

How to Develop an Effective Employee Training Program



No Train, No Gain

presented by
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providing
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Ruby Newell-Legner founded 7 Star Service (previously known as RubySpeaks, Inc.) in 1994 with a singular mission: To provide the hands-on training employees need to create a more customer-focused work environment that turns every customer into a fan.

Over the last two decades, she has:

- presented more than 2300 training programs in eleven countries
- expanded her reach to 22 countries through her online learning programs presented via webinars
- offered plug and play staff development through her Customer Service DVD training system
- provided sustainable learning programs through her online resource center

Ruby helps businesses build strong teams between front line staff and management, and make exceptional customer service a way of life.

Ruby works with you to build better relationships:

- from front-line employees to customers
- between co-workers and their peers
- from managers to the employees they supervise

With 25 years' experience as a front-line service provider and public facility manager; Ruby has an uncommon level of experience that gives immediate credibility with program attendees and allows her to offer suggestions and recommendations based on actual hands-on experience working with sports and entertainment facilities. Her areas of expertise include:

- Leadership/Management/Supervision
- Customer Loyalty and Retention
- Onboarding new employees
- Internal and external customer service

Ruby's knowledge of business best practices in customer service is one reason why Ruby has trained management and frontline staff for more than 1000 businesses in the world. Her clients include:

- General Electric, Johnson & Johnson and Apple
- 350 municipal agencies and parks & recreation departments
- 34 New Recreation Facilities preparing to open
- 28 Professional Sports Teams and more than 60 sports and entertainment venues
- 26 Leisure Facilities in the United Arab Emirates
- 19 Theme Parks in North America
- 10 Franchises ranging from Education Services to Amish Furniture Dealers
- Multiple Convention Centers and Conference facilities
- Facilities hosting Super Bowl XLI, the 2006 & 2013 Grey Cup, the US Open (tennis) and the 2010 Olympics
- The Burj Al Arab, frequently referred to as the only 7 Star hotel in the world

Ruby is a Certified Speaking Professional, a designation bestowed by the National Speakers Association (NSA) to less than 700 speakers in the world. After serving 3 years as a member of the National Board of Directors for NSA, she was elected Vice President and will serve as President of the National Speakers Association 2015-16.

Her new book, **The Fan Experience: Creating a Culture to Turn Every Customer into a Fan**
will be published spring 2016

Homework - Before the webinar -

Please Rate the Orientation Program you experienced when you first started your current job?

Think back to when you started your current job? Read each statement and circle either T (True) or F (False) as it relates to the orientation you received.

- | | | |
|---|---|---|
| 1. I was made to feel welcome. | T | F |
| 2. I was introduced to other members of my work group. | T | F |
| 3. My boss paid attention to me and made me feel welcome | T | F |
| 4. My orientation seemed well planned. | T | F |
| 5. Company benefits were well explained the first day. | T | F |
| 6. My office or work space was set up and waiting for me. | T | F |
| 7. I received a tour of the organization by a qualified person. | T | F |
| 8. All the necessary paperwork and forms were available, and I received assistance in completing them properly. | T | F |
| 9. I received a copy of relevant literature, such as the company's Employee Handbook, Operations Manual, etc. | T | F |
| 10. I learned about the company's history and future plans. | T | F |
| 11. My boss reviewed my formal job description with me. | T | F |
| 12. I was invited to lunch the first day by my boss or a key individual he-she selected. | T | F |
| 13. I met people from other departments. | T | F |
| 14. I was able to observe colleagues at work before starting a task. | T | F |
| 15. I was given a specific job assignment along with instruction or training. | T | F |
| 16. Office hours, dress code, sick leave and other policies were explained to me. | T | F |
| 17. I was shown how to use the phone system. | T | F |
| 18. I had opportunities to ask questions. | T | F |
| 19. Payroll policies (and withholding) were covered my first day. | T | F |
| 20. At the end of the first week I felt like a member of the "team". | T | F |

Total Number True _____ Total Number False _____

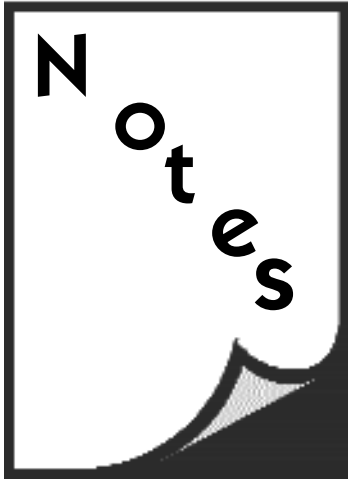
How did your orientation rate?

