

Chapter 02 Strategic Training

Student: _____

1. Which of the following is true about a learning organization?
 - A.
 - B.
 - C.
 - D.
2. The strategic training and development process begins with:
 - A.
 - B.
 - C.
 - D.
3. The final step of the strategic training and development process involves:
 - A.
 - B.
 - C.
 - D.
4. _____ typically includes information on the customers served, why the company exists, what the company does, the value received by the customers, and the technology used.
 - A.
 - B.
 - C.
 - D.

5. A SWOT analysis is typically conducted in the _____ step of the strategic training and development process.
- A.
B.
C.
D.
6. _____ involves examining a company's operating environment to identify opportunities and threats.
- A.
B.
C.
D.
7. Which of the following is true with regard to SWOT analysis?
- A.
B.
C.
D.
8. Business-level outcomes chosen to measure the overall value of training or learning initiatives are referred to as _____.
- A.
B.
C.
D.
9. The _____ considers four different perspectives: customer, internal, innovation and learning, and financial.
- A.
B.
C.
D.

10. Which of the following is true of roles of managers?
- A.
 - B.
 - C.
 - D.
11. As a marketing agent, the CEO of a company is responsible for:
- A.
 - B.
 - C.
 - D.
12. _____ refers to the company's decisions regarding where to find employees, how to select them, and the desired mix of employee skills and statuses.
- A.
 - B.
 - C.
 - D.
13. Companies that emphasize innovation and creativity are labeled as _____.
- A.
 - B.
 - C.
 - D.
14. In _____, financial and other resources are not available for development so companies tend to rely on hiring talent from the external labor market.
- A.
 - B.
 - C.
 - D.

15. Uniqueness refers to:
- A.
 - B.
 - C.
 - D.
16. Job-based employees are characterized by:
- A.
 - B.
 - C.
 - D.
17. Which of the following positions is characterized by high value and low uniqueness?
- A.
 - B.
 - C.
 - D.
18. Companies adopting the _____ strategy need to train employees in job-search skills and to focus on cross-training remaining employees.
- A.
 - B.
 - C.
 - D.
19. A(n) _____ strategy focuses on new market and product development, innovation, and joint ventures.
- A.
 - B.
 - C.
 - D.

20. Development of organizational culture that values creative thinking and analysis is typically the training implication of the _____ strategy.
- A.
 - B.
 - C.
 - D.
21. Which of the following is true of centralized training?
- A.
 - B.
 - C.
 - D.
22. Which of the following is true of the corporate university model?
- A.
 - B.
 - C.
 - D.
23. Which of the following is true of the business-embedded (BE) model?
- A.
 - B.
 - C.
 - D.

24. Seth Mason, a product manager working in a manufacturing firm, is highly anxious about change. When the top management of Mason's firm made it mandatory for all product managers to undergo a series of skills trainings, he told his superior that he would be uncomfortable with the process. He added that he was certain of not being able to cope with the new developments. In this instance, Seth Mason is demonstrating _____.
- A.
 - B.
 - C.
 - D.
25. _____ relates change to managers' and employees' ability to obtain and distribute valuable resources such as data, information, or money.
- A.
 - B.
 - C.
 - D.
26. GreenTel, a telecom giant, has been using the service of Orpheus Inc. for training its employees. According to a deal signed by the two companies, Orpheus Inc. is not only responsible for training GreenTel's employees but also for providing comprehensive administrative services to the telecom giant. In this instance, GreenTel engages in _____.
- A.
 - B.
 - C.
 - D.
27. Learning organizations emphasize that learning occurs not only at the individual employee level but also at the group and organizational levels.
- True False

28. In learning organizations, there is an understanding that failure provides important information.
- True False
29. Tacit knowledge developed through experience and shared through interactions between employees is easy to imitate.
- True False
30. Companies need to restrict learning to classrooms in order to competently help employees acquire knowledge and skills.
- True False
31. Internal analysis involves examining the operating environment to identify opportunities and threats.
- True False
32. The strategic training and development initiatives vary by company depending on a company's industry, goals, resources, and capabilities.
- True False
33. The process of identifying and collecting metrics is unrelated to training evaluation.
- True False
34. Emphasis on the creation of intellectual capital and the movement toward high-performance work systems using teams has resulted in employees performing many roles once reserved for management.
- True False
35. Skill-based pay systems base employees' pay rates on what skills they are using for their current jobs rather than the number of skills they are competent in.
- True False
36. The CEO of a company is responsible for setting a clear direction for learning.
- True False

