

# IN TARGET

2018 / Quarter 1

The dwarfs of the Rammerorck Mountains relate the conundrum of your great, great grandfather's axe; every couple of generations, the oft-sharped head needs replacing. Every few decades, the much-swung shaft must be renewed. Despite this occasional bit of maintenance, your great, great grandfather's axe remains what is has always been –the family chopper.

No longer under Kate's careful tutelage, InTarget will henceforth be subject to Chad's distinctive flair and care.

The change of editor notwithstanding, I trust that the properties of the GGGA will prevail and InTarget will continue to inform, elucidate and entertain in the manner to which we have become accustomed.

Thanks to Kate for that which was. Thanks to Chad for that which is to be.

La reine est morte, vive le roi !

Yours with a touch of pretention

*Chris Slattery*

**TARGET**  
TRAINING

## STUFF WE WANT YOU TO KNOW

2018 has started off with a bang! This year has seen a lot of business growth and opportunities already. There were projects underway at the end of last year that have come to fruition, and more at the start of this year that have been finalized.

### [New ICT program with Bosch in Blaichach](#)

This was set up by Jonny in January, and Andy Roberts started in February.

### [Interest in the ICT from Bosch China](#)

One of the most exciting pieces of news is the interest from Bosch China in setting up an InCorporate Trainer program on the ground. The request has been approved by the Training Center in China and we're talking with purchasing. We hope to get the official go-ahead for face-to-face training soon.

Another key story we'd like to share is the huge increase we're seeing in delivering soft skills and management program virtually. Driving Performance training is happening in partnership with House of Training.

### [Huge increase in virtual delivery for soft skills and leadership skills](#)

In 2017, we saw more requests and interest for soft skills and leadership skills being delivered virtually. This trend is continuously growing. This is partly fueled by our clients wanting the same training solutions for all their staff no matter where they are based, partly due to keeping travel costs low, and partly due to more and more clients working virtually. 2 examples:

**Diversity training for T-Mobil** is one such contract that we are very excited about. Stephen, Jane, and James have started a virtual training pilot program with participants from Mexico, Poland, Greece, UK, Iberia, Switzerland, and France joining. The topic of Diversity Training includes managing cross-cultural teams, age diversity and maintaining a gender friendly environment in teams. If done well, we could become the sole provider of this training for T-Mobil.

**Leading virtual team training for the Boston Consultancy Group.** The BCG is a global management firm with over 80 offices around the world that lead organizations in value creation strategies, innovation, transformation, supply chain management, and other business management topics. To be working with

the BCG is a great opportunity for Target, and we consider them as a prestige client.

To further prepare for this growth, we are currently converting the meeting room in Offenbach into a video training and conference room combo. This conversion project is nearly completed, and we'd like to thank KaDe for supporting the process. The investment in systems, equipment, and training will pay off quickly at this rate. We've even had requests for providing virtual training production services from clients!

### TOTW Annual Review Quiz at Bosch was a success with helping to raise €276

In other news, the TOTW Annual Review Quiz at Bosch was a success with helping to raise €276 for Primavera. Primavera is an organization of Bosch employees dedicated to helping under-privileged children in emerging countries like Malaysia, Columbia, and Haiti, among others, with education, healthcare, nutritional food, and vocational training. Thank you to everyone who created a tip for Bosch last year, and especially to the trainers who encouraged participants to take part in the quiz.

### Arthur sprints a success

One of our goals for this year is "*Feeding, cleaning, and nurturing usability in Arthur*". We want to support all our trainers by improving the range and quality of materials available in Arthur AND make Arthur even more user-friendly.

For the first sprint (Valentine's Day – find pieces you love), we received over 75 reviews for current documents available on the Arthur platform during the initial sprint. Uploading of new documents will begin, hopefully, around the second half of the year. Congrats to Robyn Doty, the winner of the Valentine's Day participation draw.

For the second sprint (Spring Cleaning), 15 people participated and identified 64 pieces of material to be reviewed and, potentially, removed. Margy Tittgen won the Spring Cleaning participation draw. Congrats!

