

# TLC TRAINING NEWS

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A World of Learning

## 2006 TELSTRA Business Women's Awards

Our own Catherine Logue was a finalist in the Telstra Business Women's Awards in two separate categories.

Catherine was one of 4 finalists in the Australian Government Business Innovation Award and one of 6 finalists in the Westpac Business Owner Award.



"It was an amazing process, the privilege and honour that you feel following a nomination by your peers is quite overwhelming," says Catherine. "The caliber of the entrants is testament to the strength and talent of the women in business in our country."

"The process has meant an in-depth look at the way the business operates and the manner in which the day to day functions impact on the business as a whole. It has also afforded me the opportunity to meet with some extremely talented business women in South Australia."

"I believe the added impact of the nomination has been recognition of the team of staff who work and support the business. As most intuitive business operators are very aware, the success and awards received in business are the result of a hardworking and dedicated team of people, not just one person. That is certainly the case in my business."

**Westpac Business Owner Award**  
The award is given to a person or group of people in a business with responsibility for key management decisions making.

**Telstra Business Women's Awards**

**Australian Government Business Innovation Award**

**CATHERINE LOGUE**  
Catherine Logue is the Director of Training for Learning Company which she established in 1995. With a passion for staff development, Catherine formed Training for Learning Company which delivers nationally accredited training in the retail, trainer education and beauty industries. Catherine is the President of Australian Institute of Training & Development, and has published a book for trainers and teachers, "Winning Thoughts", as well as a series of self-help booklets for job-seekers. Catherine also works with Rotary Youth Programs to help develop and train young leaders in the community.

## RETAIL TRAINING

Fashion retailing is the dream of many young students entering the world of work.

Training for Learning has been offering accredited retail training since 1995, and has seen the development of many young people as they grow in their profession.

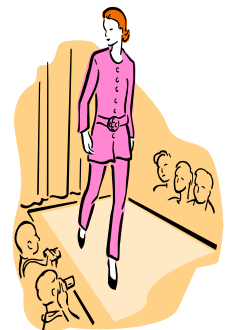
*In 2007, Training for Learning Co is offering the Diploma of Retail Management as a full time course of study, specialising in fashion.*

### DIPLOMA of RETAIL MANAGEMENT



This program runs over 2 years of full time study, working with the students to hone their retailing skills and gain an in-depth look at the world of fashion. The program starts in late February 2007, and enrolments are being accepted now.

The importance of product knowledge in any retail business is what sets your business apart from your competitors. Understanding garment construction, fabric properties and the styles and trends which impact on the fashion retailer are additional subjects that students will undertake to specialise in the this field of study.



A study tour through some of the clothing manufacturers will be part of the syllabus in the second year. Two of our highly qualified trainers, Catherine Logue, who commenced her retail career as a fashion buyer with the Myer organisation, and Judy Fargher, who is a well renowned Store Manager with the Carla Zampatti group, will facilitate the course. Guest speakers from the industry will also share their skills and knowledge with students during the program.

If you would like more information about this program, or the evening Diploma program, please phone (08) 82270310 and ask for Julie Tollan. Alternatively, email us at [trainingforlearn@ozemail.com.au](mailto:trainingforlearn@ozemail.com.au).

## Training in Regional Sth Aust

During October 2006, Catherine Logue spent time training and coaching retailers in Pt Pirie, Pt Augusta, Whyalla and Pt Lincoln.

The program “Visual Merchandising” was an initiative of Amelia Cooper of the Whyalla Economic Development Board and the enthusiasm to assist local business improve their ROI.

“The talent of the business operators in the regional areas is very rewarding” say Catherine. “Some of the business managers were in their 20’s and extremely keen to learn and apply their skills to make their business grow.”

“The ideas and capacity to invent business opportunities would amaze some of the retailers in the Adelaide CBD, whom have a greater population base to draw upon, and many more events to bring potential customers to their doors.”



Nadine ‘Second Skin’ Pt Pirie

TLC training staff are more than willing to travel to regional and interstate locations to provide training for our clients.

We are currently producing a range of books supported by power point presentations for business owners to use in their own staff training sessions.

Many business owners hold regular staff meetings combined with a short training session on one aspect of their business. As a business owner herself, Catherine has recognised the need for constant updates on business operations and concepts that allow the staff to grow and develop within the business environment. It is with this in mind, that TLC has been creating these short training sessions for business owners to use without having to spend their valuable time developing the materials.

The training team has years of business experience between them and tapping into that knowledge and experience has ensured that the business materials provide a good range of topics and subject matter.

If you would like further information, phone TLC on (08) 82270310, and ask for the details on the New In-House Business Training Materials for your operation and staff training.

## Preparing Selection Criteria Applications

Writing a successful application for that **new job** can be time consuming and frustrating. What you need to keep in mind is the ultimate result, getting to interview with a chance for that new job.



Some other tips for your preparation:

- ◆ Ensure you use the same wording as used in the Essential and Desired Criteria
- ◆ Ensure you answer **all the criteria**, if you miss one out, then you let yourself down
- ◆ Answer each criteria with the claim that you can perform that skill, and **provide an example** of when you have used that skill in a previous situation
- ◆ Stop worrying that the responses sound repetitive – that happens
- ◆ Keep your responses brief, don’t waffle
- ◆ Endeavour to include as many of the Desired Criteria as you can
- ◆ Research the company to **understand their vision** and business policy, it can have an impact on the way you answer some of the criteria
- ◆ If you email your application, also send a hard copy, often the formatting is lost on the email, and you have no idea how your application presents at the other end
- ◆ **Send it in by the due date**
- ◆ Allow a week to prepare and do some each night, don’t leave it till the last minute, Selection Criteria applications do take a long time to complete.

## Our Career Series Booklets

The series of 4 booklets covering the topics;

- **Job Interviews**
- **Developing your Resume**
- **Writing Application Letters**
- **Preparing your Profile folder**



These booklets have been written for the school leaver who is embarking on their first step in their professional career. The booklets include examples and ideas that assist the reader to make their move stand out from the crowd.

In the booklet, “Developing your Resume” there is a template to assist in the construction of a resume from scratch. Some vital tips to make the resume a easy-to-read document for the employer, and ensure that the applicant is considered as a potential candidate for the job role.

*For those busy people, who need to update or develop a resume and would like some personalised professional assistance, TLC offers a Career Support Service.*

*Phone Julie or Inta on 82270310 for an appointment. Our consultant will allow time to gather your details and target your desired area of interest in the development of your resume. We can also assist with your applications too.*