

We have a full agenda...



**Suggestion Program Administration,
Rules & Guidelines, Eligibility,
Award Structure, Legalities, Forms,
Software, Evaluation Processes,
Cost Analysis Simplified,
Suggestion Implementation,
Measurements, Benchmarking,
Best Practices, Business Planning,
Strategic Goals, Marketing, Promotions,
Motivation, Recognition, Training,
Creativity, Problem Solving Techniques,
Communication, Finance,
Return on Investment, Statistics,
Reports, Resources, Profit Center...**

**SUGGESTION PROGRAM TRAINING &
PROFESSIONAL CERTIFICATION (CSSP)**

Q. To properly introduce or optimize an employee idea system, what unique qualities and skills would an ideal suggestion program manager possess?

A. Ideally, a truly diverse blend would be required. They'd be a composite of EIGHT important characteristics:

- (1) World-Class Coordinator**
- (2) Evaluation Expert**
- (3) Marketing Genius**
- (4) Benchmarking Pro**
- (5) Financial Wizard**
- (6) Master Motivator**
- (7) Great Communicator**
- (8) Creative Champion**

Fortunately, there is ONE training where ideals merge with reality...Our Suggestion Program Training and Professional Certification

Your understanding and expertise on all facets of a suggestion program can ultimately determine whether it succeeds or fails. Comprehending all the key components which comprise these complex systems will enable you to develop goals and outline strategies tailored to your program's individual needs. Learning the "Best Practices" others are achieving success with is a tremendous tool to utilize for optimizing the operations involved in employee suggestions. Regardless of prior experience or training, this unique training week will transform participants into suggestion program experts by thoroughly covering each aspect of managing an idea system. At the conclusion of this fast-paced, high-energy session, participants will achieve the ranking of "Certified Suggestion System Professional" (CSSP).

Who Should Attend

This learning opportunity will benefit anyone involved in the suggestion process including administrators, evaluators, committee members, trainers and managers. Comprehensive materials covered will be applicable to those with all levels of experience—from the newcomer, to those seeking to enrich their current system.

Benefits of Attending

- ✦ All participants will enhance their professional credentials by attaining the ranking of Certified Suggestion System Professional (CSSP) and will receive a special certificate recognizing this achievement.
- ✦ Participants will attain the necessary competencies to begin or improve all aspects of a suggestion program. We identify strategies which have worked well in the past and also some of the problems others have encountered, so that those pitfalls may be avoided.
- ✦ Trainees will all become suggestion system experts, learning how to choose the right option for their program, how to best incorporate that choice, and how to achieve ongoing prosperity for continued growth.
- ✦ Goals will be set and strategies laid out. Having a vision, knowing how it can be attained, and gaining program support is vital to success.
- ✦ Participants will interact with other suggestion system experts, gaining confidence and new ideas for their programs and developing a network of support people.
- ✦ Reproducible master copies of the entire workshop to take back and use as is or modify to your liking.

Past Clients

Our clientele come from a diverse group of organizations, encompassing both large and small operations, and from a mix of the public and private sector. The following are some of the more recognizable names we have had the pleasure of working with:

Aeroquip; American Axle & Manufacturing;
American Crystal Sugar; American Express; Anheuser Busch;
BAE Systems; Bell South Mobility; BiC; Bay Area Rapid Transit (BART);
Bureau of Engraving and Printing; Carefirst Blue Cross/Blue Shield;
Chase Bankcard Services; Chase Manhattan Bank; Chevron;
Chicago Tribune; CIGNA; City of Arlington, TX; Coca-Cola;
Crane Paper; Dain Rauscher; Delphi Automotive; Delta Faucet;
Discover Card; Eaton Corp.; Exxon/Mobil; Ford Motor Credit;
General Motors; Gillette; GM Powertrain; Group Health;
Haworth; Inc.; Honda; Johnson Controls; Lockheed Martin;
Los Angeles Dept. of Water & Power; Lucent Technologies;
MasterCard; Micromotion; Motorola; Northwest Airlines; NUMMI;
Orkin Pest Control; Parker Aerospace; Pemco Aviation;
Pitney Bowes Office Systems; R.R. Donnelley & Sons;
Seagate Technology; Siemens Electrocom;
Sony Pictures Entertainment; Subaru Isuzu; Sunstate Equipment;
Union Tank Car Co.; United Illuminating; US Air Force; US Army; US Navy; US Postal Service; Westinghouse Savannah, Wrigley Co; XLO

Syllabus for Suggestion Program Training and Professional Certification



WORLD-CLASS COORDINATOR

Learn proven methods that will enable you to effectively administrate all aspects of your suggestion program's processes.

DEVELOPING EASIER RULES & GUIDELINES

Eligibility ~ Invalid suggestions ~ Award Structure ~ Award pay out ~ Ownership rules ~ Appeal process ~ Legalities

SPEEDING UP THE SUBMISSION PROCESS

Easier to use submission process ~ Multiple ways to submit ~ Developing an effective suggestion form ~ Submitter recognition

STANDARDIZING LETTERS AND FORMS

Techniques on how to standardize letters and forms ~ Non-adopt letters ~ Adopt letters ~ Acknowledgement letters ~ Evaluation forms ~ Award payout forms

SUGGESTION PROGRAM SOFTWARE

Software choices ~ Information to enter: suggester names, idea summary, evaluation info, adopt/non-adopt, award amount, savings amount, etc., ~ Reports ~ Statistics: number of eligible employees, ideas per hundred eligible employees, suggestions received, suggestions adopted, percent implemented, total dollar savings per suggestion, average implementation cost per suggestion, etc.

THE EVALUATION EXPERT

Utilize the ultimate techniques to enrich your evaluation processes. After this session participants will become experts on how to build a highly effective evaluation system. This also includes the ability to train your evaluators so they, too, can become more effective.