- 18-20 True: Your orientation was outstanding, I hope it was appreciated.
- 15-17 True: Your orientation was above average. You are in a position to make some improvements.
- 11-14 True: Unfortunately you received a typical orientation. There is a lot you can do to help your organization with future orientations.
- 10 or less True: You should be congratulated for sticking it out. Don't let the same thing happen to others.

20 Elements of an Employee Orientation Program

“One thing worse than training employees and losing them is NOT training them and keeping them.”

1. A warm _____ to the organization
2. Basic information and _____ about the agency
3. Mission, vision and goals of the agency
4. Organizational chart with _____ and titles
5. Outline of programs and _____ provided by the agency
6. Safety information with detailed _____ procedures
7. Map of the property and _____ of the facility
8. A directory of _____ with phone numbers
9. Dress code, emergency procedures, how to deal with accidents
10. _____ and privileges of employment
11. Break and lunch break guidelines-where and when they can eat
12. _____ details
13. Job _____ and work schedule
14. Training Checklist
15. Introduction to co-workers
16. Performance Appraisal process and _____ procedures
17. Meetings schedule
18. Key _____ and procedures
19. List of _____ opportunities and schedule
20. _____



Orientation Disney Style

Homework - The following exercise is the first step in planning any new training program.

Please think about the next training program you will be designing. It might be a session on safety or it might be a new employee orientation. Any topic is fine. Please fill in the sections below regarding what you want to have participants "Know, Feel and Do" once the program is over.. After the participants have been through the program, what do you want the participants to:

Know - the information you want in their heads

Feel - the attitudes you want them to have

Do - skills and actions

Checklist for a Good Training Session

"You don't improve service and quality in general. You improve service and quality in specific."

Dr. Rodney Dueck

1. Share _____ from the beginning.
2. Identify what you want participants to:
 - Know
 - Feel
 - Do
3. Clarify _____
4. Participants are involved in the planning.
 - WII-FM Philosophy,
5. Participants are invited to attend.
 - MMFI-AM Philosophy.
6. Create a friendly and _____ atmosphere.
7. Divide information into _____ chunks.
8. The room is conducive to learning.
 - Environment
 - Location
 - Setting
9. Maximize _____ participation.
10. Employees at all levels are encouraged to be involved.
11. Clarify how the employees can apply the information to their circumstances.
12. Offer _____ without it being repetitive.
13. Encourage activities that allow introspection without making a judgement.
14. Evaluate, test, track, and monitor the training.
15. Ask: What information can immediately be implemented?
16. _____ for additional information are provided to the participants.
17. After the program there is a way to follow up about what was learned.

Discussion topics for after the webinar:

What specific history about our organization is important to share with new employees?

What elements can we add to our next employee orientation?

How can we involve returning staff in the orientation program?

What can we do to make the training “fun”?

On-Line Training Resources

Association for Talent Development www.td.org Phone 800.628.2783

The Association for Talent Development (ATD) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations around the world. The association was previously known as the American Society for Training & Development (ASTD).

National Speakers Association www.nsaspeaker.org Phone 480.968.2552

As the leading organization for experts who speak professionally, NSA provides resources and education to advance the skills, integrity and value of its 4,000 members and the speaking profession.

The Bob Pike Group www.BobPikeGroup.com Phone 866.262.7453

They have provided participant-centered train-the-trainer programs to its private and public sector clients since 1970. Bob Pike is my favorite teacher.

Bodine Training www.GameShowPresenter.com Phone 1-800-793-5808

Game Show Presenter Jeopardy Style Game \$79 Download

LearningWare, Inc. www.LearningWare.com Phone 800.457.5661

Create your own classroom or self-directed gameshow style games, quizzes, tests and surveys using LearningWare's software templates. Their mission is to make learning fun.

www.TrainingMag.com

Training Magazine is the source of timely and accurate information about corporate learning. \$79/year

www.TalentMgt.com

My favorite online magazine - filled with great articles to help us nurture, manage and develop our number one asset - our staff.

www.PresenterMedia.com

Easy to use PowerPoint templates. Mix and match slides from multiple templates to create your own unique presentation

Software Training

www.Lynda.com