All in all, this has been a good start to the year of 2018. We are looking forward to how the rest of the year plays out and couldn't have done it without the awesome team of trainers that are working with us. So, once again, thank you all.

## NEW CLIENTS AND BUSINESS GROWTH

### New Business:

Bosch's Drive and Control Technology department wants to extend the ICT program to Ratingen, near Düsseldorf. This is due to a recommendation following the excellent training received so far.

Heerema have trusted us to build and deliver a communications-training program for their foremen and shift leaders who need to deliver safety briefings on board their vessels. Connected to this is a Train the Trainer program, so they can eventually in-board this program and train new hires themselves.

### Business Developments:

Our partnership with PwC's Academy in Luxembourg has continued to generate new business for us this year. Projects include delivering training for the following:

- Goldman Sachs – range of soft skills including effective writing skills
- OneLife – diverse range of training for sales and support teams including customer service skills
- European Investment Fund – maximizing your impact for executive assistants
- EIB – range of skills including solution-oriented performance, time management, influencing, and leadership tender
- EIOPA: the Pensions Authority – wide range of soft skills solutions including topics like assertiveness and storytelling

Following difficult times related to redundancies, the ICT program at Heerema Marine Contractors in the Netherlands is in a period of regrowth. There has been some huge success there recently largely down to an increase in on-the-job training (of 50%!) being offered by Carol. It is looking likely for another renewal of the 5-day ICT program.

DP DHL in Bonn has also received inquiries for training, which means an increase in business for us. This is largely due to great training being delivered by Dave Higginson and Paul Laidlaw and the word of mouth going around within DP about the program and their training.

Another developing contract has been Blanco in Oberderdingen. They are cracking open their doors to the program as they have asked for more trainer time to help with the apprenticeship program.

Bosch in Bamberg has additionally seen an increase of business and participation within current programs. Chad Sweatt's original 2 day to 3 day contract has, once again, been increased to a 4 day contract. Moreover, Sam Gravel has taken advantage of his "fishbowl" training location by innovatively marketing the program resulting in increased participation numbers. Interest continues to spread through word of mouth due to the quality of training being delivered by the whole team.

## NEW PRODUCTS AND SHAREABLE CONTENT

### *New products piloted*

In Q1, we piloted the following new products - Diversity Training, Stress Management, and Public Speaking

### *Piloted and now on our website*

[\*The Virtual InCorporate Trainer\*](#)

[\*Storytelling in business\*](#)

[\*Driving performance – delivered virtually\*](#)

[\*Managing conflict in virtual teams\*](#)

[\*Leading people in virtual teams – delivered virtually\*](#)

### *Business English*

Already, since the start of the year, we have published three eBooks on the Target Training website:

<http://hs.targettraining.eu/ebook/presentation-phrases>

<http://hs.targettraining.eu/ebook/presentation-models>

<http://hs.targettraining.eu/ebook/english-mistakes>

One more will also be coming in the next 6-8 weeks with more planned to come throughout the year. Our most popular eBook to date has been "Emailing with SUGAR" with **15,000 downloads** from visitors to the website. This is in contrast with the 2,100 downloads for our "101 Meeting Phrases" eBook.

## STAFF

Before we start, we'd like to thank the Bamberg crew for putting on a great Company Day activity. Everyone had a good time with the challenging and, at times, ridiculous activities.

Now on to ... **Departures and arrivals:**

*@Bosch:*

- Tracy Wickens has taken on 3 days a week in Bamberg while continuing at Siemens in Erlangen for 2 days a week.
- Barry Storick started in Bamberg on 1 February.
- Andy Roberts started in Blaichach in February.
- Vera Tillner and Shruti Chaudhuri have both started as freelancers working as virtual and open program trainers.
- Duncan Griffin and Catherine Jakszta are joining the Stuttgart team as full ICTs.
- Hooria Mahmood and George Barse have taken over responsibilities
- Roz Hewitt is on maternity leave.
- Steve Cull and Sheila Steeb will be returning to the UK. We are sorry to see them go, and wish them the best of luck in their future endeavors.
- Kate Baade has left to make a career change. We wish her all the best in this career move.

