



Reader says workforce training widely available

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As has been recently noted in several Daily News articles, workforce development is essential for sustained economic prosperity.

But it always amazes me when I hear someone lamenting the supposed shortage of qualified training providers in this region, especially when nothing could be further from the truth.

Western Kentucky University and Southcentral Kentucky Community and Technical College both have robust training and development programs completely capable of meeting all the needs of business and industry in this area.

In order to be competitive in a global economy, companies need employees who have three bases covered. First, they need to be technically competent; i.e., they need to be able to do the jobs they were hired to do. Technology drives everything these days; companies can either embrace constant innovation – and train for it – or they will go out of business.

Second, employees need well-developed human relations skills – they need to be able to get along with each other and their employers. The ability to communicate and resolve conflicts in a timely and efficient manner is as essential to success as technical skills.

Finally, employees need to be passionate about their work. The desire to do a good job and get along with everyone involved in providing a product or service is the key to a thriving enterprise. Good leadership inspires motivation and without motivation ability is irrelevant.

Continuous improvement requires continuous training. Companies that budget the resources necessary to cover all three bases will continue to be profitable and see their market shares increase exponentially. Conversely, most companies that refuse to invest in their workforce will not be around in the next decade.

WKU and SKYCTC have cadres of highly talented, knowledgeable trainers fully capable of significantly enhancing the bottom line.

There is no “training shortage” in this region.

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