



Finally, get it in writing

If you sign up for a course or seminar, you'll get a receipt. If you're hiring a business trainer, business coach or business consultant for personalized learning, you should get a copy of a contract that specifies the learning or training to be delivered, how and when the services will be delivered, and the price of the services. I write up a Personalized Learning Plan for clients; that way we're both clear about our expectations before we proceed.

Acquiring new skills and knowledge is what keeps us sharp and allows us to grow our small businesses and our selves. But just like any other product, you have to be a savvy consumer to get the most out of a learning experience. Don't be disappointed or dissatisfied; optimize the outcome by taking the time to find the business consultant, business trainer or business coach that best fits your needs.