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HumanResources

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VENDORS OF THE YEAR 2013

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THE GREAT SALE

Holistic local training and development has become a stronger focus for sales training providers.

Akankasha Dewan reports.



It has been a busy year for HR support services, particularly education and training firms who are reaping the benefits of local organisations looking to beef up their training programmes and up-skill staff.

These training enhancements could be because of specific and unique needs of a certain company, or the changing economy.

But in many cases, new government guidelines have prompted organisations to focus on how they can achieve optimal business results faster.

As the market continues to shift towards developing local talent and relying less on foreign workers, the government has systematically been partnering with vendors

and providing more continual education and training programmes to prepare the Singaporean workforce for the future.

Ronald Tan, executive director of the Singapore Institute of Management (SIM), says the government's belief and commitment towards L&D as a way to increase productivity has made training possible for even small and medium-sized businesses to invest in through various funding schemes.

"As a result of high intense competition, companies are striving to redesign job functions to better address the situation where newer skills are installed that require professionals to continually reinvent themselves to remain relevant," he says.

"This phenomenon pushes companies to invest in creating and building their human capital capabilities to remain relevant."

In line with this, sales training providers, such as our number one vendor this year, Marketing Institute of Singapore (MIS), are focusing on core competencies for sustainable results.

"Our training solutions focus on developing and enhancing not only core competencies needed by individuals, but also desirable behaviours to help them get on top of their challenges," says Amy Bey, MIS' assistant director.

"This process of internalisation allows an individual to develop holistically, leading to more sustainable performance and results in the long run."

Liaising with organisations to understand their corporate learning requirements is another approach which sales training organisations have undertaken to ensure client satisfaction.

NTUC LearningHub (LHUB) has spent the past 12 months better recognising the need to offer more learning pathways for employees to increase productivity. This includes investing in e-learning and introducing more blended learning and virtual training programmes to complement the more traditional face-to-face classroom training format.

"Leveraging on Singaporeans' love affair with mobile devices, we launched Singapore's first one-stop CET e-shop, carrying a full range of virtual learning and certification products such as training-on-demand courses, virtual labs, e-books, exam prep guides and exam vouchers," says LHUB's CEO, Kwek Kok Kwong. ▽

PREFERRED SALES TRAINING PROVIDERS

1.	Marketing Institute of Singapore
2.	Date Carnegie Training
3.	Singapore Institute of Management
4.	NTUC LearningHub
5.	Kaplan Professional
6.	Singapore National Employers Federation
7.	AchieveGlobal Asia
8.	TÜV SÜD PSB
9.	Lighthouse Global Training and Consultancy
10.	3L Consultancy



Amy Bey

1 Marketing Institute of Singapore

With consistent growth rates and an upcoming expansion plan, the Marketing Institute of Singapore (MIS) has well and truly established its position as a leading provider of executive development programmes in Asia. Specialising in areas of executive training, learning and development for public enrolment training, in-house and customised training and consultancy services, MIS takes immense pride in its quality of courses.

Explaining its current regional standing at the forefront of sales and marketing training, MIS' assistant director Amy Bey said it was its emphasis on holistic development that instilled confidence and trust in its clients.

She stated MIS' training solutions focus "not only on core competencies needed by individuals", but also on "desirable behaviours to help them get on top of their challenges".

This process of internalisation allows an individual to develop holistically, leading to more sustainable performances and results in the long run.

MIS' clients seem to agree with this approach. High ratings have been given by participants on the institute's trainers and curriculum designs, with an average rating of above 85%.

"The company prides itself on having constantly updated, expanded and refined through nearly a century's worth of real-life business experiences."

2 Dale Carnegie Training

Headquartered in Hauppauge, New York, Dale Carnegie Training believes devoutly in the power of self-improvement and designs all its courses keeping that axiom in mind.

The training company has offices worldwide and has trained about eight million people to date. In addition, more than 2,700 instructors present Dale Carnegie Training programmes in more than 25 languages.

The company prides itself on having constantly updated, expanded and refined through nearly a century's worth of real-life business experiences.

Dale Carnegie also applies theoretically proven solutions to real-world problems and highlights that as a core constituent of its training approach, which has had a positive impact on the company's client base.

"As part of our ISO 9001 certification and Dale Carnegie Training's commitment to quality, we measure the effectiveness of our training. In an ongoing global survey on customer satisfaction, 99% of Dale Carnegie Training graduates express satisfaction with the training they receive," its website stated.



Ronald Tan

3 Singapore Institute of Management

Being the largest private education institution in Singapore, the Singapore Institute of Management (SIM) is a 44,000-strong membership society which provides a comprehensive range of executive programmes through its professional development arm, SIM Professional Development (SIM PD).

The institute's mission of maximising return on human capital is fulfilled by its practice of liaising with corporate organisations to understand their corporate learning requirements.

Ronald Tan, executive director of SIM, said as a "strategic training and HRD partner to our clients, SIM PD's dedicated team has been working with organisations to align their human capital capabilities to meet their business learning needs.

"We achieve this by analysing the company's unique needs and requirements using our own internal SIM PD competency framework."

In 2013, the institute aligned its programmes with the nation's interest in improving its workforce, particularly in the areas of leadership and management excellence.

SIM meets "specific competencies and skills requirements as stipulated under several frameworks of WDA's blueprint for Workforce Skills Qualification – such as BM, LPM and HR that are relevant to the small and medium enterprises (SMEs) – another target group of companies with varying learning and development needs".