

TLC TRAINING NEWS

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CORPORATE TRAINING

Getting serious about human capital.

Catherine has developed a new program to assist managers to maximise their most valuable business asset – its people.



Considering the value and company investment which is focussed on the training of staff in an organisation, managers need to be serious about their approach to harnessing the staff knowledge and abilities in the day to day operation of business.

Many times I speak to managers who make the comment “I sent them to training, but it has not made any difference to their behaviour in the workplace”. While it is commendable that the manager is prepared to invest training dollars in their staff, it will only benefit the business if the manager follows through with the learning and encourages the staff to apply their new learned skills. The emotionally intelligent Manager course looks at using these ideas.

As trainers – how can we make a difference?

Ensure the staff attending training *prepare an action plan* of those things they would like to change when they return to the workplace. What new skills can they implement within their scope of responsibility, and what will they need to discuss before changing a workplace process, to gain commitment from others in their organisation?

Providing feedback to the manager from the course also assists them to maximise the training investment. ROI is a common term in business and it is vital part of the T&D agenda. While the attendees in a course may want to know how they can use the new skills, the manager wants to know what the training will do for the business. As a responsible and committed Training Consultant you need to assist the managers how best to utilise the new skills and ensure the skills are welcome in the workplace. Valuing staff input and allowing them to demonstrate their abilities can be rewarding for the business as well as the staff.

DIPLOMA of RETAIL MANAGEMENT

This program covers a diverse range of subjects to equip the retailer with the skills and abilities to manage their operation effectively and profitably.

Two of the popular subjects that we covered this year were:

- 📌 International Marketing
- 📌 Buy Merchandise



When we look at the buying function and role of the buyer there are some similarities in business:

The buyer's responsibility is to buy stock relevant to the market's need for quality and quantity, to be delivered within a specified timeframe and at the right price as negotiated between the retailer and supplier. While the buyer's role includes knowing Market trend, Monitoring economic conditions, analysing the competitors, sourcing & assessing suppliers, negotiating with suppliers, organising promotional campaigns, implementing technological changes and monitoring legislative changes.

These are responsibilities many managers face in the daily operation in business.

Similarly, in the International Marketing discussions, one area which most organizations could heed is that of knowing the target audience.

Management students research and identify the 7 P's for targeting their business audience: People, Place, Product, Price, Promotion, Profit and Process. They also spend time focusing on the key marketing factors of market research to define customers for product and service, converting potential into customer demand through promotion and advertising, distributing goods & services to retailers and wholesalers, monitoring future sales and needs and knowing what competitors are selling.

The projects that the students undertake relate specifically to their retail operation, which means the study and research can be applied to the real workplace and the gain to the business is maximised. For more details about the Diploma program, phone 82270310 and ask for Catherine or Melanie. Alternatively, email us with your inquiry at trainingforlearn@ozemail.com.au.

TRAINING QUALIFICATIONS

In 2006, the new Trainer qualifications from the TAA package will be effective. For those training staff who have undertaken many of the units of the current Certificate IV in Assessment & Workplace Training but not yet completed, time is of the essence!!

The new program will require further study, although there is naturally some recognition of the units already completed. The last opportunity to complete BSZ98 Certificate IV in AWT as it is now, is this October and November.

The dates at TLC are:



Workshop 1 Train Small Groups	Oct 10 th – 13 th 2005
Workshop 2 Advanced Trainer	Oct 24 th – 27 th 2005
Workshop 3 Assessor units	Nov 10 th - 11 th 2005

TAA Training Package

The outline of the new qualification offers a set of core units and then, a range of electives to make up the Certificate IV in Training and Assessment. The next step then, is to continue with your study and, using some of the units from the Certificate, qualify with your Diploma.

Certificate IV in Training & Assessment TAA40104 consists of 12 core and 2 electives while the Diploma in Training and Assessment TAA50104 consists of 5 core and 7 electives.

Core from Certificate IV

- ☞ Work effectively in vocational education and training
- ☞ Foster and promote an inclusive learning culture
- ☞ Ensure a healthy and safe learning environment
- ☞ Use Training Packages to meet clients needs
- ☞ Design & develop learning programs
- ☞ Plan and organize group based delivery
- ☞ Facilitate work based learning
- ☞ Facilitate individual learning
- ☞ Plan and organize assessment
- ☞ Assess competence
- ☞ Develop assessment tools
- ☞ Participate in assessment validation

Sample of Electives from Certificate IV

- ☞ Facilitate group-based learning
- ☞ Develop innovative ideas at work

To enroll and complete your Certificate IV in Assessment and Workplace Training BSZ98 please phone Melanie on 08 82270310 and book your seat for the last program in October and November 2005.

BOOK REVIEW

A great book for those business managers who have a team of staff selling products or services.

Bill McCurry and Harold Lloyd have harnessed their knowledge and wealth of experience in this book, to share with business people how to get the most out of their business and their people.

The ideas and immediate actions which you can implement after targeting just one concept in the book can make a real difference to your business. As one reader commented “...after reading the book I realized I still have a lot of room for improvement. I want all my managers to read this one”.
Don Spring Canada

This segment on Interviews is taken from the book “It’s Your People Really” with permission from author Bill McCurry.
www.mccurryassociates.com

The Nuts & Bolts of the Interview

Some interviewers actually enjoy using high-pressure situations, trick questions or power interrogations during the interview process. All they need is a straight chair and a spotlight to add to the discomfort. There are very few cases in which these tactics are warranted.

Instead arrange the interview room so it is private, professional and as comfortable as possible. Limit outside interruptions including staff dropping in with questions. Remember to turn off your mobile and ask staff to take messages or send your calls to voice mail.

The Rules of the Interview:

- *When you want more information, stop talking*
- *When the applicant is speaking, nod your head*
- *Use the triple question technique*
- *Make sure the job benefits are clearly outlined*
- *Ensure every applicant is treated equally*

“Silence is a magic interviewing tool”. Use it wisely. It can be just as useful when you are checking referees. Ask the question and then go quiet and wait for the answer.

At the end of the interview, make time to ask the applicant if they have any questions, let them know what will happen next, provide them with a handout on the organization, re-emphasize the benefits about joining the team and thank them for their time and effort in applying for the position. It is important not to give false hope, be honest with the applicant.

There are more valuable ideas & strategies in the book! We still have some copies available at TLC, just phone the office 82270310 & we will happily forward your copy to you.

