

## The Rebirth of a Contract Training Department

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## Overall Drill:

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Remaking the Department



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## Prior to the Remake

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- Marketing ourselves as generalists
- Emphasis on technical training
- Working through HR departments
- Working reactively: responding to incoming calls
- Sending out trainers to deliver their versions of requested programs



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## Vision for the Department

- Administration: "We'll know it when we see it"
  - What we don't want: what we have
- Ours: Model: high-end private sector providers
  - *Awesome products/ services*
  - Start with the market and work backwards
  - *As of now: we have no products/ services*
  - *Future products/ services: standardized*



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## Seed \$\$

- Orange County IDA
- 2 year drill
- "No" means "not yet"
- *Outcome: \$550,000 over 4 1/2 years*



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## Seed \$\$

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## Next: Preparation and Opportunity Collide

- CEANY
- The Clements Group (courtesy of Tim Rucinski)
- Industry Advancement Project
- Industry Forum (within a specific industry)
- *President does the ask*



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## Make Note of What Isn't Included

- Self-promotion of any kind



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## Industry Forum: Questions

- Q: What are the 3 greatest skill gaps in your entry-level employees?
- Q: What are the greatest skill weaknesses in your current supervisory-level employees?
- **Q: *What 3 areas do you believe that partnering with the college can improve the region's healthcare industry and improve your organization's success?***



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## Industry Forum: Outcomes

- Top 3 programs needed and wanted:
  - Supervisory skills
  - Customer service
  - Business writing



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## Advancement Meeting

- Report back on the session
- Presentation of the written report
- Dialog on the outcomes and next steps



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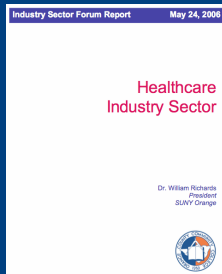
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## Advancement Meeting



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## New Standardized Programs

- MT3: Managing the Team, Time, and Task (supervisory skills)
- Service Excellence (customer service)
- Writing that Works (business writing)



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## 1:1 With CEOs

- “President Richards has asked me to”:
  - Follow-up on Advancement Meeting
  - Discuss specific ways the college can provide support to organization
- Drill down from there



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## This is Essentially the Whole Story



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## Out the Window



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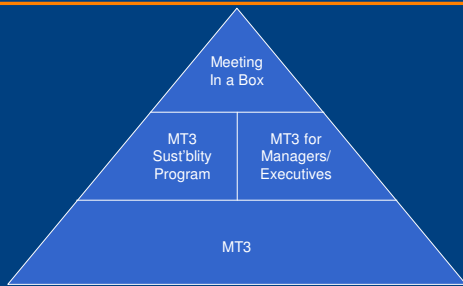
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## Supervisory



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## Customer Service



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## Self-Pay Contract Training

- Year I (2005 - 2006): \$55,280
- Year II (2006 - 2007): \$151,558
- Year III (2007 - 2008): \$330,063
- Plus grant-funded programs



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## Key Concepts:

Five Guideposts

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## 5 Guideposts

1. It's All About *THEM*
- 2a. An awesome product is your best marketing tool



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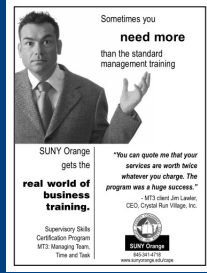
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## Soft Marketing



Sometimes you **need more** than the standard management training.

SUNY Orange gets the **real world of business training.**

Supervisory Skills Certification Program  
MT3 Managing Teams, Time and Task

"You can quote me that your services are worth twice whatever you charge. The program was a huge success."  
MT3 client Jim Lester, CEO, Coast Run Village, Inc.

www.sunyorange.edu/orange



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## Newsletter



HEALTHCARE INDUSTRY ADVANCEMENT PROJECT  
SUNY ORANGE

Business solutions for you, just like your customers.

Profile: **THOMAS A. BRUNELLE**  
Executive Vice President/General Manager  
BIO SOURCE QUALITY HEALTH SYSTEM  
Westwood Healthcare Group, Westwood, NY

THE 2008 HOLIDAY RECEPTION  
SUNY ORANGE PRESIDENT BILL RICHARDS  
CORDIALLY INVITES YOU  
TO ATTEND A  
**HOLIDAY CLIENT RECEPTION**  
TUESDAY, DECEMBER 9, 2008  
5 - 6:30 P.M.  
MORRISON HALL MANNSON  
115 SOUTH STREET, MIDDLETOWN, NY

RSVP TO DONALD GREEN BY NOVEMBER 14, 2008  
(845) 341-4215  
DONALD.GREEN@SUNYORANGE.EDU



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## Client Reception

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# 5 Guideposts (continued)

- 1. It's All About **THEM**
- 2a. An awesome product is your best marketing tool
- 2b. Develop a killer team of writers/ facilitators
- 3. Develop some signatures
- 4. Control the faucet (the flow of new contracts)
- 5. When you go high-end, run your programs out of high-end facilities



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# Q & A

## Part I

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**Q: What's the staffing situation?**

- 1 F/T Business Solutions Coordinator
- 1 Program Coordinator (P/T with contract training)
- 1 Administrative Assistant (P/T with contract training)



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**Q: What if there was no buy-in from the top administrators?**

- We refused to view this as a possibility



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**Q: What is the one thing to avoid at all costs?**

- *Sub-par delivery*



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## Q: Bottom line: What's our recipe? What are our signatures?

- 1 part: standardized programs
- 1 part: 3 signature high-end products/ services
- 1 part: integrity/honesty with a sense of humor
- 1 part: collaborative approach
- 1 part: Industry Advancement Projects
- 1 part: Jeffrey Gitomer
- 1 part: sustainability/transfer to job strategies
- 1 part: obsessive/compulsive over-preparation
- 1 part: our own unique way of being



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## Q & A

Part II

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## Small Group Interactive Exercise: Key Takeaways

- Does this type of program sound right for your organization?
- If so, what are several steps you can take right away to further explore and/or implement this type of initiative?



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