

Advanced Suggestion System Training and Certification



Center for Suggestion System Development



Launching Your Expertise and Your Suggestion Program's Success into the Next Dimension...

CSSE Class Descriptions

Our newest training is designed for suggestion system personnel who have completed their CSSP Certification and have at least one year of suggestion program experience. That will qualify them to advance their knowledge and skills to the highest level of instruction we offer, our Certified Suggestion System Expert (CSSE) training. The student/teacher ratio is kept very low (10:1), due to the advanced nature of the eleven intensive modules we'll be covering.

CSSE has identified ways to optimize existing operations and the materials covered here will enable you to further your knowledge and mold your suggestion system into an efficient, well-run, vital component of your organization's structure.

We'll also be studying proven processes fostering success at various organizations. You'll be able to choose from any of the lessons and incorporate them into your own program.

Some case studies we'll be examining:

☆ An Eaton mfg. plant went from averaging 200 suggestions per year up to an incredible 1,800 suggestions last year!

☆ MasterCard saved \$115 million in just 18 months from its Priceless Ideas Program!



BUILDING A WORKFORCE OF IDEA GENERATORS

In order to maximize output from the suggestion program, we need to find ways to maximize input. Each employee has unlimited creative potential, but most don't know how to tap into that. As overseers of the suggestion program, we must utilize methods which will encourage participation. From those who have not yet submitted a suggestion, motivation and support are necessary to get them over the first hurdle. This is very important. We should strive for 100% participation. Once onboard, we need to empower employees with the skills necessary to transform their way of thinking and doing. Instead of just 'going through the motions' day to day, we want them to actively and constantly be 'on the alert' for ways to improve any procedure. This is just a matter of awareness and training. But after the proverbial 'light bulb' comes on, there must be more. Suggesters need to be able to fully develop their ideas, so that they are more likely to be adoptable. This session teaches you how to teach them to accomplish all of that. In this Train-the-Trainer module you will be given techniques and tools which will enhance employees' critical thinking, creativity, and idea development skills. Included is the "Instant Creativity Workbook" which you can reproduce for each employee to use as they master their new skills. Then your next challenge will be what do with the influx of suggestions!

ADVANCED EVALUATION SYSTEMS

Using the FACT Method (fair, accurate, consistent and timely), the cornerstone that encompasses the ideal evaluation, we will structure the solid foundation of the evaluation system. Our next step is to enhance each piece, so that statistically, we have concrete evidence that our evaluation system is running under peak performance conditions. We want to decrease turnaround time and increase the adoption rate. It is not unthinkable to get a 95% adoption rate, with a 5 day turnaround time! The Idea Specialists or Evaluators that handle the task of researching an idea must fully understand their roles and appreciate their importance in the scheme of things. In this session, the advanced methods for perfecting the evaluation system will be taught. Learn the cutting-edge techniques which will maximize operations of another of the key pieces of the suggestion program!

REENERGIZING THROUGH RECOGNITION

An area of weakness in most suggestion programs is that of recognition. It is often viewed as superfluous or something that can be done when there is time for it (and then you never find the time). To thrive, our program needs support from all levels--executive management, mid-management, regular employees, evaluators, committee members, etc.--anyone directly or indirectly involved with the suggestion program. Recognition takes little or no money, the most important component of it is time and sincerity. When we appreciate those surrounding us, we let them know how much we value their efforts. This workshop will give you many techniques that are easy-to-use, low-cost, and effective. The positive reinforcement we give out is paid back to us many times over!

IDENTIFYING AND INCREASING SAVINGS & REVENUES

The first thing that a lot of executive management wants to know is "how much money \$\$\$\$ are we saving?" This is a viable question, because one of the important benefits of a suggestion program is the tremendous money saving potential. To position the suggestion program as a vital component of the organization, we can identify exactly where and how much dollar savings are actually being realized. The advanced techniques taught here will enable you to quantify that data and have statistical evidence to back up your findings. In addition, you'll learn how to increase output from these areas by looking at Best Practices from other suggestion programs. In one year MasterCard received over forty suggestions that saved more than \$100,000 each!

CASE STUDY: INCREASING TEAM SUGGESTIONS

Team ideas are a huge growth area in suggestion programs worldwide. Studies have shown that team suggestions have a higher adoption rate than those coming from one individual, because typically they are more fully developed. One organization received above a 70% participation rate from team suggestions. Learn proven methods to increase output from this area for your suggestion program!

SUGGESTION SYSTEM SELF-ASSESSMENT

Sometimes it's difficult to take a step back from the program and be an impartial judge of its performance. There are so many parts involved, it's hard to know what questions to ask and determine how areas affect other areas. This module is designed to help you view your program objectively. This forty ques-

Center for Suggestion System Development's CSSE Training "Certified Suggestion System Expert"

tion self-assessment will enable you to identify the strengths and areas for improvement for your program. From that point, you will be able to decide on a course of action, to decide which areas should be left alone, which could benefit from a fine-tuning, and which need total reengineering!

