



## In This Issue

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



## Business Features.

### EMPLOYERS' QUESTION BOX

By: David Guzinski, The Integrated Business

#### When The Economy Goes Left, Training Is Right!

##### The Economy is Left

It's no secret: The economy isn't right. Markets are down, prices are up, sales are dry and wallets are tight. As I like to call it; *"the economy is left."* During these times whenever there is talk of training, the typical business response is, *"we can't afford training, this isn't the right time."* In reality, this is the *best time* for training.

##### Training is Right

Even though the economy is left, training needs still exist. The purpose of training is to improve skills and behaviors so as to improve and assist the organization in running lean and efficient. Developing skills and behaviors now will position your organization to bolt out of the starting blocks when the economy begins to recover.

Two things are clear; one, the economy has gone left and two, training needs still exist. The way to insure your business training positively impacts your business results is to take *"4 Right Turns."*

##### ***4 Right Turns to Training with Results:***

- Get creative
- Set expectations
- Maximize learning
- Report value and results

[MORE >](#)





**In This Issue**

(Click to view)

**Business Features**

**Business Services**

**Business Spotlight**

**Market Research**

**In the Know**

**Save the Date**



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**RIGHT TURN #1 - Training Is Right, And You Have To Be Creative**

Now that the economy has gone left, training dollars will be scarce so your business must find creative solutions to accommodate the existing training need. To be creative you can hold “what if” sessions. During a “what if” session you define the end goal or result for the training and everyone begins by asking, “what if...?” Here’s an example:

“What if we...:

- Co-share training expenses with other departments or divisions?
- Visit or shadow other departments or divisions?
- Add training as part of our weekly meetings?
- Offer lunch and learn/brown bag events:
  - If you can’t provide full lunches, provide ice cream sundaes or fruit afterwards
  - Consider holding a drawing for something; grocery store gift card, gas card, lottery ticket(s), Half day off, etc...

Yes, “what if” sessions are like brainstorming sessions and the difference is you prompt involvement and creative thinking by beginning with the lead-in question; “what if..?”

**RIGHT TURN #2 - Training Is Right, And You Have To Set Expectations**

Learning is a process, not an event. Setting expectations is the beginning of the process. Setting expectations happens when the participant and his/her supervisor meet to discuss and mutually agree upon:

**MORE>**





## In This Issue

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



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- Reasons and objectives for the training
- How the new skills/behaviors will be applied back on the job
- Quantified/qualified results
- Required support to allow the transfer of knowledge

Having this “coaching” meeting will foster open communication and create a learning organization; one where all levels of the organization are involved in the learning experience.

### RIGHT TURN #3 - Training Is Right, And You Have To Maximize Learning

Upon returning from the training, as supervisor you should jump on the learning express. Remember, after two days, the participant will lose 50 percent of what was learned which means you loose a percentage of your investment (money/time). After training, you need to meet with your employee to:

- Develop a *Training Retention Plan and determine:*
  - What to Focus On-Create a prioritized sequence
  - When to Practice-Not during busy times
  - How Long to Practice-15 to30 minutes each day until learned (repetition creates retention)
  - Where to Practice-Quiet location
- Explore additional learning opportunities the participant received during the training-dig deeper and “mine for more learning.”
- Track the changes to behavior, processes, structure, and business results

[MORE>](#)



**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



**Business Features.**

**RIGHT TURN #4 - Training Is Right, And You Have To Report The Value and Results**

It's not only important to apply the results of a training event, but you must be able to document the results in business terms relative to your industry. You, as well as your CEO/President, will want this information. As the person directing the training, you need to provide this data to support your reasons for the training engagement and to confirm the value for future training. This is one of the best ways to demonstrate your role as a strategic member of management.

You need to document and report the quantitative and/or qualitative impact to the business or the ROI (Return on Investment) for your training. If you cannot determine a direct ROI, then offer what I call *VOT (Value of Training)*. VOT can be a story of success, positive departmental climate changes, decrease in inter/intra-department conflict, shorter project meeting times with increased results, clearer communications, etc...

