

Free Webinar: Building the People Skill Pipeline

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Transcript

Janet Michael

Hello and welcome to the valley. Today I am your host Janet Michael. It is Laurel Ridge Community College Day. I know y'all probably thought that I forgot all about Laurel Ridge 'cause you didn't get to hear them on the 2nd Thursday of this month, but I was saving them because they've got a really cool thing to talk about. I'm saving them for the end of the month. Because we needed to. Build up some excitement, didn't we? Guy Curtis?

Guy Curtis

That's right, yes, we wanted to hold things for a little while to really build excitement, draw attention, and that's the whole marketing strategy, right? Is that what we're doing?

Janet Michael

And I have to tell you I had two people now granted in the grand scheme of things, maybe 2 isn't that many, but two people did send me a text and said, hey, I thought this was supposed to be the college day. How come that's not who was on the show? And I thought, wow, people are really making their calendars according to who I have as guests on the valley today.

Guy Curtis

That's good to know for our strategy, so folks are listening and tuning into our scheduled time. So we do apologize for not getting out that information sooner, but we're glad to be on the show again today with you Janet.

Janet Michael

You've got a guest today who I have known about, but we were joking before we started recording. We've never met each other in person, and now we're going to. We're going to make plans as soon as we're done recording. Tell me who's joining us on the screen today.

Guy Curtis

Yes, so we have a new team member at Laurel Ridge Community College within the Workforce Solutions and Professional Development Department. Our name is Deb Taylor and she's our new corporate training director. Welcome Deb.

Deb Taylor

Hi, glad to be here. Great to meet you. Finally Janet and really excited to have a discussion today about what we're planning in corporate training.

Janet Michael

And training isn't new. To you, right? Deb, you've been doing training in all different sorts of iterations for years and years.

Deb Taylor

Now for years I think trainings in my blood and it goes back to my initial days as a sheet university classroom coordinator. When we began to build university courses. 4 Sheets incorporated back in the 80s so I'm dating myself a little bit. I've conducted training and I've developed people my entire career. No matter where I go.

Janet Michael

And this is a unique opportunity because as a corporate trainer, you get to work with a lot of businesses, which I think I would prefer, maybe more so than just individuals.

Deb Taylor

I do and they're also unique in learning their business and their business processes and how they operate. But there is a consistent theme across businesses and it's people, right? People that need up skilled people that need trained people that need develop because it takes people to make. The business is run and make them profitable so there is a common theme across. That, and that's a little bit of what we want to talk.

Janet Michael

About today guy. We've talked about that through many of our conversations with workforce solutions. Is businesses sometimes don't even know that they need the training until they suddenly need the training. And having you there at the college at Laurel Ridge Community College to be able to turn to is a huge asset for our community. Right?

Guy Curtis

I think the Community College is seen in a lot of different ways for the individuals but also for workforce solutions and so our whole focus is provides training opportunities for employers to help them and any of the needs that they have and it's it is challenging to for many employers 'cause the many business environments things rapidly changed. Our market is constantly. Changing and so depending on the industry and where you are where you sit, we can provide that support and service. And Deb's team is fully equipped to do that with a pretty large bench of instructors curriculum to support whatever training need that might be, but also the efforts they're doing to assess the regions needs through focus groups, surveys, and pulling in data that's relevant so that we can support those. Local needs and do it quickly as well, and there's no need necessarily to go across the country or fly down to Florida for an institute or something of that nature or right in your backyard for local training support so very excited devs on the team as well as all the solutions we provide to support our commit.

Janet Michael

Deb when Guy was here last month. Jalees was with him and we were talking about a webinar they were about to release. Looking ahead together and Guy Curtis I was there live. I did not do what I

normally do for webinars which is register and then wait till they send me the link. After it is passed and go watch it I was there. On the screen, as Jalees was well. Think through it, but these kinds of webinars, Deb I think are phenomenal because as I mentioned before, a lot. Of times, businesses. May not even know they need training in a certain field and being able to attend these webinars gives them that knowledge of what steps they may need to take, even if they don't know that there are any for.