BEST PRACTICES FROM WORLD CLASS IDEA PROGRAMS

Once you've identified the processes needing improvement, you'll need to know examples of Best Practice employed by successful suggestion programs, so that you'll be able to choose the best option for your own program design. We have brought together a multitude of choices from a diverse group of organizations. Remember that feeling of being a kid in a candy store? Choices, choices, and more choices!

SUGGESTION PROGRAM TIME MANAGEMENT SKILLS

As a suggestion system professional, you realize the value of each minute saved. You know you have a long list of things to do--things you must do, things you should do, and things you wish you had time to do. You know how much more effective and efficient your suggestion program could be if you could just find the time. We've got a few solutions to your time management problems. Our "Suggestion System Time Mapper" will enable you to prioritize tasks, identify procedures that can be eliminated or merged, reduce time wasted, lobby for assistance, delegate work, make better use of technology to save time, have written goals with an agenda, and develop an overall time management strategy!

A DOSE OF ENTHUSIASM

Motivation, fun, excitement, promotion...we're always looking for ways to keep up that suggester and evaluator interest and participation. One company uses an Ice Cream Social each month, another has a Spin the Wheel game, yet another company treats evaluators to a baseball game and has a cookout during the seventh inning stretch. These are just a few examples of ways to create an element of FUN for your suggestion program. In this fast-paced session you'll learn methods for keeping your program energized! You get to participate in a game called "Suggestion Spree" where you'll learn about twenty-one exciting ways of keeping the motivation alive!

DEVELOPING AND PRESENTING VALUE-ADDED TRAINING

This workshop will give you ideas on various trainings you may want to introduce for the betterment of your program. We will help you determine your suggestion program's individual training needs and will show you techniques on how to develop and deliver that training via internal or external sources. You'll learn how to structure various trainings and the optimum time for each. For example, should a training be a full day, half-day, two hours, or a 30-minute bag lunch session? That all depends on the type of training, who is receiving it, and the depth of coverage needed. Training is a prime way to stimulate growth from your suggestion program!

TRENDS IN IDEA PROGRAMS IN THE 21ST CENTURY

To stay on top of things, we need to examine new ideas in our own industry. Suggestion systems, just like everything else, are continually evolving and changing. Here are some coming trends we'll discuss in this enlightening session!

- 🔑 Customer and Vendor Suggestions (even more \$ saving possibilities)
- 🔑 Software of the Future (eliminating all paperwork, web based systems, what's next?)
- 🔑 Suggestion Enhancement Teams (turning a non-adopted idea into an implemented one)
- 🔑 New Age Suggester (suggester as idea generator, evaluator, and implementer)
- 🔑 Suggestion Culture (suggestion program is viewed as indispensable)

You'll also find out how:

- ☆ One organization was able to get over 70% of the employees participating in Team Suggestions!
- ☆ A company has averaged over 7,000 suggestions accompanied by a 73% participation rate each year, for the past 10 years!
- ☆ Ninety-nine percent of



suggestions are implemented at one organization!

- ☆ Using unique and motivational promotion techniques, one company received over 6,000 suggestions!



- ☆ One organization focused on increasing management support, which translated to participation shooting up to over 2 ideas per employee!
- ☆ A manufacturing facility drastically cut evaluation turnaround time, which caused user satisfaction ratings to skyrocket!



Registration Form **561.676.4945**

Yes, I want to attend the Advanced Suggestion System Training & Certification. The fee per person is \$749 .

Name of Attendee: (Please photocopy to list additional attendees)

MR./MS. _____

Title _____

Company Information:

Organization _____

Address _____

City _____ State _____ ZIP _____

Country _____ E-Mail _____

Phone _____ Fax _____

Method of Payment

Payment must be received before first day of training.

Payment Enclosed Purchase Order _____

Credit Card payment for \$ _____ VISA MASTERCARD AMERICAN EXPRESS
(can also call 561-676-4945 with credit card information)

Card No. _____ Expiration date _____

Name on card _____

Signature _____

Checks payable to: Center for Suggestion System Development

Sign Up Today.
To ensure quality interaction class size will be limited to only 30 participants.

Methods for Registration



Call: **561.676.4945**



Mail check to:
Center for Suggestion System Development
27301 Oak Drive
Fairchild, WI 54741



E-Mail the registration info and seminar date to:
info@suggestionsystem.com

What to Wear

Casual attire is appropriate.
Please make yourself comfortable!

Substitutions

If you are unable to attend the session, just call 561-676-4945 and let us know who you

Miscellaneous

would like to substitute.

Cancellations

If you need to cancel up to 60 days prior to the beginning of the seminar, the Center for Suggestion System Development will gladly refund the entire registration fee or transfer it to a different training session. Registrations cancelled less than 60 days prior to the start date will receive a credit that can be applied toward a future training or any other CSSD products or services.

Your Satisfaction is Guaranteed!

The Center for Suggestion System Development guarantees the quality of its seminars. If for any reason you are not satisfied with a seminar for which you have paid, CSSD will refund your fee.

**Our Promise is Excellent Service.
We Settle for Nothing Less.**

**Call 561.676.4945
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