

## Getting the Brains for Business Success

*“An investment in knowledge pays the best interest” –Benjamin Franklin*

Imagine the mind as a fluid entity with every thought causes a stir and new found knowledge adds more depth. Now imagine it fixated on the same thoughts and stagnant with no new education flowing in. In time, if kept that way, the mind becomes a hoarder of outdated ideas and stale methodologies.

Let us put that stagnant mind in businessmen and employees. The impact of such cognizance could directly affect how the company will be in the future, that is if it survives the present business paradigm of “change or die” long enough. For any company to be successful for in the long haul, the ones running it need to have fresh ideas and extensive knowledge, and a way for that to happen is through constant learning.

For some, formal education stops as soon as the diploma has been awarded. They live off of what they know and self-educate themselves through articles and online videos, and then let experience reward or punish them accordingly. As this may work for some, this approach has a major hindsight: the research is based on what you think you should know. In contrast to getting formal and quality training, you absorb knowledge based on the accumulated insights and experience of those who have paved the path that you want to travel on.

Here are more ways on how receiving proper training can help you:

**Learn new ways to do things from experts** – Be on the know on new methodologies. Processes are progressively being remade to keep up with today’s innovations. The new ways are usually more efficient and has lower costs.

**Exposes your weaknesses** – Discover the areas you are having difficulties in through subjects that find hard to understand. Through training, you can find ways to cope or overcome your weak points.

**Breeds new ideas** - Come up with your own plan on how to do things better in your business. With new insights from your trainer or colleagues, you can come up with ways to improve your services and products.

**Keeps you young** – Ward off brain rots by keeping your mind active. Through mental exercises and challenges, the mind stays sharp, healthy and focused.

**Be more self-assured** – Boost confidence levels by accumulating knowledge. By learning how to perform tasks better, your trust in yourself becomes more certain.

**Adds more value to you** – Become more of an asset to the business by being “the guy who knows how to do things better.” Besides from training gives you more credentials, it also makes you more valuable – both in your contribution to the company and compensations.

The importance of proper training is usually shunned because of the costs and the time it consumes. Then again, as the saying goes, nothing worthwhile comes easy. Getting proper training is an investment worth undertaking for it simply expands the mind to make room for success.