Deb Taylor

Them at all. I completely agree in. As a former employer, being in that space and utilizing workforce solutions in my past in my career, understanding what the college can offer, both on the open enrollment side and in the corporate training side is really key to making sure that. We're able to support the employers through wrap around services in a way that maybe on the academic or the credit side is it can't in terms of the folks that we support and the employers that we support. I've only been with the college and workforce solutions for almost six weeks, so I've been working as a sponge and really getting to know and understand the biz. Business of workforce solutions and being able to look at trends and what do we need to do or what do the employers need from us to be able to support them in the seven counties and Winchester City that we support so? Went back and watched. Also the looking ahead together survey webinar and read through the outcome of that information. Then and right before I got here, there was some conversation about looking at the outcome of that survey in identifying OK. What are the employers asking for? What is the need now? OK, we did a survey during the pandemic 2020 and that led us to develop. Our leadership ip basecamp our lower level. What do just starting supervisors beginning supervisors need to develop in their career those courses in that series was an outcome of that survey. We started looking at what are we looking for now that we're coming out of the pandemic? And we have the responses of over 100 employers in over 2025 different fields of concentration and what they're looking for. And it really comes down to people skills. The older term, if you will. Again, amazing myself was soft skills. Now in the field of training and development, we're looking at these skills and we're saying they're really durable skills. Their skills that because there is a need for enhanced communication, enhanced people skills, being able to build and develop positive relationships, teamwork and. Time management really. Those interpersonal skills. That are in eight to some of us as leaders. As we've gone through our careers and we've become leaders. But at the bench level, how can we, as workforce solutions, develop content to train and develop folks for employers that will help them retain? There are people in place and also add to an enhanced. Culture and positive relationships and positive culture outcomes for that business so that we do have better communication. Enhanced communication. One of the topics I'll give you a sneak peek into is that managing emotions is a course that we're going to be offering come February. In talking about how do you communicate, how do you manage your emotions in the workplace? Emotions are running high. There's a lot of outward input coming from the environment that we all operate in day-to-day. So how do you manage through that when you have challenges within? Your work at. The highest level at the lowest level at the medium level. And how can again we look at the content and be able to deliver that in a way that is impactful and we do that through industry experts that are? Instructors Guy referenced our bench of instructors and we have bench strength of instructors from multiple industries. That we rely on as adjunct instructors. Part time with the college with workforce solutions that we say, hey, this is in your wheelhouse. And let's work together to develop this so that we can deliver the best possible product to our employers. We do that a couple. Of different ways. And this is. Really, what I'm excited about because it's what I used to do in my work is customize. Corporate training solutions are really

customized to what the employer needs. So what you'll? See in our catalog coming up in the. On November 30th at 9:30, we're going to talk about building the people pipeline. The content of the coursework that we're going to offer is centered around what the employers ask for as an outcome of the survey coming out of the pandemic, and the topics that they feel right now, that's. Top of mind and impact. Full for their business in developing their people, that's really our focus. We can do that here at the college because there will be courses offered with dates beginning in February 2 February. Dates 2 March dates and one April date, and those courses are open enrollment. Folks can go in and they can sign up on their own. They want to. Anyone can sign up for. Course and then on the other side on the corporate training side other than the classes and the dates that. We have already set. We can take those requests from employers that are interested and say we can bring that to you. You don't have to come to us. We can bring that to you and we do a lot of that little known fact. Before I came to work for solutions in my current role as Director of Corporate Training, I was instructing as an adjunct.

Speaker 4

So I was.

Deb Taylor

Working with workforce solutions for about 8 months as an adjunct instructor and I was brought on and asked to come into the team to train some of the leadership based camp courses. It's a very unique opportunity. For folks to come into the college and be able to make an impact, that's what I wanted to do. I'm like hey I have all these experiences and I have this career experience and I really want to be able to provide that level of training and. Development to the employers through the leadership based camp courses that I was instructing. Again, those were all customized too, so I went to Home Depot distribution and instructed classes. I went to golden rule builders and instructed classes. Regulus instructed class. We have a unique opportunity and employers in our area. We have a unique opportunity to bring training development into their business through corporate training solution. Options that maybe other employers don't. You have larger employers that may have a training and development budget and they may have folks that are already on staff, but if you don't, that's why we're here and we can even enhance the ones that do we have a full content library through HDAC? And DDI that we can pull from and we really take a consultative approach to listen to the employer. To identify what do you really need to develop and upscale and train your staff?

Janet Michael

Let's take a break and then I want to talk some about this webinar and I want to come back to something you mentioned a minute ago about the customization because I think that is vital in a community of our size that so many businesses don't realize. That's available because each business operates differently and they have different people that are working for them and they have different needs, so being able to say I need this and this but not. That, I think is incredibly valuable, so can we do all of that in the next segment? Definitely we are on the screen today. 4 Laurel Ridge Community College Day Guy Curtis is with us. He is director of Marketing 4 Laurel Ridge Community College. Joining us is Deb Taylor. She is director of corporate training for Workforce Solutions. We're going to come back and talk more with both of them. Get more details too for the web and are building the people skills pipeline coming up on the 30th of November at 9:30. So hang in there, we'll be right back.