37. Line managers spend lesser time managing individual performance and developing employees than midlevel managers or executives do.
- True False
38. In highly integrated businesses, training is likely to include rotating employees between jobs in different businesses.
- True False
39. For companies in an unstable or recessionary business environment, training programs focus more on correcting skill deficiencies rather than preparing staff for new assignments.
- True False
40. Companies that adopt state-of-the-art HRM practices that contribute to business strategy tend to demonstrate no higher level of performance than firms that do not.
- True False
41. Uniqueness refers to employee potential to improve company effectiveness and efficiency.
- True False
42. Job-based employees are likely to receive less training than knowledge-based employees.
- True False
43. Companies must always avoid involving unions in retraining and productivity-improvement efforts.
- True False
44. A centralized training function not only hampers the streamlining of processes but also denies the company a cost advantage in purchasing training from vendors and consultants.
- True False
45. Business process reengineering refers to the outsourcing of any business process, such as HRM, production, or training.
- True False

46. Outsourcing allows a company to focus better on its business strategy by saving both cost and time.

True False

47. Describe the key features of a learning organization.

48. Define balanced scorecard. What are the four perspectives it considers? Provide examples of metrics used to measure them.

49. List the various roles and responsibilities of a CEO.

50. Briefly describe the process of creating a corporate university.

51. What is internal marketing? List some successful internal marketing tactics.

Chapter 02 Strategic Training **Key**

1. Which of the following is true about a learning organization?

- A.
- B.
- C.**
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #1*

2. The strategic training and development process begins with:

- A.
- B.**
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #2*

3. The final step of the strategic training and development process involves:

- A.
- B.
- C.**
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #3*

4. _____ typically includes information on the customers served, why the company exists, what the company does, the value received by the customers, and the technology used.

- A.
- B.
- C.**
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #4*

5. A SWOT analysis is typically conducted in the _____ step of the strategic training and development process.

- A.
- B.
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #5*

6. _____ involves examining a company's operating environment to identify opportunities and threats.

- A.
- B.
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #6*

7. Which of the following is true with regard to SWOT analysis?

- A.
- B.
- C.
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #7*

8. Business-level outcomes chosen to measure the overall value of training or learning initiatives are referred to as _____.

- A.
- B.
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #8*

9. The _____ considers four different perspectives: customer, internal, innovation and learning, and financial.
- A.
B.
C.
D.
- Difficulty Level: 1 Easy
Noe - Chapter 02 #9*
10. Which of the following is true of roles of managers?
- A.
B.
C.
D.
- Difficulty Level: 2 Medium
Noe - Chapter 02 #10*
11. As a marketing agent, the CEO of a company is responsible for:
- A.**
B.
C.
D.
- Difficulty Level: 2 Medium
Noe - Chapter 02 #11*
12. _____ refers to the company's decisions regarding where to find employees, how to select them, and the desired mix of employee skills and statuses.
- A.
B.
C.
D.
- Difficulty Level: 1 Easy
Noe - Chapter 02 #12*

13. Companies that emphasize innovation and creativity are labeled as _____.

- A.
- B.
- C.
- D.**

*Difficulty Level: 1 Easy
Noe - Chapter 02 #13*

14. In _____, financial and other resources are not available for development so companies tend to rely on hiring talent from the external labor market.

- A.
- B.**
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #14*

15. Uniqueness refers to:

- A.
- B.
- C.**
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #15*

16. Job-based employees are characterized by:

- A.
- B.**
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #16*

17. Which of the following positions is characterized by high value and low uniqueness?

- A.**
- B.
- C.
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #17*

18. Companies adopting the _____ strategy need to train employees in job-search skills and to focus on cross-training remaining employees.

- A.
- B.**
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #18*

19. A(n) _____ strategy focuses on new market and product development, innovation, and joint ventures.

- A.
- B.
- C.
- D.**

*Difficulty Level: 1 Easy
Noe - Chapter 02 #19*

20. Development of organizational culture that values creative thinking and analysis is typically the training implication of the _____ strategy.

