TRAINING OVERHAUL

Is it time for a change?
OUR PANEL

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“IT’S ALL TO DO WITH THE TRAINING: YOU CAN DO A LOT IF YOU’RE PROPERLY TRAINED.”

Queen Elizabeth II
AGENDA

Who is your audience?

How do we find the right talent?

What changes do we need to make?

What is the impact on customer experience?
TRENDS

- Share Information
- Technology
- Mobility
- Generational Differences
- Cultural Diversity
WHO IS YOUR AUDIENCE?

Seek to understand the needs of today

Prepare for the needs of tomorrow
TODAY’S EMPLOYEES

Generation X

Baby Boomers

Traditionalists

Generation Y
(84 Million)
GEN Y CHARACTERISTICS

Defining life events
Columbine. 9-11, Enron, War in Iraq, Emerging nations

Beliefs
Education is Good, High Integrity, Parents are Role Models

Characteristics
• Tech-savvy
• Connected 24
• Optimistic
• Hopeful
• Independent
• Self-reliant
• Self-confident
• Success driven
• Determined
• Goal oriented
• Global, community, civic minded
• Lifestyle oriented
• Diverse
• Inclusive
• Pulling together
• Service oriented
• Entrepreneurial
You want all the glamorous stuff but you don't want to have to work for it.

#firstjobproblems
LEARNING + GEN Y

Readily Accessible Information
Email newsletters, blogs, webinars and alerts.

Search the web for information

Real people opinions trumps expert opinions

Share experiences
The evolution of communication:

- **First Written Word**
- **Movable Type**
- **Mass Publication**
- **Email**
- **Twitter**

140 characters. What more is there to say?
EMPLOYEE JOURNEY

mirrors the customer journey

- Identify need
- Search for information
- Conduct evaluation
- Make a decision
- Pursue business opportunity
- Conclude business relationship
Satisfied or happy employees are not necessarily engaged employees.
THE FLOW OF INFORMATION, THE EASE AND QUALITY OF CONNECTIONS AND COLLABORATIONS, THE FACILITATION OF SELF-EXPRESSION AND FEEDBACK ARE ALL EXPERIENCES THAT DIRECTLY IMPACT THE WAY GEN Y WORKERS FEEL ABOUT THEIR WORKPLACE AND THEIR PLACE WITHIN IT.

Kelly Services
RETHINKING TRAINING

- Practices
- Environment
- Content

coach learning ability
practice instruction
mentoring
advising development
skill teaching motivation
workshop education
knowledge
TODAY VS TOMORROW

Different Rollouts
TOPIC #4

ENGAGEMENT AND CUSTOMER EXPERIENCE
“240% \textit{boost in performance}-related business outcomes when organizations \textit{successfully engage} their customers and their employees compared to organization with neither employees or customers.”

Gallup Research
ENGAGEMENT levels

ENGAGED: 28%
NOT ENGAGED: 52%
ACTIVELY DISENGAGED: 18%
“Starbucks is not an advertiser; people think we are a great marketing company but in fact we spend very little money on marketing and more money on training our people than advertising.”

Howard Schultz
Starbucks Reviews

Rating Trends

3.7 ★ ★ ★ ★ ★
4,602 Reviews

75% Recommend to a friend
90% Approve of CEO

Howard D. Schultz
3,122 Ratings
EMPLOYEE ENGAGEMENT

- # of Visits A Week: 7
- $ per Visit: $2.65
- Weeks In Year: 52
- Number of Years: 25

$24,115
CREATING ENGAGEMENT

begins with understanding

Listen
What’s expected, appropriate training, love my job because...

Learn
Parts of my job I love, biggest areas of improvement

Connect
Company mission, opportunity, take action, programs

Provide Value
Understand how engagement helps everyone
CUSTOMER ENGAGEMENT

creates value

Stay longer and convert faster
Pay more
Refer more
The most dangerous phrase in the language is "we've always done it this way."

— Rear Admiral Grace Hopper