

2009 Planning Includes People Skills Development!



In November most companies do their annual planning. The planning involves turnover and investment as well as costs, which include personnel costs. To accomplish the goals of the company, it is essential to include personnel development steps and costs in the planning.

For example, an increase in sales turnover by the acquisition of new customers requires employees who have knowledge and skills in customer acquisition such as techniques for 'cold calls' or referral marketing. Consolidation of revenue turnover by repeat business requires employees who are well trained in customer service and support. The opening of new branches requires new management and staff personnel who need to be well trained in the business-operating systems and people skills. To achieve this, existing personnel might have to take over leadership responsibilities for which they have to be prepared. Whatever the plans, it is your people who will be required to put the ideas into practice.

Personnel development is a leadership task which cannot be delegated. The direct managers are the first contact persons for the employees and know best about their strengths, weaknesses and motivation. The supervisors hold a key role as coach or mentor when counselling their people in matters of career planning.

Checklist for efficient personnel development:

1. Business strategy and goals
2. Basic concept of personnel relationship policy
3. A plan for people skills and vocational training
4. Identification of individual training needs during the annual appraisals
5. Goal setting with each employee
6. Training activities scheduled
7. Control of the activation of the training methods in practice for each employee

Together with their supervisors, employees take advantage of the opportunities for vocational development. A good opportunity to discuss this is the annual appraisal. Personnel development is far more than just an offer of support – it requires an employee's engagement and an openness to change.

Including the personnel development concept in the annual planning creates multiple benefits:

- **Efficiency and focus on the essential** – Only activities that help to

reach the strategic annual targets will be supported.

- In the annual appraisals you can offer your employees perspectives for their **career development**, which are advantageous for both parties. This leads to growing **motivation and retention**.
- Planning and goal setting enable **measurable results** and ensure the efficiency of future activities.

BEITRAINING[®] is very experienced in the support of personnel development within SMEs. Please contact us. We look forward to supporting you.

Quotation of the Month:

"If a man does not know to what port he is steering, no wind is favourable to him."

Seneca

START Fair in Essen: Less quantity – more quality!



BEITRAINING[®] enjoyed a successful appearance at the START Fair in Essen, in spite of the fact that there seemed to be fewer exhibitors and visitors than in previous years. "Less quantity – more quality," the CEO of **BEITRAINING**[®], Andreas C. Fuersattel, commented regarding the Fair. "We had the opportunity for several good conversations with respectable prospects." There was particular interest in the new Trainer Franchise which provides a way for the growth of the Regional Training Centre Franchises.

Likewise, the Friday evening 'Get Together' was – as in previous years – well attended. About 30 invited representatives of well-known franchise companies enjoyed beer, snacks and experience exchange at the booth.

We thank you for all the good conversations during the Fair!



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