- A.
- B.
- C.**
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #20*

21. Which of the following is true of centralized training?

- A.
- B.
- C.
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #21*

22. Which of the following is true of the corporate university model?

- A.
- B.
- C.
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #22*

23. Which of the following is true of the business-embedded (BE) model?

- A.
- B.
- C.
- D.

*Difficulty Level: 2 Medium
Noe - Chapter 02 #23*

24. Seth Mason, a product manager working in a manufacturing firm, is highly anxious about change. When the top management of Mason's firm made it mandatory for all product managers to undergo a series of skills trainings, he told his superior that he would be uncomfortable with the process. He added that he was certain of not being able to cope with the new developments. In this instance, Seth Mason is demonstrating _____.

- A.
- B.
- C.
- D.

*Difficulty Level: 3 Hard
Noe - Chapter 02 #24*

25. _____ relates change to managers' and employees' ability to obtain and distribute valuable resources such as data, information, or money.

- A.
- B.**
- C.
- D.

*Difficulty Level: 1 Easy
Noe - Chapter 02 #25*

26. GreenTel, a telecom giant, has been using the service of Orpheus Inc. for training its employees. According to a deal signed by the two companies, Orpheus Inc. is not only responsible for training GreenTel's employees but also for providing comprehensive administrative services to the telecom giant. In this instance, GreenTel engages in _____.

- A.
- B.
- C.
- D.**

*Difficulty Level: 3 Hard
Noe - Chapter 02 #26*

27. Learning organizations emphasize that learning occurs not only at the individual employee level but also at the group and organizational levels.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #27*

28. In learning organizations, there is an understanding that failure provides important information.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #28*

29. Tacit knowledge developed through experience and shared through interactions between employees is easy to imitate.

FALSE

Difficulty Level: 1 Easy

30. Companies need to restrict learning to classrooms in order to competently help employees acquire knowledge and skills.
- FALSE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #30*
31. Internal analysis involves examining the operating environment to identify opportunities and threats.
- FALSE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #31*
32. The strategic training and development initiatives vary by company depending on a company's industry, goals, resources, and capabilities.
- TRUE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #32*
33. The process of identifying and collecting metrics is unrelated to training evaluation.
- FALSE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #33*
34. Emphasis on the creation of intellectual capital and the movement toward high-performance work systems using teams has resulted in employees performing many roles once reserved for management.
- TRUE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #34*
35. Skill-based pay systems base employees' pay rates on what skills they are using for their current jobs rather than the number of skills they are competent in.
- FALSE**
- Difficulty Level: 1 Easy
Noe - Chapter 02 #35*

36. The CEO of a company is responsible for setting a clear direction for learning.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #36*

37. Line managers spend lesser time managing individual performance and developing employees than midlevel managers or executives do.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #37*

38. In highly integrated businesses, training is likely to include rotating employees between jobs in different businesses.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #38*

39. For companies in an unstable or recessionary business environment, training programs focus more on correcting skill deficiencies rather than preparing staff for new assignments.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #39*

40. Companies that adopt state-of-the-art HRM practices that contribute to business strategy tend to demonstrate no higher level of performance than firms that do not.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #40*

41. Uniqueness refers to employee potential to improve company effectiveness and efficiency.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #41*

42. Job-based employees are likely to receive less training than knowledge-based employees.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #42*

43. Companies must always avoid involving unions in retraining and productivity-improvement efforts.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #43*

44. A centralized training function not only hampers the streamlining of processes but also denies the company a cost advantage in purchasing training from vendors and consultants.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #44*

45. Business process reengineering refers to the outsourcing of any business process, such as HRM, production, or training.

FALSE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #45*

46. Outsourcing allows a company to focus better on its business strategy by saving both cost and time.

TRUE

*Difficulty Level: 1 Easy
Noe - Chapter 02 #46*

47.

Describe the key features of a learning organization.

