



WTF: Why Training Fails, Business Culture Change Expert's New Book

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Fort Worth, TX (July 27, 2017)- Jason Forrest, CEO and Chief Culture Officer at FPG (Forrest Performance Group) recently announced the release of his book. Forrest shares that 70 percent of training programs fail to produce a positive ROI, why the failure rate is so significant, and how businesses can implement more effective training strategies.

Most trainers have a tremendous amount of knowledge and great ideas; however, most training recipients never receive the full benefit because they don't put what they learn into action. WTF: Why Training Fails, reveals the top 10 reasons individuals do not act on the information being taught and how a trainer can avoid those pitfalls to achieve measurable results.

I knew I had to redefine training in this book. Every company I've ever worked with spent their time training

employees without successfully changing behavior," said Forrest. "It takes culture shifts to change behavior. If an individual has a growing belief in themselves, then they will generate a higher profitability for the company."

Throughout Forrest's sixth book, he educates employers about a successful strategy to incorporate training themes and lessons into a work setting with real-life examples and stories.

"I want people to learn through my experiences and those of my clients. My goal is to have trainers who read WTF to reflect on the common pitfalls discussed, learn how to see them coming and ultimately be able to sidestep those mistakes," said Forrest.

With more than a decade of coaching experience, Forrest is a leading authority in culture change programs and an expert at creating high-performance, high-profit cultures for organizations worldwide.

To learn more about WTF: Why Training Fails, please visit the FPG store. For more information about FPG, please visit <http://fpg.com/>.

About FPG

FPG (Forrest Performance Group) is focused on mastering the art and science of human performance. A global leader and designer of sales, management, customer service and executive training programs, FPG is a dedicated team of individuals committed to helping companies and company owners succeed. FPG was named Best Place to Work in Fort Worth, TX by FWinc., and is ranked by Inc. 5000 as one of the nation's Fastest-Growing Private Companies, 2016 and Best Places to Work, 2017.

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