

# LearnLink

## NEWSLETTER



2003-2004, Vol 4 Issue 1

### In This Issue:

#### ProfitLearn PEI

Introduced in Fall 2003.

#### What's New

New workshops being introduced this year.

#### Meet... Joanne Cormier

One of ProfitLearn's most popular facilitators looks forward to another training year.

### What Participants are Saying...

*"A much needed course for any small business. Thanks!"*

*"Very interesting and motivating. Lots of content presented well. Very open to help and answering questions."*

#### ProfitLearn 2003-2004

Working with over twenty marketing partners, ProfitLearn delivered business management workshops in over thirty communities around the province.

#### LearnLink Newsletter

is a publication of the New Brunswick Training Group Inc.

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## ProfitLearn PEI

*First year a success!*



NB Training Group is thrilled to report that the first year of training delivered under *ProfitLearn PEI* has been a great success. With over 400 participants attending forty-five workshops on PEI, the program has exceeded the goals established for its first year.

*ProfitLearn PEI* was established in October 2003 by a partnership involving PEI Business Development,

Atlantic Canada Opportunities Agency (ACOA), Human Resource Development Canada (HRDC) and The University of Prince Edward Island's Centre for Life Long Learning. ProfitLearn PEI is modeled after ProfitLearn in New Brunswick, a program that coordinates the delivery of training for New Brunswick-based businesses through financial assistance from ACOA.

## Saluting our Marketing Partners

We would like to take the opportunity to recognize the hard work and dedication of ProfitLearn's Marketing Partners around New Brunswick. These CEDAs, CBDCs, ACOA Regional Offices, and other business organizations are committed to providing training for small to medium-sized businesses. Although NB Training Group identifies the facilitators and organizes the logistics of each session, it is our Marketing Partners that spread the word in their communities about scheduled training, and ensure that there are enough participants to attend each session.

This past year we worked with over twenty Marketing Partners around the province, but we would like to acknowledge four in particular for their contribution:

**CBDC Northumberland** for offering the "Most Sessions": For the past three years, CBDC Northumberland has been offering a series of workshops for new business owners involved with their programs. With 35 sessions offered in Miramichi this past year, CBDC Northumberland was our most active Marketing Partner.

**CBDC Southwest** for having the "Most participants" attend their workshops: With over 300 participants attending workshops in eight different communities, CBDC Southwest offered training to the most participants this past year.

**Enterprise Charlotte and CBDC Charlotte/Kings** for "Setting the Standard for Partnerships": Since the launch of ProfitLearn in Fall 2000, Enterprise Charlotte and CBDC Charlotte/Kings have worked together to schedule and promote ProfitLearn sessions that meet the needs of their combined client base. They have provided an excellent model for partnerships in other regions involved with the ProfitLearn program.

A launch ceremony was held at the Borden-Carleton Industrial Mall on October 20, 2003, and was followed by the first workshop offered through the program, "Motivating your Employees". The workshop was delivered by Pauline Cormier of Pro-Results Inc., a facilitator from the NB program, and was attended by twenty business people from the Borden-Carleton region.

ProfitLearn PEI offers half and full-day courses aimed specifically at small businesses. Workshops are in the areas of marketing and sales, innovation, strategic planning, financial management, human resource management, management & operations, and information technology.

As well as using the ProfitLearn brand which was developed in NB, the PEI program has licensed the content of a number of workshops from NB trainers. These NB-developed workshops are now being delivered on PEI by PEI trainers. There are plans to add a number of new workshops to the PEI program, to meet the specific needs of PEI-based businesses.

Please visit the ProfitLearn PEI website, <http://profitlearn.ypei.ca> for more information.

## ProfitLearn

*One-stop Learning Solution*

The ProfitLearn program, launched in 2000, is managed by the New Brunswick Training Group, and made possible through the generous financial assistance of the Atlantic Canada Opportunities Agency (ACOA). Through a coordinated and comprehensive approach to providing training across the province, ProfitLearn is helping small- and medium-sized businesses enhance their management skills cost-effectively and conveniently.

Delivered in partnership with ACOA Regional Offices, Community Economic Development Agencies (CEDAs), Community Business Development Corporations (CBDCs), and other organizations around the province, ProfitLearn's instructor-led workshops offer short, just-in-time content that can be quickly transferred to the work environment, with one-on-one consultations providing individualized support.