The key features of a learning organization are:

Supportive learning environment

- Employees feel safe expressing their thoughts about work, asking questions, disagreeing with managers, and admitting mistakes.
- Different functional and cultural perspectives are appreciated.
- Employees are encouraged to take risks, innovate, and explore the untested and unknown, such as trying new processes and developing new products and services.
- Thoughtful review of the company's processes is encouraged.

Learning processes and practices

- Knowledge creation, dissemination, sharing, and application are practiced.
- Systems are developed for creating, capturing, and sharing knowledge.

Managers reinforce learning

- Managers actively question and listen to employees, encouraging dialogue and debate.
- Managers are willing to consider alternative points of view.
- Time is devoted to problem identification, learning processes and practices, and post-performance audits.
- Learning is rewarded, promoted, and supported.

48.

Define balanced scorecard. What are the four perspectives it considers? Provide examples of metrics used to measure them.

The balanced scorecard is a means of performance measurement that provides managers with a chance to look at the overall company performance or the performance of departments or functions (such as training) from the perspective of internal and external customers, employees, and shareholders. The balanced scorecard considers four different perspectives: customer, internal, innovation and learning, and financial. The emphasis and type of indicators used to measure each of these perspectives are based on the company's business strategy and goals. The four perspectives and examples of metrics used to measure them include:

- Customer (time, quality, performance, service, cost)
- Internal (processes that influence customer satisfaction)
- Innovation and learning (operating efficiency, employee satisfaction, continuous improvement)
- Financial (profitability, growth, shareholder value)

*Difficulty Level: 2 Medium
Noe - Chapter 02 #48*

49.

List the various roles and responsibilities of a CEO.

The CEO, the top manager in the company, plays a key role in determining the importance of training and learning in the company. The CEO is responsible for:

- Setting a clear direction for learning (vision)
- Encouragement, resources, and commitment for strategic learning (sponsor)
- Taking an active role in governing learning, including reviewing goals and objectives and providing insight on how to measure training effectiveness (governor)
- Developing new learning programs for the company (subject-matter expert)
- Teaching programs or providing resources online (faculty)
- Serving as a role model for learning for the entire company and demonstrating a willingness to learn constantly (learner)
- Promoting the company's commitment to learning by advocating it in speeches, annual reports, interviews, and other public relations tools (marketing agent)

*Difficulty Level: 2 Medium
Noe - Chapter 02 #49*

50.

Briefly describe the process of creating a corporate university.

Creating a corporate university from scratch involves several steps. First, senior managers and business managers form a governing body with the responsibility of developing a vision for the university. Second, this vision is fleshed out, and the vision statement is linked to the business strategy. Third, the company decides how to fund the university. The university can be funded by charging fees to business units and/or by monies allocated directly from the corporate budget. Fourth, the company determines the degree to which all training will be centralized. Fifth, it is important to identify the needs of university "customers," including employees, managers, suppliers, and external customers. Sixth, products and services are developed. Seventh, the company chooses learning partners, including suppliers, consultants, colleges, and companies specializing in education. Eighth, the company develops a strategy for using technology to train more employees and do so more frequently and more cost-effectively than instructor-led training. Ninth, learning that occurs as a result of a corporate university is linked to performance improvement. This involves identifying how performance improvement will be measured (tests, sales data, etc.). Finally, the value of the corporate university is communicated to potential "customers."

*Difficulty Level: 2 Medium
Noe - Chapter 02 #50*

What is internal marketing? List some successful internal marketing tactics.

Internal marketing involves making employees and managers excited about training and learning. Internal marketing is especially important for trainers who act as internal consultants to business units.

Here are some successful internal marketing tactics:

- Involve the target audience in developing the training or learning effort.
- Demonstrate how a training and development program can be used to solve specific business needs.
- Showcase an example of how training has been used within the company to solve specific business needs.
- Identify a "champion" (e.g., a top-level manager) who actively supports training.
- Listen and act on feedback received from clients, managers, and employees.
- Advertise on e-mail, on company websites, and in employee break areas.
- Designate someone in the training function as an account representative who will interact between the training designer or team and the business unit, which is the customer.
- Determine what financial numbers—such as return on assets, cash flow from operations, or net profit or loss—top-level executives are concerned with and show how training and development will help improve those numbers.
- Speak in terms that employees and managers understand. Don't use jargon.

Chapter 02 Strategic Training Summary