Island
Brazil	Italy	Romania
Bulgaria	Japan	Singapore
Canada	KSA	Slovakia
China	Kuwait	Slovenia
Colombia	Lithuania	South Africa
Croatia	Lebanon	South Korea
Czech Republic	Malaysia	Spain
Denmark	Mauritius	Sweden
Finland	Mexico	Switzerland
France	Morocco	Turkey
Germany	Netherlands	Ukraine
Greece	New Zealand	UAE
Hong Kong SAR	Norway	UK
Hungary	Philippines	USA
India	Poland	

Please contact us to find out more  
Email [info@scotwork.com](mailto:info@scotwork.com)

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