SIMPLIFIED ADMINISTRATION FOR THE EVALUATION PROCESS

Standardize the way evaluators calculate cost savings ~ Re-engineer evaluation forms ~ Determine who is most qualified to perform an evaluation ~ Re-engineer eval. processes

DEVELOP & IMPLEMENT MEASUREMENTS

What is the avg. # of days a suggestion should need for evaluation? ~ Days to implement? ~ Return on investment? ~ Percentage of suggestions adopted?

DEVELOP AN AUDIT SYSTEM

How do you prove actual savings? ~ Set up a simple audit system ~ Calculating real cost savings one year after implementation ~ Tracking key numbers

TRAINING EVALUATORS

How to be a proactive evaluator ~ FACT Method: Fair, Accurate, Consistent and Timely ~ How to properly complete evaluation forms ~ Cost Analysis Made Simple technique ~ Pro/Con Analysis ~ Prescreening Analysis ~ Priority Matrix ~ Final Decision Matrix ~ Benefits of being effective

THE MARKETING GENIUS

Bring and keep your suggestion program into the forefront of suggesters' minds by discovering effective methods to market and promote your program. After this session you'll be able to devise your own marketing plan.

MARKETING 101

Why is marketing so important? ~ Marketing applied to the suggestion program ~ Key concepts that any program can use ~ Tools and techniques to use

DEVELOPING A WORLD-CLASS MARKETING PLAN

What results do you want to achieve? ~ Usable techniques ~ Target audience ~ Following through on the marketing plan ~ Benefits of the marketing plan

RUN POWERFUL PROMOTIONS

Keys to running a successful promo ~ Plan your strategy ~ Think like Madison Avenue ~ Keep it simple and fun ~ Tying promotions into corporate objectives ~ Publicize results ~ 25 examples of best practices promotions

THE BENCHMARKING PRO

This intensive course will show you how to locate, customize and implement myriad best practices for your suggestion program. You'll learn how to benchmark with other suggestion systems.

THE ART OF BENCHMARKING

Determining which processes to benchmark ~ Prioritize ~ Identify organizations with best practices for processes you want to improve ~ Learn how to develop win/win agreements with companies you are benchmarking ~ Proper data collecting techniques ~ Choosing the best solution to implement

THE FINANCIAL WIZARD

This session teaches you how to establish your suggestion program as a profit center, thereby ensuring its placement as a vital component within your organization. You'll learn key financial principles that will enable you to achieve a much higher ROI for your suggestion program.

SUGGESTION PROGRAM AS A PROFIT CENTER

Getting a higher ROI ~ Key strategies in setting up your program as a profit center

LEARNING THE KEY FINANCIAL PRINCIPLES

Return on investment ~ Savings per 100 employees ~ Implementation costs ~ Labor savings ~ Material savings ~ Gross savings ~ Net savings ~ Yearly profits

SUGGESTION PROGRAM REPORTS

The importance of a report ~ Putting together a report ~ Types of reports to send ~ Who gets what report

THE MASTER MOTIVATOR

In this motivational session you'll learn the art of recognition. Discover how to properly recognize all desired behaviors in your employee suggestion program and the benefits of doing so. Hundreds of examples of recognition will be presented.

FUNDAMENTALS OF MOTIVATION

Defining motivation ~ Can everyone be motivated? ~ Hierarchy of Needs ~ What are the needs of your suggesters and evaluators?

LEARNING THE ART OF RECOGNITION

The four critical points of recognition—simple, specific, timely and appropriate ~ Actions which should be recognized for suggesters, evaluators and managers ~ Recognition processes ~ Some powerful recognition items

OVER 100 RECOGNITION EXAMPLES

Recognition letters ~ Certificates ~ Cards ~ Plaques ~ Small gifts ~ Candy ~ Flowers ~ Tickets ~ Developmental opportunities ~ Articles ~ Videos ~ Many great examples

THE GREAT COMMUNICATOR

The ability to communicate effectively is a key to growth for your suggestion system. In this workshop you'll learn the important aspects of being a great communicator, which components to communicate, and how to communicate them. You'll also learn how to develop your own suggestion system workshops for use at your organization.

WHAT NEEDS TO BE COMMUNICATED?

Needs assessment ~ Arrange priorities

DEVELOPING COMMUNICATION SKILLS

Know what to communicate to your audience ~ Inform audience of benefits to them ~ Researching key points ~ Organizing ~ Spicing it up

PLACES TO COMMUNICATE

Speeches ~ Presentations ~ Training classes ~ Meetings ~ E-mails ~ Letters ~ Newsletters

THE CREATIVE CHAMPION

Learn techniques to unleash your suggesters' unlimited creative potential and transform them into master problem solvers. This workshop will show you how to encourage employees to write, submit and implement outstanding suggestions.

BECOMING A WORLD-CLASS SUGGESTERS

Identifying problems: the Problem Finder technique ~ Brainstorming multiple solutions: Evolution/Solution technique, Solution Matrix, Radar Scanning & the Solution Board ~ Deciding on the best solution to implement: Pro/Con Analysis ~ Writing top-quality suggestions: Mind Mapping ~ Benefits of being a world class suggester

Registration Form 561.676.4945

Yes, I want to attend the Suggestion Program Training & CSSP 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 class day.

Payment Enclosed Bill Me Purchase Order _____

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

Card No. _____ Expiration date _____

Name on card _____ Signature _____

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

Methods for Registration



Call: 561.676.4549



Mail the form 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.

Miscellaneous

Please make yourself comfortable!

Substitutions

If you are unable to attend the session, just call 561.676.4945 and let us know who you 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.**



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561.676.4945
To Register Today**

**This
Training Event
Will Sell Out!**