In my company, we track the "4 Right Turns" using on-line surveys which compile all the data into one report for each training engagement including individual reports and a consolidated executive summary.

Two things are obvious; one, the economy has gone left and two, training needs to be right. The way to insure your training positively impacts your business result is to take these "4 Right Turns."

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## In This Issue

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



## Business **Services.**

### NEWS! For Brevard Businesses – Training Grants Available

Brevard Job Link currently has training grant funding available for your employed workers. These funds were issued to help businesses off-set the expenses associated with training and can reach up to 100 percent of direct costs. Eligibility criteria is a pre-requisite for both the business and the trainees and completion of eligibility documents is required to determine if funding can be expended. Additionally, it is preferred that the training funding is expended within the key industry clusters of Aerospace, Commercial Construction, Manufacturing, and Healthcare.

Training dollars are issued to an eligible business through an Employed Worker Training Agreement or On-The-Job Training Agreement. Employed Worker Training (EWT) is a program that trains a businesses' existing employees and BWDB reimburses 50 to 100 percent of the direct costs associated with the training back to the business. On-The-Job Training (OJT) is a hand's on program that provides a new employee with the critical skills and experience needed to function within a new occupation. Available funding for an OJT is up to 50 percent of the trainees' wages and is issued as a reimbursement to the business. Upgrade OJT programs are also available. This program provides opportunity for the upward transition or skills upgrade of a current employee into a new job or one with increased responsibility.

[MORE>](#)



**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



**Business Services.**

**Training Grants Available (Continued)**

As dictated by the current economy many businesses have to do more with less. Often employees will need training to maintain the same levels of production and quality in these scenarios. If this is the case with your business, please contact us so that we can quickly determine if training grant funding is available to you. Brevard Job Link's Business Service Consultants are available today to assist you with completing the process for obtaining the funding and to explain the various requirements. Go to [Business Services](#) for the contact information of your closest Business Service Consultant. Call us today to get your OJTs ready for when the American Recovery and Reinvestment Act (Economic Stimulus funding) is released to our area!





**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



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Meet the Business Services Consulting Team

Titusville and Cocoa  
Areas



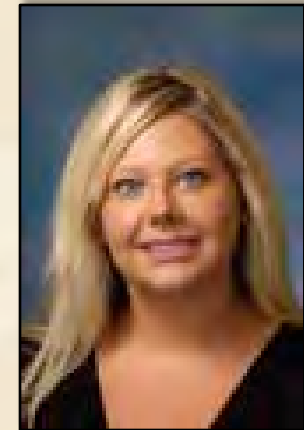
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**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



**Business Spotlight.**

**Customer Recognition**

**EMPLOYER**

**Holiday Inn Cocoa Beach Oceanfront Resort ~ Kim Armour**

The Holiday Inn Cocoa Beach Oceanfront Resort has an extensive maintenance department that employs individuals with various construction backgrounds including electrical and HVAC. To meet employee requests for obtaining further training and certifications, Brevard Job Link provided NCCER classes, OSHA Safety training, Crew Leader training, and Resource Control & Cost Awareness classes through the Florida reBUILDS grant.

Holiday Inn Cocoa Beach Human Resources Director, Kim Armour explained why this was important, “The employees who participated in the programs have learned so much, the instructor was very knowledgeable and trained in a manner that anyone could understand. The engineers came back from training energized, telling their co-workers how informative the training was and how much they learned.”

“The employees who attended and benefited from the training are extremely grateful for the opportunity and the management team are indebted to Brevard Job Link and this program for such an exciting and beneficial opportunity,” concluded Armour.