Speaker 4

Hello everyone, my name is Olivia Webster, a graduating senior at Mountain Vista Governor School and we're partnering with the local environmental nonprofit Sustainability Matters to help you help yourself while helping the planet. Here's your sustainability tip for the day. Did you know that cutting the time you're showered by 5 minutes can save up to 25 gallons of water? That's a lot of water that can instead. Go to the native plants in your garden. Also, during the hotter months, consider taking a cooler shower since using cooler water uses less energy, thus reducing your carbon footprint. Finally, something you can do to save water and money is to. Install a rain barrel. Rain barrels collect rainwater from your roof and provide you with free water to use for your plants. Thank you for listening. This has been an ecologically exciting message from Mountain Vista Governor School and Sustainability matters reminding you that together we can keep the river clean and the valley green.

Janet Michael

Welcome back to the valley. Today I am your host Janet Michael. We are on the screen today with Guy Curtis Guy is director of marketing for Laurel Ridge Community College. Joining him is. Deb Taylor she is director of corporate training for Workforce solutions. We've been talking about all of the different programs. And educational opportunities that are available to micro businesses, small businesses, large businesses in our area with all the different corporate training programs that you offer. Deb and I told guy in the first segment how much I really enjoyed that looking ahead together webinar, not just because it had stat. And numbers from our community, which I always find fascinating. But because you guys also follow that up, you don't do what a lot of people do would just throw a webinar out there and say, hey, here's all the information. Good luck figuring out what to do with it and how to move forward. You really do stop for a minute and say. This is what we're gonna do. Here's what we've identified. This is how we can help you. That's what this next webinar is all about.

Deb Taylor

It is and the outcome of the coursework is centered around what the employers are asking. Before so the webinars entitled building the People skill pipeline, but it was actually the number 2 item as an outcome of the survey that the employers we're looking at in terms of building morale, building trust, building teamwork within their organizations. So we looked at and said, OK, how can we make this available not only to corporate training? But also to individuals developed a way and it will be in our upcoming catalog. Lease where folks can go in and they can attend. They can sign up for one. Of the courses that are scheduled. There's five different topics. These are centered around power skills or back. In my day we used common soft skills and they're really durable skills, life, skills, interpersonal skills, but we decided. Switch it up a little bit and call it power skills because these are the powerful interpersonal skills that will help teams succeed in their inter. Actions with each other in terms of managing emotions, developing positive relationships, enhanced communication skills, analytical thinking skills even and the way that these are created for this next quarter in February, March, and April. Is they may. Change over time because as employers talk to us. And tell us, hey, this is great, and now this is trending and this is what I'm seeing. We're going to switch those up and we're going to plug and play those power skills. So that we're making sure that we're hitting the mark and the target with the employers for what they're asking for on an ongoing basis. So the webinar will have a couple guests. We have a HR consultant that will be on the web and are with us and we also have a person that is with one of the top employers in the area. And she is going to be talking about what she sees in terms of the employee pipeline, the

development skills and what is needed in. Her industry and her business. The HR consultant in the same way, because she's also an adjunct instructor for us. Talking about what she's seeing throughout the industry and what is needed now with some of the environmental impacts coming out of the pandemic and where employers are struggling to retain top. Talent in making sure that we're building those power skills within people and focusing more development dollars in people. I've always told people my whole entire career that there's a difference between training and development. Training is a one time event. It can be tactical. That it couldn't also be a soft skill. But it's the development and the follow up from the employer, the manager, the leader, because people don't leave companies. They leave managers, so we want to be able to upscale the interpersonal skills around this for our employers, and that's what the webinars centered around. We will talk a little bit about. The outcome of the above and beyond survey and how that led to our power skills but also talk with the HR consultant and the employer represent. And if about what they're seeing and what they need in building a people pipeline, and really we want feedback from the employers sign up for this. It's November 30th. It's a Wednesday. You don't have anything else to do at 9:30 in the morning other than the listener hour webinar because it's that important. And even if you're not going to. Sign up for power skills. Still, listen to us because you can contact us and we can contact you back and say OK, what do you need? If you don't need? This which. Everybody saying they. Do let us customize it for you.

