

# Effective Training Strategies for Information Communication Technology in Business Environments

**Nihal Bereket Bilgin Metin**

nihallbereket@gmail.com, bilgin.metin@boun.edu.tr

Bogazici University, Management and Information Systems Department

Hisar Campus, 34342 Bebek-Istanbul, Turkey

Tel:+90 212 359 77 71 Fax:+90 212 287 3297

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*Abstract: New and tehnologically advanced alternative channels have been created and people have moved to use them for educational purposes due to technological improvements. When these issues are regarded, there may be various possibe tactics such as training in a classroom environment together with interactive group activites, training in a web-based or computer-based platform, hard copy or web-based documentation, lastly physical reminders. We shall discuss their advantages and disadvantages.*

*Keywords: ICT; training; IT governace; web based learning, computer based learning*

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## 1 Introduction

Information Communication Technology (ICT) is the set of tools, applications and services to produce, store, disseminate and exchange of information.[1] It has been one of the key facilititors of globalization enabling world wide information flow, communication and exchange of ideas, information, products and people. With the aid of rapid advances in technology, people are always faced with faster and more powerful technological instruments that enable more efficiency gains, superior capabilities in all aspects of life and offer a fully networked globe. ICTs have also considerable and transformative impact on the way of doing business, market and organizations since they make changes in the channels, methods and tools used on various aspects of business by bringing new and technologically improved grounds for such issues like communication, knowledge sharing or learning or colloborative work methods. Thus, within the atmosphere of global market organizations needs to comply with technology and to handle it so as to improve their performance. In order to embrace with ICT for a firm, one of the

most crucial steps is training employees who will use ICT, since training is an important factor that brings success to any organization and given mainly for the purposes of familiarizing new candidates of the firm or updating and enhancing the knowledge of existing employees [2-7]. Therefore, employees can get the necessary abilities to assist in the accomplishment of organizational objectives. In this sense, training can also educate workers about effective use of ICTs as a key enabler of a profitable and productive firm.

## **2. Various Training Methods**

Firms may follow different training methods depending on the nature of the topic planned to be given to employees. The nature of topic may need both different course frequency and different frequency of content changes. In addition, the course contents may have a varied level of difficulty. Lastly, the size and geographical distribution of the audience is another criteria that may have an impact on the topic given. Thus, it seems that while training employees, the way the training is given should be taken into consideration in order to get the most out of it. When these kind of issues are regarded, there may be various tactics such as training in a classroom environment complemented with interactive group activities, training in a web-based or computer-based platform, hard copy or web-based documentation, and, finally, physical reminders.

When it comes to illustrate these training strategies about business continuity related topics, each of them should be explained in terms of the features of the concerned topic. For example, for a topic with the purpose of training, when the course frequency is low but the contents change rapidly and have a high level of complexity a small concentrated audience, the method of training in a traditional classroom environment may be the most beneficial strategy. Most businesses do not work in just one place or office, which means that there may be branches or offices in distinctive areas. Furthermore, employees working in separate offices may need the same training. Within this kind of situation, if the number of employees to be trained is small and their offices are close to each other and the nature of topic is like described above, the most effective method would be bringing them together and making a conference or seminar. In addition, in case of training new employees, orientation may be also an example of this kind of method.

When the content is tougher, but the other criteria remain the same, training can be done through interactive grouping. This will be also a kind of education in class and enable the ability to interact with both the instructor and other trainees and ask questions. Although getting employees together for training period and possible expenses because of travel, lodging or per diem seem negative sides of these tactics, these may be positive alternatives when the overall cost and benefits are considered.

Thanks to technological improvements, new and technologically advanced alternative channels have been created and people have moved to use them for educational purposes. One of these channels is, of course, web-based live education. This way of training is mostly preferable when the content of training topic is really hard, frequency of courses is low but frequency of content change is high. However, distinctive reasons for not to using training in a class environment but to use web-based environment depends on the size of target group and geographical distribution criteria. If the number of people that will be trained is so small and their offices are far from each other, the target group is distributed, and a possible and influential strategy would be web-based live training. To illustrate this, online awareness courses on the intranet, surveys and updates can be such examples of use of web-based training. For the reason of limited time for training, this method will provide a great advantage on use of time efficiently, since employees do not need to go somewhere or wait for training. With the help of the intranet used by firms and their branches, including offices in different areas, employees can get the required training easily without any effort. In addition, through the use of the intranet, surveys and updates related with the firms themselves, business they act in or technological advances or adoptions can be given with the least endeavor.

Another training method mostly driven by technology is self-directed computer-based training. It also offers availability any place and any time for trainees and there is no need for an instructor. Furthermore, the use of this method may be perceived as a convenience for training new hires. However, its development cost may be high and it requires a self-motivated and single-mindedly learning style to be effective.

When it comes to training through documentation, both hard copy and web-based would be possible and remarkable strategies when the content of course is not so difficult but detailed and frequency of course is high and lastly distributed target group. However, which should be chosen depends on the other criterion of frequency of content change. If that is high, web-based documentation may be used; otherwise hard copy documentation may be more useful. To illustrate, user guides can be a web-based document so it can be accessible by everybody various offices.

Finally, physical reminders can be used for simpler contents, large audiences that may be distributed and when frequency of training is high but frequency of content change is low. For example, magnets, reminder posters, wallet cards and stickers may be alternatives in order to remind and create awareness on some important phone numbers in urgent situations or updates and any information that employees need to keep in their minds.

## **Conclusions**

In order to embrace ICT for a firm, one of the most crucial steps is to train of employees who will use the required ICT since training is an important factor that

may bring success to any organization and given mainly for the purposes of familiarizing the new candidates of the firm or updating and enhancing the knowledge of existing employees. In this sense, training can also educate workers about effective use and combine of ICTs that is key enabler for a profitable and productive firm.

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