*@Siemens:*

- Phil Edwards has moved on to Aviation Quality Services as a new Training Coordinator there. We wish him the best in his future endeavors.
- Rachel Judge started in Karlsruhe on 26 February.
- Helen Sinclair is moving from 3.5 days to 2.5 days of training to support the Smarketing team with social media activities.
- Lewis Enim has left.

*@SPC:*

- Sidney Thompson in Darmstadt is taking on an additional day of training and doing a great job.

*@ Other:*

- Matt Schmid left in February to take on a new sales role with a company in Berlin. Scott has taken on many of Matt's responsibilities and shifted other responsibilities to Jane, James, and Brenda.

# LEARNTEC CONFERENCE KARLSRUHE



## LEARNING

### *LearnTec*

Jenny Wright and Lynn Brincks both attended the LearnTec conference this year in Karlsruhe. There, they were able to see current and future learning trends with use of digitization in learning environments. With the focus of training moving more virtually, we are excited to hear what they learned at the conference.

Photos \*Jenny Wright / LearnTec / From top to bottom: real-time 3D training environment, results of 3D printing educational workshop, AR in the classroom

### *Cert IBET*

Helen Sinclair and Sam Gravell are underway with their Cert IBET certifications and will be finished soon. This training is aimed at helping ESOL/EFL trainers develop their expertise and skills while delivering Business English training. Both are taking their training in a virtual setting at their own pace.

### *Advanced PTT Train the Trainer (ILM)*

Chad Sweatt completed the advanced professional Train the Trainer course in Birmingham, England in February. The course focused on the Myers-Briggs Type Indicator, UK standard for questioning techniques, and the Kirkpatrick Evaluation Model. He is taking what he learned into the training room, and we are excited to see his progress.

### *Company Day*

Friday December 14<sup>th</sup>

### *Boot Camp for ICTs*

Boot Camp 1 – April 24-27<sup>th</sup>

Boot Camp 2 – November 20<sup>th</sup>-23<sup>rd</sup>

### *Bosch Trainer Days 2018*

Stuttgart Bosch Trainer Day will be held on Friday June 15<sup>th</sup>. Topics to be announced later.

Bamberg Bosch Trainer Day will be in May. Topics to be announced later.

### *Upcoming TEDs and Virtual Training Sessions*

**Making virtual meetings work** – David James – 90-minute virtual training session / WebEx – max. of 8 participants per sessions – will run twice

- Monday April 23<sup>rd</sup> @ 18:00 - 19.30
- Thursday June 7<sup>th</sup> @ 18:00 - 19.30

**Managing your time** -- David James – 90-minute virtual training session / WebEx – max. of 8 participants per sessions – will run twice

- Wednesday May 23<sup>rd</sup> @ 18:15 -19.45
- Monday July 9<sup>th</sup> @ 18:00 -19.30

**Prep lite and framework activities** – Beth Hampel - 75-minute virtual training session / Skype – max. of 8 participants per sessions – will run twice

- Wednesday May 30<sup>th</sup> @ 16.30 - 17.45
- Tuesday Sept 25<sup>th</sup> @ 16.30 - 17.45

**33 practical training ideas for developing communication skills** – Scott Levey - max of 12 participants – 1-day face-to-face workshop – **DATE CHANGE!** Fri June 22nd - Sat June 23rd in Heigenbrucken

**20 ways to enjoy your job more** – Anna Stowers – 2 pt\*90-minute virtual training session / WebEx– max. of 8 participants per sessions

- Part 1 Wednesday Oct 10<sup>th</sup> @ 17.30 - 19.00
- Part 2 Wednesday Oct 17<sup>th</sup> @ 17.30 - 19.00

Have a look at the Target Forum for more information and register with [barbara.fiebag@targettraining.eu](mailto:barbara.fiebag@targettraining.eu) if you would like to participate.