Janet Michael

And that's the key part right there, because sometimes people and small, all of us small business owners are guilty of this. We see something happening, a national trend, or we see a larger industry in our area that's doing something and we think, oh, they're doing that because. They're so large that would never work for me, and that is not the case when you guys are putting together these programs so I could come to you and say, hey, I have a friend who's a CEO at whatever and you did this thing for him. I don't need this piece of what you did, but I could really use these other two pieces. Is you don't have to come do all three you could do. The two that I need.

Deb Taylor

Yes, definitely and my job. The bulk of my job is to identify content, identify trends, and be able to benchmark against what is out there in the industry. What is going on and bring that. Back so that we can customize that for the employers and have this library of resources that we can deliver to the employer either at their site or here at the college. In one of our classrooms, either way, it's worked for me in my past where whenever I was working for local. Lawyers and I reached out the workforce solutions. I've sent some of my managers and some of my hourly employees to some classes and continued to do so throughout my career in the regional area. Building your people up and investing in your people should be the number one thing on your mind. If you're going to retain those folks, there is that trend. Out there. If you're on Tik T.O.K and you're listening to folks and you're seeing in the news, quiet quitting. And I was listening to a podcast last week about quiet quitting and now act your wage where folks are just giving up on their employer. Because their employer is not investing in them, they're not going above and beyond. They're not putting out that additional effort in terms of having that, let's go the extra mile work ethic for the employer because they're not seeing that they're getting anything back in response, so having that. Investment in your people is key, and making sure that they're setting their goals around their own development and the managers are recognizing. What do I need? What does this person working for me need in terms of their development? How can we help

that and be able to customize a development or training around what that might look like? We have series of training. We have leadership based app. We have leadership institute, the power skills as modules, the coursework that we're going to be putting out. There folks can buy the series if they want. To or they. Can just buy one or two of them. Courses doesn't have to be all five. If that's not what their focus is, so we're being as flexible as nimble as possible. To be able to customize that work for the employers to be able to help them retain their talent and keep them employed in in our regional.

Janet Michael

The fact that you're offering those as open enrollment courses too, I think, is a really big deal because sometimes we as employees don't always necessarily know where we need some work or what we need to be a little better at or what to tell our managers or our boss says hey. I would really like to be better at whatever, so being able myself to just sign up. For one of those. Go and attend and learn and then take that information back to my employer back to my people that maybe I manage is going to be huge outside of the corporate training setting.

Deb Taylor

And that's what we're hoping for. We're hoping that this catches on so that we're able to build out additional skill sets as we move forward through the power skills. Course work and be able to continue to offer those different topics of content as we move along, building the people pipeline.

Janet Michael

I've probably listened to the same podcast that you did quite quitting and act your age. I remember when that phrase started becoming popular and it really made me angry. Is somebody of my in my generation. It was always taught you work until the job is done. You do the job right. You go the extra mile. This is how we were raised. I was really angry. At the first mention of this quiet quitting, I'm thinking what? How are we raising our children? Until I did a little more research and realized this is totally preventable, it is totally reasonable. You just gotta know how to come at it and the results that you want to get and how to communicate those results. Because after I did a little bit more digging and did a little more research. Like I'm probably quite quit on a few things in the last couple of years and didn't even know that's what it was called.

Deb Taylor

I think you're. Right, that it's always been out there in some. Way shape or form. And now because of inflation and we have this environment that we're working and in terms of are we going into a recession? We're not going into a recession whatever side of the political arena you're on, there is a school of thought out there about this being generational totally to what you just said, and maybe some of it is for some people. But not all, and I think it really comes back to making the effort from an employer side of investing in your. People and making them feel as though their work matters and that they're contributing to the overall success of your organization. Because you're investing in them. And I've always done that throughout my career is. If I was doing an evaluation of any of my staff and you can ask any of them that have ever worked for me is one of their goals was a development goal. It wasn't just a tactical. Hey, I need to do this. It was what do you need for your own develop? And then so that you're able to move the needle that you're able to give back to the organization in a way that

maybe you aren't right now. Or maybe you didn't think that you could and overcome that and be able to contribute to the overall success of the business.

Janet Michael

And this is one of those things where and I you and I have had this. Conversation again many times where it's not always enough. Stuff, or even the right option to just offer employees more money. I'm going to give you a dollar more an hour. I'm going to give you a \$5 more an hour when you're getting into being able to offer them something that they have said is important to them, and that changes who they are, so that leadership based camp. Perfect example. If that is something that one of your staff wants to participate in because they're involved in a nonprofit and they want to do more and do better for this nonprofit that they're giving their free time to. You're able to facilitate that. That raises you up so much higher in the eyes of one of your employees. That extra dollar or two isn't as big a factor as what you're giving them to grow as a person.

