What is the “big fix” for Northeast Ohio’s economy? There’s no magic pill but remedies do exist to put our region back on track to prosperity.

Denise Reading, Cuyahoga Community College’s President of Corporate College is convinced that inch by inch, company by company, economic growth will return.

“What can we do today to improve and create growth in Northeast Ohio?” Reading asks. That’s the question she hopes is on the minds of businesses and industry here.

Of course, she’s ready with an answer. “Clear-cut training initiatives with measurable results tied to bottom line profitability,” is how Reading and the team at Corporate College hope to help grow business for Cleveland-area companies. Specifically, she’s talking about Tri-C’s historic partnership with business and industry for providing comprehensive training solutions that make a difference.

With the largest and most advanced technology training in the area and a long history of world-class business training, Corporate College is well-positioned for the task.

In January 2005, Corporate College announced a training assessment and consulting service to provide companies with a road map for improvement in the areas of workforce development tied to measurable goals.

During the assessment, consultants will review strategy, identify deficiencies and prioritize needs. Assessment clients and consultants will also work together to define training requirements, locate resources, develop a schedule to deliver training and recommend measurement tools for results.

For example, local companies looking to improve their hiring and employee retention will learn how to employ best practices. Consultants might suggest the client company should implement measurement standards for hiring that look at a potential employee’s behaviors, attitudes, values and skills—as well as overall suitability for the position.

Custom-designed employment assessment tests are another tool. Whether they’re used for pre-employment screening to weed out candidates or to evaluate the current workforce, the tests help clients reduce employee turnover and increase job satisfaction.

In terms of staff development, assessment tools offer a systematic way of collecting and using data to identify skill gaps, pinpoint talent and get an overall read on the current workforce.

“We’re really in a position to play a strategic role, rather than simply serve as a cafeteria style vendor for services,” Reading says. “We’re hoping to make a difference by providing big picture solutions that get results,” she says.

Call 1.866.806.CORP or visit www.corporatecollege.com to make an appointment.
How can I select the candidate who is the best fit for the position?

Selecting the best candidate involves following a comprehensive, job-related selection process.

First, review the job description and requirements.

Second, identify the knowledge, skills, abilities and competencies that contribute to being successful in the position using reliable and valid assessment tools.

Assessments are designed to reveal the candidate’s true abilities, and should be interpreted with other information, such as behavioral interviews.

It is important to assess the whole person. Select for both technical skills and “soft skills,” such as customer service or teamwork, that often set one candidate apart from another.

The entire process contributes to a proper person-job fit.

Carole Hackett, Chief Learning Officer for Hillcrest Hospital, and Thomas Vernon, Manager of Human Resource Development Technology for the Cleveland Clinic Health System, East Region presented “Improving Organizational Performance Through Performance Consulting” in February at Corporate College.

Performance Consulting is a process that promotes positive organizational outcomes by assessing and analyzing performance from a systems perspective and aligning improvement initiatives with key organizational success factors. The model is used at Hillcrest Hospital and the Cleveland Clinic Health System, East Region, to improve organizational performance and support business goals.

NIchole Grant, 20, of Lakewood is a Tri-C Western Campus student taking classes at Corporate College West. “I really like the Corporate College,” she said. “It’s closer (to home) and more convenient. The students that are here really want to be here—you get so much more out of the class if that is the case.” Grant intends to transfer to Bowling Green State University to continue studies toward her baccalaureate degree.
The Corporate College Entrepreneurship Development Center offers online and instructor led programs combining hands-on learning and one-on-one mentoring. Programs are taught by successful entrepreneurs and focus on helping hone critical skills that can shape your business for years to come.

The center will feature several innovative services beginning July 1, 2005 including:
◆ Online Business Assessments for start up and established businesses.
◆ Ask An Expert / Online answer service for small businesses.
◆ Listen to the Expert / Online access to presentations by the country’s best small business minds.

The Center is located at Corporate College West. A second location will open at Corporate College East later this summer. For information call 1.866.806.CORP.

SPRING ENTREPRENEURSHIP PROGRAMS

Value + Added Selling-Tools to Build YOUR Business
Wednesdays, May 4-25
This intense, interactive hands-on program will help entrepreneurs refine communication skills and learn techniques to build customer focused selling strategies to win and sustain profitable business relationships.

Anne Hach, Director of the Corporate College Entrepreneurship Development Center works with successful entrepreneurs to present programs that will help your business grow.

Listening to Your Business™
Saturday, April 16
A hands-on, facilitated workshop designed to provide entrepreneurs and business managers with critical evaluation tools and action steps to maximize business growth and profitability. You will set a three-year vision, evaluate where you are in the planning process and translate your goals into action.

Planning for Growth
Wednesdays, April 27-June 1
Using your own business as a case study, you will immediately be able to put proven business practices to work. You will develop: knowledge of a successful business planning process; a better understanding of market opportunities; insight on how to use resources to your best advantage; a network of entrepreneurial peers and valuable mentors; a better understanding of marketing, market position, finance, customer relations, and operations and receive a library of business reference materials including an interactive CD-ROM to update and modify your business plan.

TRAINING FOR PROFITABILITY

When it comes to workforce development, successful companies establish a clear-cut training strategy with measurable results tied to bottom line profitability.

Corporate College President Dr. Denise Reading offers the following suggestions for training and workforce development initiatives:

1. Identify key objectives and tie them to profitability and innovation. Ask questions such as: “How can we foster a climate for innovation?” and “What current processes are getting in the way of achieving the company’s goals?” in addition to, “Where are we today and where do we want to be in the future?”

2. Conduct data gathering. Review all information related to workforce performance. Assess employees on their knowledge base and identify gaps. Compare resources and talent to goals and objectives.

3. Determine appropriate intervention. Consulting an objective third party can be useful. Many companies are blind to their own needs.

4. Prioritize needs and opportunities based on available resources. Establish a timeline and budget for achieving goals and objectives.

5. Implement training initiatives that make sense for your organization. Can an in-house, online course serve as well as an off-site seminar?

6. Establish measurement and benchmarking tools to map progress.

Call 1.866.806.CORP or visit www.corporatecollege.com for more information.
Located at 25425 Center Ridge Road in Westlake, Corporate College West is easily accessed from Interstate 90. Exit at Columbia Road (Rt. 252) and head south to Center Ridge Road. Corporate College is on the southeast corner.

COMING SOON! Corporate College East is located at 4400 Richmond Road in Warrensville Heights.

“Corporate College has been extremely helpful in guiding us to talent assessment tools that will help us meet our staffing and development needs.”

ROSALIND THOMPSON
Executive Vice President, Human Resources
Jo-Ann Stores, Inc.