



# EDUCATION VS TRAINING: WHAT IS THE DIFFERENCE?

## EDUCATION IS WHAT REMAINS WHEN THE TRAINING HAS BEEN FORGOTTEN

We all know your products are only as good as the people involved in making them. It goes without saying that how you educate your people is vital to your success. At NSF, we talk about education, not training. For us they mean two very different things: You educate your children and train your pets. Of

concern to us is that many companies still resort to traditional (in some cases, tick-box) training methods – rather than educating staff at all levels for lasting improvement. For us, understanding the WHY is critical in performing any task/making any decision.

### SOME STARTLING FACTS ABOUT TRADITIONAL TRAINING:

- > Most pharma companies still use the traditional approach to training where participants sit in a classroom looking at PowerPoints, listening to the course presenter. Although quick and easy, this traditional approach can be very ineffective – its success depends totally on having experienced, savvy, knowledgeable tutors. Without such tutors it does not improve understanding and does little in changing behavior. In fact, most participants forget almost 90 percent of the subject matter within 24 hours of leaving the classroom. This tick-box approach to training also creates an alarming false sense of security. You think your people understand what they have to do and can apply this knowledge in the workplace... when they can't
- > Did you realize that most of us use only 7 percent of our intellectual capability? The worrying thing is that the figure is actually falling as schools and universities resort to cramming more facts into young brains, rather than teaching them how to think. Most companies have simply not tapped into the intellectual capability of their workforce, and yet their future depends upon it. In many organizations at all job levels the level of "what you don't know" impacts directly upon the decisions made. Remember – you don't know what you don't know! Firms often talk about people being their biggest asset – but do they back this up with actions to ensure a well educated workforce?
- > Most people have a maximum attention span of 20-30 minutes. If traditional training sessions extend beyond this without a break or change of activity, you may as well not bother, as most people have switched off by then
- > All learning is state dependent. If participants are not in the mood for learning, they will not learn anything. The right environment needs to be created – keep participants free from the routine daily distractions and work related interruptions – do not disturb!
- > Everyone has a preferred learning style. Unless education methods match individuals' learning styles, nothing will sink in and behaviors will remain unchanged. A variety of styles may be needed to engage a group
- > For any training to be effective, it must be personal and relevant to those involved. There is no such thing as a one-size-fits-all approach
- > Good education and training can seem expensive – but getting things wrong, as we see daily in our industry, can be far more expensive – the cost of poor quality/poor decisions, the risk of regulatory actions, the reputational damage... and worst of all – the potential impact on our patients. As the old saying goes... 'If you think education is expensive, try ignorance'.

## MOVING FROM TRAINING TO EDUCATION: HOW WE CAN HELP

We are developing a 'From Trainers to Educators' workshop. Our objective is simple: to turn your trainers into effective educators by giving them the skills and competencies to change behaviors and improve performance in the workplace.

### WHAT WE COVER

- > How adults learn and how to use this information to design "brain-friendly" sessions that change behaviors and improve performance
- > How to ditch "death by PowerPoint" to make sessions more interactive, fun and engaging. After all, effective learning is an active process, not a spectator sport
- > How to take education out of the classroom and into the workplace
- > How to apply rapid learning techniques so that you can cover more in less time, and change behaviors

### HOW WE TEACH: OUR EDUCATION PHILOSOPHY

- > We focus on explaining the why to underpin the how. Understanding the consequences for getting it wrong builds problem-solving skills and encourages personal ownership of activities and behaviors
- > We break down information into manageable sections, take breaks and switch between activities to keep people interested



- > We encourage people to stay focused on learning by maintaining high levels of interaction by using customized case studies and problem solving exercises. Only by practicing new tools and techniques can behaviors change
- > Our courses appeal to every learning style including kinesthetic, auditory and visual

During this workshop, you will actually design education programs that you can then roll out across your company.

These workshops are customized to meet your exact needs and requirements to ensure that you have the educated workforce upon which your future depends. If you would like more information on how to transform your trainers into educators, please call us.

For more information, contact [pharmamail@nsf.org](mailto:pharmamail@nsf.org) or visit [www.nsfpharmabiotech.org](http://www.nsfpharmabiotech.org)

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Cite as: NSF International. June 2017. Education vs Training: What Is the Difference? NSF: York, UK.

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