Kim Armour and Eric Nakamura,  
Business Services Director





**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



Market **Research.**

**Brevard Job Link Stats**

<b>Brevard Job Link Statistics - January 2009</b>	
Total Job Seeker Walk-In Traffic (Palm Bay, Cocoa, Titusville)	12,845
Total for January 2008	10,424
Brevard County Unemployment Rate for January 2009	9.5%
Brevard County Unemployment Rate for January 2008	5.4%
Percent Change	4.1%
State of Florida January 2009 Unemployment Rate	8.6%
State of Florida Unemployment Rate January 2008	5.0%
Percent Change	3.60%
<b>Brevard County Unemployment Numbers</b>	
Workforce Totals for Brevard County	264,809
Total number of Unemployed Brevard County Job Seekers	25,069





In This Issue

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



In the Know.

Proposed Increase to Worker's Compensation Rates

The National Council on Compensation Insurance (NCCI) has proposed a rate increase in response to a recent Florida Supreme Court Decision involving attorney fees. The NCCI rate filing is proposed to be effective on March 1, 2009, and is currently under review at OIR. For more information, please visit:

<http://www.fldfs.com/WC/pdf/Fast-Facts-FL-Filing-Release-3-1-09.pdf>

USCIS Delays Rule Changing List of Documents Acceptable to Verify Employment Eligibility

U.S. Citizenship and Immigration Services (USCIS) announced today it has delayed by 60 days, until April 3, 2009, the implementation of an interim final rule entitled, "*Documents Acceptable for Employment Eligibility Verification*" published in the *Federal Register* on December 17, 2008. The rule streamlines the Employment Eligibility Verification (Form I-9) process. For additional information please visit: [http://www.uscis.gov/files/article/I-9delay\\_30jan08.pdf](http://www.uscis.gov/files/article/I-9delay_30jan08.pdf)

Companies Must Report All Hires to the State of Florida

Employers must report all employees who reside or work in the State of Florida to whom the employer anticipates paying wages. For more information go to the Florida New Hire reporting center. Visit

<https://newhirereporting.com/fl-newhire/default.asp>

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**In This Issue**

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



**In the Know.**

**Survey of Employer Actions/Attitudes Released**

The Survey of Employer Perspectives on the Employment of People with Disabilities is the first of its magnitude, with responses representing more than 2.4 million companies nationwide. The survey reveals that a majority of large businesses hiring people with disabilities are discovering that costs for accommodations differ little from those of the general employee population. Additionally, the survey showed that once an employer hires someone with a disability, they are much more likely to hire other people with disabilities. To read the complete survey, go to [http://www.dol.gov/odep/documents/survey\\_report\\_jan\\_09.doc](http://www.dol.gov/odep/documents/survey_report_jan_09.doc)

**Revised Guidelines for Federal Workplace Drug Testing Issued**

The Substance Abuse and Mental Health Services Administration (SAMHSA), part of the U.S. Department of Health and Human Services (HHS), recently issued a final notice of revisions to its Mandatory Guidelines for Federal Workplace Drug Testing Programs. For additional information please visit: <http://www.dol.gov/asp/programs/drugs/said/WhatsNew.asp?ID=1964>





## In This Issue

(Click to view)

Business Features

Business Services

Business Spotlight

Market Research

In the Know

Save the Date



# Save the Date.

## Business Services Calendar of Events

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- **March 19, 2009** ~ Business Learning Event:

**Managing an Organizational Down Sizing** ~ <http://events.SignUp4.com/RIF>

- **April 15 – 17, 2009** ~ Virtual Job Fair ~ <http://www.virtualjobfairfl.com>

Brevard Job Link has **waived all fees** to businesses interested in acquiring a regular booth to assist the local labor market in regaining employment. Five (5) Featured Booths are also available for a small fee. With record levels of unemployment, this is critical to an economic recovery. Do your part to help the Brevard community and sign up for a booth today! Call (321) 394-0513 for more information.

- **June 10, 2009** ~ Business Learning Event: **Strengths Based Management**

- **June 2009** ~ Regional Virtual Job Fair – Clinical Healthcare includes screening component

Please visit <http://www.brevardjoblink.org/home/pages/NewsHome.cfm> to obtain further information as soon as it becomes available or call (321) 394-0513. To contact our Business Services Representatives, please click here: **BUSINESS SERVICES**