

# Institutionalizing and making the most of a “soft skills” employee training program.

## The Challenges

1. Fast growth, rapid hiring, junior staff
2. Need to institutionalize a professional skill training as a means to improve operations and customer delivery
3. Desire to manage the economics of training to ensure meaningful ROI.

## What Makes the Program Special?

· **It's Truly Customized:** Each course is customized to drive learning objectives that are particular to Pohly's needs as a growing company. The content is best practice, but focused on the areas where Pohly wants to improve skill gaps and make cultural shifts.

· **It's Strategic:** For each course, Melissa understands the handful of things that Diana wants to drive home. Since Melissa knows Diana and Pohly's strategic objectives, she can speak to the staff with a heightened level of credibility.

*“I chose to work with her because I was extremely comfortable with both her style and methodology. I knew she would make the program successful.”*

- Diana Pohly, CEO, Pohly and Company

· **It's economical:** Melissa's pricing model makes this a terrific option for Pohly. Over the time, the cost per participant per course is well below industry standard.

· **It has breadth, but it ties together:** Some of the courses that make up the program include:

- Intro to Business Communications
- Written Communications
- Verbal Communications
- Persuasive Presentation Skills
- Intro to Client Relations
- Performance Management
- Time Management

## The Results

1. Managers have already noted its success.

*“By applying your vast experience to the training effort, the result most often exceeds the expectations of the company”*

- Diana Pohly, CEO, Pohly and Company

2. The participants can note examples where they have changed behavior
3. Process improvement changes have resulted from class exercises
4. The economics of the program get better and better
5. The recruiting story is improved
6. The company continues to grow, year after year.

*“The greatest value that you bring is your objectivity, you make sure that you understand the issue behind the need for the training and as a result, you always make the training relevant to the business.”*

- Diana Pohly, CEO, Pohly and Company

### Company:

Pohly and Company

### Customer Since:

2005

### CEO:

Diana Pohly

### The Business:

Diversified

Marketing and

Publishing Services