

# TRAINING

We offer training that is individualized to the highest level and ensure that learning content is integrated into practical work daily.

## REASONS AND RATIONALE FOR TRAINING

### IMPROVE PERFORMANCE

Do you believe that your employees have more to give? So do we. Because practice shows that everyone can enhance their performance in the long term. Training taps into the potential of your employees. It enables them to demonstrate the conduct required for their job in every situation in an organized and purposeful manner. You may need training in the following areas:

- successful cold calling
- development of junior staff
- efficient service project management

### DEVELOP TEAMS

The whole is more than the sum of its parts. This is also true for teams. If new departments are being formed or there are problems within existing teams, training can help.

Together with a trainer, your group can

- increase cohesion,
- establish more efficient communication channels,
- and resolve conflicts.

### PROMOTE EMPLOYEES

Would you like to prepare individual employees for their next career step? Our training can prepare them for their new tasks. It is crucial that we sharpen the right competencies.

This includes

- leading teams to success,
- forming cooperations,
- and developing persuasive presentation skills.

### LONG-TERM MOTIVATION

Your employees are excellent at their jobs if they are motivated in the long term. But do you actually know what it is that truly motivates individuals? A more detailed look at employees' unconscious motives can help them – and the management, too, as therein lies the source of strength of each individual. It's different for everyone. A trainer helps your employees to access their unconscious motives and appropriately use these at work.



## OUR TRAINING METHODS

### COMPETENCIES

We know that behavior can be changed in the long term. The key to this is competencies. It's much the same as for professional, competitive sports: those who systematically train their competencies improve and are more successful. Systematic training allows people to develop their existing competencies and acquire new ones. Several years ago we wondered, what makes a sales force successful? And how does a good executive behave? From this we developed sets of competencies for both leadership and sales. We added service and inside sales as we gained experience. Today these four sets of competencies form the basis of all training that we carry out. This guarantees that the training we offer your employees is targeted and systematic.

### THE METHODOLOGICAL COMPETENCE OF THEORY

Specialist knowledge is a prerequisite for success. Our competence dimension THEORY is therefore our first training level. We share tried and tested methods with your employees that will make them more successful in their jobs. What's crucial, though, is that despite these foundations, we do not just focus on pure theory. Your employees also practice how to use these methods. They gain additional knowledge and new options for action, and thereby develop their methodological competence.

### THE IMPLEMENTATION COMPETENCE OF PRACTICE

Knowledge is only useful if you know how to put it into practice. We help your employees to train the implementation competence required for this. We call this competence dimension PRACTICE. In training sessions, we practice new behaviors until they become natural.

However, sometimes people develop fears or attitudes that prevent them from implementing certain plans. If these barriers appear, we move on to the third competence level, PERFORMANCE, often in a personal coaching session. Here we train mental competences and help people to overcome obstacles such as barriers or fears.

### OFF-THE-JOB LEARNING

Training and coaching sessions focus on formal learning. Here, employees learn new competencies and train these outside of their daily working environment – off the job. Our competence-based training approach allows us to make this type of learning as effective as possible.

### NEAR-THE-JOB LEARNING

Nowadays, networking isn't just a good thing to do; professional exchange with others is a vital component of personal development as 20% of all learning takes place in communication with others. We constantly promote this communicative approach in our training programs. How? By definitively integrating discussions and feedback into the program and by giving employees enough space in training sessions for job-related exchange.

### ON-THE-JOB LEARNING

Everyone has heard about 'learning by doing' – but unfortunately it isn't included in most training concepts. This is a fatal error in our view. After all, 70% of the learning process is based on specific experience, discussions and practice at work itself. Learning on the job is therefore an integral component of our training programs. Your employees return to their daily working routines with specific recommendations and exercises following an off-the-job training session, and also receive supporting tools. Our workbooks and textbooks support staff, as do our interactive learning portal, digital learning stimuli and audio programs.