Guy Curtis

Absolutely, I think with employers looking to invest in their workforce and grow their workforce. It's so much more important. Today I was having a conversation with my wife a couple days ago about. Hey you have to go find a job and get a job and then raise a family and that was like the mindset of Gen X errors and maybe some Gen Xers. But today some of the millennials, some of the younger supervisor type roles being forced into these new leadership positions, the mindsets are much differ in terms of what am I doing for this company, but also, what is the company doing for myself and my personal growth? Am I meeting my ultimate desire of supporting something greater than myself in the industry that I'm also supporting as well too? So I think that is very important to consider when growing and keeping and maintaining the talent you have. And even at the college here for example, I've been with the college close to 10 years and we've had tremendous opportunities with professional development even within our own courses and programs. We offer through the college. It's just been rewarding to be part of a larger, greater. Institution, obviously, but the development programs, the leadership, and the leadership worth following to support us as individuals has kept us growing even further. And so I think we're a great example of that. And certainly there's a lot of. Industries out there. That can benefit from those strategies and power skills is doing that for us. The corporate training team is doing that for us so. Very exciting stuff to be a part of for sure.

Janet Michael

Is this webinar free as all of the ones have come before it?

Guy Curtis

Absolutely free, yes.

Janet Michael

These are the best kind free.

Guy Curtis

To sign up, it's very simple. November 30th at 9:30 or wage, workforce.com/web and R. Let me say it again. Low wage workforce.com/webinar that's free to enroll. There's no cost. And if you can't. Make it

on the day and time that it's. Double we will send out an on demand replay that you can watch at your own convenience. So unlike Janet, you could watch at a later time, but it is good to be there. Live in presence so you can ask those great questions and get more into the data and the information that's provided. So it is definitely recommended, but if you are interested in right now and in pursuing and looking at some of our. Power skills courses that we already have. In our open enrollment or want to inquire more about them for a customized solution, but you can visit lower Ridge workforce.com forward slash power skills. Also, you can go ahead and jump in. Take a look at some of those offerings, look at the dates and times and get into some of the descriptions of those courses and see how they might meet you. And I think you brought up an excellent point. If you can't make all of them or would like to attend all of them, you can, but you can. Alacarte and cherry Pick some of the ones that work for you as an individual as well as your organization. Deb and her team could definitely work. With you and your team and organization to fit those needs, depending on how you want it delivered.

Janet Michael

And it's important for employers to have this conversation. That's what it all comes back to. Having the conversation with your people and knowing what are they interested in, what is important to them. Them and not just throwing this out, and maybe it's not anything that they're interested in, but finding out what it is so that you can provide that for them.

Deb Taylor

It is, and we're going to be working a little bit harder, probably after January to really put some course overviews out there in offerings of just some little snippets on our website so that folks know what we can customize for them, what additional topics we can customize for. Other than what is in the catalog, but really we can just sit down and have a conversation to identify and develop a customized solution for what's going on in your workplace, and address whatever it might be.

Janet Michael

So the webinar is happening Wednesday, November 30th at 9:30 AM. It'll be via zoom. So you can watch it in your pajamas. You can participate in your pajamas if you want. It's called building the people skill pipe. One registration is lower Ridge workforce.com/webinar lowerridgeworkforce.com/power skills get you all of the details about some of the new programs, and I'll put links to both of those in the show notes page so people will be able to find them there as well. Guy Deb. Thank you both for taking some time to chat with me about this. Today I can't wait for the next webinar.

Deb Taylor

Thank you Janet.

Guy Curtis

Thanks Janet and thanks Deb. Awesome job on your first time on the show. Will have to have. Him back very. Soon, right, yeah.

Janet Michael

There you go. Yes, she's welcome back.

Deb Taylor

Thanks guys, volunteering me.

Janet Michael

Thank you, I will be back tomorrow. It is United Way day. I am having a conversation tomorrow with the power women of the United Way. So Casey Childress is going to join me. She, of course, is the CEO at United Way, NSV. Also, on this screen with us tomorrow is Jennifer Hall and Jenna Dehaven. We're going to talk a little bit about the merger with the Front Royal Warren County. United Way and how that's going and some of the benefits that are already filtering into that area. So maybe back care for that tomorrow. Just a few minutes after noon.