Certus Recruitment



Training vs Coaching in the Age of AI

Where AI can support learning and where a manager makes the difference.

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Certus Recruitment Group

OUR VALUES

Passion Energy Commitment Integrity Fun

Training vs Coaching in the Age of AI

Where AI can support learning and where a manager makes the difference.

Why the Best Businesses Invest in Both

For years organisations have recognised the importance of developing their people. Yet despite significant investment in learning and development many businesses still blur the lines between training and coaching treating them as interchangeable rather than complementary.

As Certus Recruitment Group celebrates 25 years of helping businesses build high performing teams one thing has remained constant: the companies that consistently attract develop and retain the very best talent understand the difference.

Today however the conversation has evolved. Artificial Intelligence is transforming the workplace changing not only what employees need to learn but how they learn it.

The organisations that embrace this shift won t replace coaching with AI. They ll use AI to enhance training while placing even greater value on human coaching.

Training Builds Capability. Coaching Builds Performance.

Training is about learning something new.

Whether it s a new CRM platform a sales methodology an AI productivity tool or a compliance process training focuses on transferring knowledge and developing new skills. It provides employees with the information they need to perform their role effectively.

Coaching is different.

Coaching helps people improve what they already know. It develops judgement confidence decision making and consistency through experience feedback and ongoing support. It s rarely delivered in a classroom and almost always happens in the flow of work.

Both are essential.

Training creates capability.

Coaching turns capability into performance.

AI Has Changed Training Forever

Perhaps the biggest change over the past few years has been the rise of AI.

Employees now have instant access to information tutorials role play simulations sales call analysis writing support and technical guidance. Learning no longer needs to happen solely in scheduled training sessions.

AI has made knowledge more accessible than ever before.

Need to understand a new software platform? AI can explain it.

Need help preparing for a client meeting? AI can assist.

Want feedback on an email proposal or presentation? AI can provide suggestions in seconds.

The result is that training has become increasingly personalised immediate and continuous.

But there s one thing AI still can t replace.

Coaching Is Becoming More Valuable Not Less

While AI can answer questions it can t truly understand context culture or human behaviour in the same way an experienced manager can.

It doesn t know when someone lacks confidence despite appearing capable.

It can t build trust with a new salesperson.

It won t recognise when someone is ready for promotion before they do themselves.

Great coaching is about asking better questions challenging assumptions sharing experience and helping individuals think differently.

It s about developing judgement resilience and confidence not simply transferring information.

Ironically as AI becomes more capable these human leadership skills become even more valuable.

Why Businesses Need Both

The highest performing organisations don t choose between training and coaching.

They combine them.

Training gives employees the knowledge to perform.

Coaching ensures they apply it consistently confidently and effectively.

Without coaching even the best training is quickly forgotten.

Research has consistently shown that people retain significantly more learning when it s reinforced through regular feedback practice and coaching conversations.

Sending someone on a course and expecting lasting behavioural change rarely delivers the desired return on investment.

Development should never end when the training session finishes.

The Link Between Development and Retention

One of the most common reasons employees leave organisations isn t salary.

It s the feeling they ve stopped growing.

People want to develop.

They want to learn new skills progress their careers and work for leaders who invest in their success.

Businesses that provide structured training alongside meaningful coaching create environments where employees feel challenged supported and valued.

That has a direct impact on engagement productivity and long term retention.

In an increasingly competitive talent market development is no longer a benefit.

It s an expectation.

What the Best Employers Are Doing

The organisations attracting the strongest talent today share several characteristics.

They embrace AI as a learning tool rather than seeing it as a replacement for people.

They equip managers to become coaches not just supervisors.

They create cultures of continuous learning instead of relying on occasional training events.

Most importantly they recognise that investing in people remains one of the highest return investments any business can make.

Technology will continue to evolve.

The need for great leadership never disappears.

25 Years of Building High Performing Teams

Over the past 25 years Certus Recruitment Group has partnered with organisations ranging from ambitious scale ups to global enterprises across technology SaaS MSP professional services and commercial markets.

The most successful businesses have never simply hired great people.

They ve created environments where those people continue to learn improve and grow.

As AI reshapes the future of work that philosophy is becoming even more important.

The companies that combine modern learning tools with exceptional human leadership will be the ones that attract retain and outperform the competition.

At Certus Recruitment Group recruitment has always been about more than filling vacancies. It s about helping organisations build the teams leadership capability and people strategies that drive sustainable growth for years to come.

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Got a plan in mind a few ideas or just a question? Let's talk it through.

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