



# Alternative Growth

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HAPPY NEW YEAR



P/Strada, LLC

To Think. To Plan. To Win.

## Winning The War For Talent: The Best Companies Use Training

If you haven't invested in training your team in a while, then it is time to re-think your strategies.

Companies are focusing more time and energy on advancing their employees education. Why is that?

### People Want To Be Invested In

Just like you work hard to add value to your customer's lives, you need to put focus on your staff as well. They are people, just like the ones you serve. Finding ways to add value to their lives will keep them loyal to you.



It is the same principles you would use for keeping your customers happy and coming back. There is so much that goes into brand loyalty. Getting your staff on board is just as important as getting customers on board.

### It Benefits You to Have Highly Trained Staff

Not only is it valuable for the individuals but it benefits you as well. If you want to keep up with your competition or bridge the gap between yourself and major corporations, you need to have solid training for your staff.

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## Seven Steps For Creating A Culture Of Commitment And Accountability

1. Communicate to everyone that accountability and commitment are important!
2. Align every job description to your company's strategy and goals for the coming year. Ask everyone to commit to a shared vision of results.
3. Make accountabilities clear for everyone by using the benchmark for their job to start a discussion about how their individual contributions matter.
4. When you onboard new employees, have job-related professional development planning already in place to help them reach their full potential.
5. Build accountability into your company culture using "what & by when" goal and task planning. Project management can be very sophisticated, but the bottom line is "who, what, and by when?"
6. Offer ways for employees to communicate obstacles and request the help or resources they need to achieve their goals. When you listen to them, recognize that what you're listening to is someone who is committed to producing results.
7. "Catch" people doing something right: Give frequent, honest and positive feedback. As a general rule of thumb, a ratio of five positive interactions to one critical interaction will help managers build an open communication channel with direct reports. ♦



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# One Minute Ideas



Patrice Manuel, CEO/Senior Principal of P/Strada, LLC

## Awesome Apps

### Boomerang

Boomerang for Gmail lets you take control of when you send and receive email messages.



### Bond

A simple app that helps you search through your contacts and reminds you to keep in touch with people.



### Periscope

Periscope is the easiest way to broadcast live video from your phone, enabling you to share what's happening around you – with the whole world or just a few friends – as it happens. ♦



*"Whether we want them or not, the New Year will bring new challenges; whether we seize them or not, the New Year will bring new opportunities."*

- Michael Josephson



**To Think. To Plan. To Win.**

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When your employees have the knowledge they need to take their performance to the next level, it benefits you. The more they know, the better your company can function.

## What Types of Training Work Best

Maybe you understand how valuable training your staff is, but you aren't sure how to go about it. Here are a few methods that work well.



- **Shadowing and Hands On Training** – sure, digital training has its place, but hands on training is very valuable. Having one employee shadow another can provide great information. It allows the employee to ask real time questions and get more information from someone who knows a lot. After the employee feels comfortable, they can be shadowed by the stronger staff member.
- **Find Qualified Experts to Teach** – you need to find actual industry experts for training events. Be sure you aren't bringing in self-proclaimed experts. Look for those that are authorities on the subject. You want to be sure that your staff is getting accurate information.
- **Set up Individual Training Sessions** – it may make sense to have certain parts of training done in groups. However, individual training sessions are important at times as well. When you get one on one with someone, they will be able to ask the questions they need to without feeling weird around the group. Find ways to invest in each person individually.

Investing in the education of your staff is very important. Education efforts should be a priority to ensure your staff is able to handle your industry and help the company succeed. ♦

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*"It does not matter how slowly you go as long as you do not stop." ~ Confucius*

## New Year's Resolutions –

The **New Year's resolution** is a tradition in which a person makes a promise to do an act of self-improvement or something slightly nice, such as opening doors for people beginning New Year's Day.



The most common reason for participants failing their New Years' Resolutions is setting unrealistic goals (35%), while 33% didn't keep track of their progress and a further 23% forgot about it. About one in 10 respondents claimed they made too many resolutions. ♦

Source: Wikipedia

