



Trinergy Web Events: an unprecedented success

The Academy takes stock of its training activities

Course Calendar: have a look at the next courses editions in the Academy Training Areas

The importance of getting feedback: some qualitative analyses.

The Chloride Academy

NEWS

June 2010

Trinergy Web Events: an unprecedented success

The Academy gets positive feedback from four web events designed to foster training effectiveness

In its constant effort to test new technologies able to increase the effectiveness of its training method, the Academy has introduced an innovative tool: web events.

Four web events were scheduled, with a time interval of one week, within the Trinergy course.

The activities were addressed to those students who had already completed the Trinergy course's preparatory activities, with the aim of giving them practical examples of successful Trinergy selling experiences.

Andrea Ferro, Trinergy Product Manager, acted as the moderator of the single events, interviewing Chloride members from different part of the world who were deeply involved into the Trinergy selling. He asked them questions about customer specification, Chloride proposal, Trinergy's strong points that finally convinced the customer. A Question & Answer session was organized at the end of each interview. The whole activity was then recorded and uploaded on the web platform, becoming a real training material.

The events were a full-blown success: participation was beyond every expectation, remaining constant during the four events.

Students' feedback was extremely positive: they particularly appreciated the live experience and the chance they had to count on a recorded version available within the course.

Below a summary of the four events:

Trinergy Web Event - 1



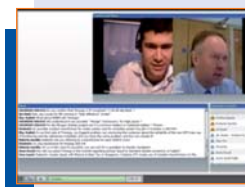
Participants by web: 54
Speakers: Andree Kang (Managing Director S&S Germany) & Helmut Heyse, (Sales Engineer)

Trinergy Web Event - 2



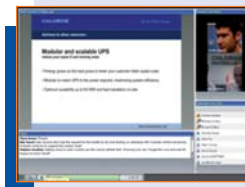
Participants by web: 55
Speakers: Etienne Guerou (Vice President South East Asia) & Allan Tan, (General Manager Singapore)

Trinergy Web Event - 3



Participants by web: 53
Speakers: Jim Cochrane, (UK Sales & Marketing Director) & Rob Tanzer, (UK Technical Support Manager)

Trinergy Web Event - 4



Participants by web: 48
Speakers: Murat Dumlu, (Managing Director S&S Turkey) & Atilla Gormus, (Sales Engineer)



The Academy launches new courses!

It has been a challenging year for the Academy who has launched four new courses, one for each strategic asset of Chloride business:

- Induction Programme, a course dedicated to Chloride new hires;
- Pre-Sales Update, a course designed to provide updated information on the new products available in the Chloride portfolio;
- Post-Sales Update, a course giving updated information on Chloride Standard products;
- Trinergy Sales, an immersion into the world of Chloride's latest product!

The Academy of its training



In the last three years, the Academy has grown in different areas of the world, trying to meet the training needs of the company's profiles. In doing so, it has managed to focus on Chloride's main strategic areas, strengthening its core business.

The table below shows the exponential growth of its activities:

N° CERTIFICATES GIVEN				
	07 08	08 09	09 10	TOT
TOT	49	781	1053	1883

The increase is particularly evident from the 2008-2009 period onwards, due to the consolidation of the training methodology. At present, around two thousand certificates have been issued and more than six hundred students have been trained.

A more detailed picture is shown in the following table, where a distinction is drawn according to the company's areas:

N° CERTIFICATES GIVEN				
	07 08	08 09	09 10	TOT
PRE-SALES	48	74	69	191
POST-SALES		690	957	1647
SALES		17	*	17
INDUCTION			27	27

Support



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Course Calendar

A brief comment on the data:

- the Pre-Sales area has remained rather stable over the years, with a total of 191 certificates issued and 149 students trained;
- the Post-Sales area has experienced a dramatic increase, with 1647 certificates issued;
- the Sales course has experienced a significant development, especially due to the Trinerogy course, that has contributed to fuel Sales training (*175 students are being trained and 17 already got their certificate);
- the Induction course has been launched this year with the first 27 new hires to get their certificate.

The results are encouraging, confirming not only the crucial supportive role of the Academy within the company, but also its presence as a highly effective and efficient learning organization!

Pre-Sales Fundamentals Courses 2010/2011

EDITION 2/2010

Starting date of the distance learning: 29th March
Residential in Bologna: 21st-25th June

EDITION 3/2010

Starting date of the distance learning: 31st May
Residential in Bologna: 13-17 September

EDITION 4/2010

Starting date of the distance learning: 19th July
Residential in Bologna: 29 November - 4 December

Pre-Sales Update Ed 1/2010

TRINERGY

23-25 June, Bologna

Post-Sales Courses on Industrial products

Apodys 1-2 Preliminary Stage Course Ed 2/2010
Starting date of the distance learning: 24th May
Residential in Lyon: 5th – 9th July

Apodys 1-2 Preliminary Stage Course Ed 3/2010
Starting date of the distance learning 19th July
Residential in Lyon: 20th - 24th September

Apodys 1-2 Final Stage Course Ed 2/2010
Starting date of the distance learning 4th October
Residential in Lyon: 22nd - 26th November

Apodys 1-2 Final Stage Course Ed 3/2010
Starting date of distance learning 18th October
Residential in Lyon: 13th - 17th December

Refer to the Academy to get the detailed programme for the following courses:

Post-Sales Courses on Standard products available in: BOLOGNA, BEDFORD, ERLANGEN, ISTANBUL, LYON, MADRID, PUNE, SHENZHEN, SINGAPORE, SYDNEY.

Post-Sales Courses for Business Partners available in: BOLOGNA



Power to Learn

The Chloride Academy uses blended learning to help stimulate students and put subject theory into practice. Internet forums, distance learning, residential classes and practical team building sessions all play a part in the Academy experience.

For more information please write an email to: info@chlorideacademy.com
or contact: Roberta.Gentile@chloridepower.com
or: Cristina.Querze@chloridepower.com.

The importance of getting feedback!

To contribute to the success of the company, it is important to get feedback not only from students, but also from the world surrounding the Corporate University. This is the reason why the Academy decided to reflect on its training strategy through some qualitative analyses on its performance.

The first qualitative analysis was carried out with General Managers, particularly sensible to measure the impact of training on their own business. They were asked to assess the Academy activities answering a customer care questionnaire on three areas: Academy method and strategy; training impact on the employees' performance; effect on employees' identification with the company. The results collected were encouraging, showing that the opinion on the Academy is positive and that there is common agreement on its crucial role within the company.

The Academy got another important feedback from the the CorpU's 10th Annual Learning Excellence and

Innovation Benchmarking Study, a survey designed to provide hundreds of learning organizations the opportunity to take a step back in order to see current systems and compare them to global best practices. The Academy gained excellent results, as clearly shown in the graph below. It proved to be both effective and efficient, that is to say a "Strategic Business Partner".

Last but not least, the Academy got the important accreditation as ASFOR regular member (from the Italian Association for Management Education Development).

