

Clear Communication Company

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Communication Quips & Quotes

Want To Boost Profit? - Educate and Train!

“What am I getting for the money you will charge me for this seminar?” I got that direct question recently, and I answered it directly. “Your team will perform better, be more satisfied, have higher morale, stay with your company, and you will make more money!” *(I got the assignment!)*

We know we must train people to do the work that we want done. We show them how to run a computer, install a part on an assembly line, or make a sales presentation. The time we spend on training is an investment which produces results. Stephen Covey says that we must stop cutting wood in order to sharpen the saw. We can then cut more wood than if we keep cutting with a dull saw!

There are benefits beyond the learning of performance skills for specific tasks. Training makes us feel more valued and more valuable. That increases our morale, makes us more productive and loyal, and shows up on the bottom line. A recent survey by the Gallup

organization supports these ideas.

Are you satisfied with your job? - Seventy per cent of those who received no training were satisfied. Those who did have training programs - 84 percent.

Is the availability of company-sponsored training programs a factor in accepting a new job or staying with your current one? Eighty percent said yes!

Is training important for your advancement? Fifty eight percent of younger workers said yes!

While training and education ranked high with employees of all ages, the highest rankings came from Generation Xers (Workers in their twenties). They want computer skills followed closely by communication and management skills.

How much will you add to the bottom line? I have seen studies which claim a ratio of 1 to 30. (For every dollar spent in training, thirty dollars added to the bottom line!) The numbers are hard to quantify precisely, but the experiential evidence is obvious. Successful, profitable, respected companies with above-average employee loyalty have first class training programs.

I told that new customer, “You are making a significant investment in your people which you will get back in multiples.”
So will you!

C. Mike Jousan

Quotable Quotes

“My advice to you is not to inquire why or whither, but just enjoy your ice cream while it’s on your plate.”

-Thornton Wilder

“I believe that man will not merely endure. He will prevail. He is immortal, not because he alone among creatures has an inexhaustible voice, but because he has a soul, a spirit capable of compassion, and sacrifice, and endurance.”

-William Faulkner

“Living at risk is jumping off the cliff and building your wings on the way down.”

-Ray Bradbury

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 - B. (for businesses and organizations)
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- **Successful Management of Change**
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- **Train The Trainer**

Call 1-800-544-9551 for more information and pricing.

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