

Motivation and Quality Assurance by Internal Certification

A Forsa study in February this year indicates that more than 75% of the working population would accept vocational training instead of a salary increase. Vocational training is especially appealing when it results in a better position within the company. Achieving a certificate creates an additional incentive, as well as the perspective that the skills learned can often also be used successfully in private life.

Structured training concepts cannot only be found in large enterprises. They can also be put into practice successfully in small companies that have no personnel division. The example below shows the successful implementation of an internal certification:

The painting company 'malerweiß in Schwabach' has 20 employees that usually work at 8 to 10 different construction sites. The customers are located within a radius of 50 km. "I can't be everywhere," Joachim Weiß explains. "At each construction site, I need a team leader who takes responsibility – not only for technical matters but also as far as leading employees and handling customer concerns." Two years ago he implemented an internal certification for 'Malerweiß Team Leader' in order to achieve a better qualification of his employees. Over a one-year period, master craftsmen and future team leaders attend a certification-training programme with different training modules (yellow box).



Joachim Weiß
CEO malerweiß

Certification Modules of Certification 'malerweiß Team Leader'

1. Technical education by internal training with suppliers
2. Orientation training about internal organisation procedures
3. Fundamentals of operational management by business owner
4. Customer-oriented services
5. Effective self-management
6. Fundamentals of personnel management
7. Training and coaching techniques
8. Motivation and employee retention

Modules 4 to 8 are being delivered by **BEITRAINING®**.

The certificate is presented by the business owner in front of the complete team. "The certification of my team leaders has had a positive impact throughout the business," Joachim Weiß reports. "My employees were already technically competent. But when it came to leading and motivating the employees at the construction site and presenting our company directly to the customer, we have had problems in the past. People don't learn this at school. My team leaders are more self-confident after achieving the certification. They earn more respect from their colleagues and customers." Team leaders become highly motivated and want to remain with our company. Find more about Malerweiß at <http://www.malerweiss.de>.

The model of internal certification can be used for almost every company. Certification for supervisors, for service employees and for sales personnel are only a few possibilities. The combination of technical and personal training is important. Do you have a need to make your employees fit for upcoming challenges in the future? **BEI** can help you to create a training concept for your business.

Quotation of the Month:

'The person who stops getting better has stopped being good.'

Philip Rosenthal, entrepreneur and politician

Impressions of the Management Meeting



Nuremberg,
Germany

October
7 to 9,
2011



Editorial Notice

In our newsletters and documents, we use the masculine pronoun 'he' in a neutral sense. We abstain from using 'he/she' in order to achieve better legibility. Notwithstanding, we intend to address women and men equally and at the same time. We thank our female readers and training participants for their understanding. According to the **BEI** Code of Ethics, we explicitly are committed to equal opportunity.



Kleinreuther Weg 87
90408 Nürnberg
Tel.: 0911/20 600-0
Fax: 0911/20 600-14

info@bei-training.de
www.bei-training.de