Why Owners of Small Business Buy Training and Development Programmes

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Abstract: Over the past decade there has been a sharp increase in the provision of training opportunities in the SME sector. This growth has been partly facilitated by the range of Government support available, particularly through: Training and Enterprise Councils; Local Enterprise Councils; Business Link; Business Shop; and, Business Connect.

The underlying assumption made by policy makers is that there is a positive relationship between management training programmes and entrepreneurial business performance. However, David Storeyl contends that it is not possible to make direct links between training and business performance.

If that is the case, then why do owners and managers of businesses purchase training programmes? And, how do they choose one programme over another? This paper explores the purchasing motivations and decision-making processes of a small disparate group of businesses that have recently purchased external training programmes.