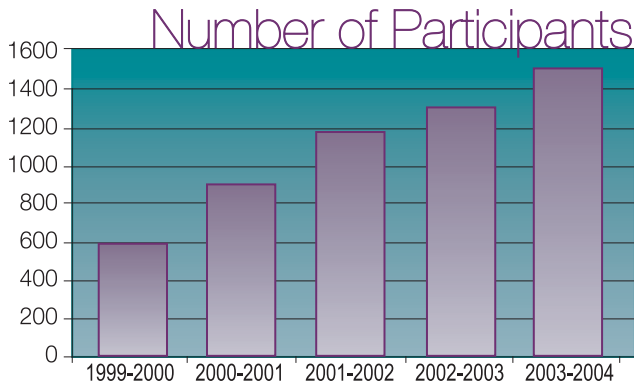


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## The Numbers Keep Growing



## What's New?

### Linking Extraordinary People!

#### Feedback from participants

Over 94% of participants from last year's group workshops rated our facilitators "Excellent" or "Very Good".

#### Consulting Program

ProfitLearn's Consulting Program, introduced last year, helped over 30 small businesses hire consultants for one-on-one business assistance.

#### New Workshops

We're adding six new titles to the ProfitLearn program this year, in response to requests from many of our participants and partners. Visit the [Available Courses](#) section of our website for more information on our new advanced Sales, Marketing, and Customer Service workshops, as well as these brand-new titles:

- "Supervisory Skills for the Manufacturing Sector"
- "The Bidding Process"
- "Effective Communication Skills for Managers"

#### News from NB Training Group

Since August 2003, the NB Training Group, along with NBCC Dieppe, has been working on a \$2.9 million contract with the Canadian International Development Agency, which will help a private institution in Cameroon build its capacity to offer technology training. A team of five from New Brunswick traveled to Cameroon in late September 2003 to initiate the work with the local partner, and returned in March 2004 to present the official project implementation plan to officials from the Governments of Canada and Cameroon. Since then, IT specialists from NBCC have been training in Cameroon. Other work associated with this contract will be sourced out soon.

#### Words To Learn From

"We must open the doors of opportunity but we must also equip our people to walk through those doors."  
- Lyndon B. Johnson



Meet  
**Joanne Cormier**

Joanne is a popular guest speaker throughout the Maritime provinces on a wide range of topics, including *Self-Esteem*, *Positive Attitude* and *Leadership Skills Development*.

With over twenty-two (22) years experience in the tourism industry, Joanne has achieved national certification as a Tourism Trainer with the Canadian Tourism Human Resource Council.

In April 2003, Joanne's career expanded to include work as an Employment Coordinator & Assessment Recruiter / Job Developer with the National Life Work Centre. In this role, she assists, coaches, motivates and guides clients of Training and Employment Development and Family and Community Services

with work-related issues. Despite a monthly caseload of 60-80 clients, she continues to find time to deliver ProfitLearn's *Customer Service* workshop on behalf of JOT Inc.

"I adore delivering customer service workshops for ProfitLearn," Joanne comments. "The workshops are very interactive, dynamic and fun for all employees who want to brush up on their skills. In particular, the workshop focuses on going above and beyond the expectations of your clients – the real key to customer service excellence."

During the workshop, participants are encouraged to share their work-related experiences and Joanne always finds that participants are very open to fresh ideas

from each other. "Everyone is eager to learn new ways to WOW their customers and deal with customer concerns."

In her free time, Joanne is actively involved in New Brunswick's Kent Region, and has been a Member of the Board of Directors of *Dames d'Acadie de Cocagne*, and a Committee Member and volunteer for the *Foyer Côte d'Or* home for seniors.

Each edition of *LearnLink* will introduce you to one of our 15 skilled facilitators

For this publication we talked with Joanne Cormier, the facilitator of one of ProfitLearn's most popular workshops, "Customer Service".

## Got An Idea? Tell Us!

With each edition of *LearnLink* we would like to encourage your participation...

If you have a story, suggestions on courses you'd like to see offered... opinions on what you've read... or, if you would like to share how a ProfitLearn course has helped you or your business we'd like to hear from you – please contact us.

If we use your idea or feature your story in an upcoming edition we'll send you a

**FREE set of four ceramic ProfitLearn Coasters.**

Just email Editor Patty Hope  
at [info@profitlearn.com](mailto:info@profitlearn.com)



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