

*providing Proven,
Practical Solutions
to Business Challenges*

PROFESSIONAL DEVELOPMENT DIVISION
Executive Education, Business Training & Consulting



Metro Detroit's best-kept secret is out! More and more businesses and organizations are discovering that they can move beyond those off-the-shelf, pre-packaged training and consulting "services" and get

results

by making one call -- to the Professional Development Division (PDD) at the Wayne State University School of Business Administration. PDD offers a whole new range of training opportunities.

PDD's approach provides a unique blend of

expertise and flexible design

that enables organizations to efficiently outsource part or all of their organizational development activities.

PDD does not believe or engage in "training for the sake of training" and prides itself on applying

*proven, no-nonsense,
problem-solving strategies*

to assess and meet the needs of its clients.

PDD provides

cost-effective solutions

in areas such as HR needs assessment and evaluation, strategic planning, organizational change management, training program content development, performance consulting, and more.

At PDD, we focus on our clients as individuals. Each project is approached with a fresh perspective and solutions are designed to address the specific needs identified.

A few examples of recent programs:

CHALLENGE *Aligning Employee Competencies with Corporate Strategy*

A large healthcare organization wants to create an environment that encourages entrepreneurial behavior, customer responsiveness, employee development and business results.

CHALLENGE *Our Solution:*

Create a comprehensive leadership academy to align employee competencies with corporate strategy. Employee competencies are developed with a blended learning approach using e-learning, executive briefings, classroom training, assessments, knowledge management systems, and business coaching.



CHALLENGE *Leadership Capability*

A state-wide insurance provider wants to assure the realization of its long-term goals by providing current and future leaders with the skills they need to navigate through changing business environments.

CHALLENGE *Our Solution:*

The development of an “exceptional leader” profile as a template for employee development and the “Excellence in Leadership”™ curriculum – a highly interactive, hands-on, five-day learning experience, designed to develop the traits common to exceptional company leaders.

CHALLENGE *Customer Focus*

A public, non-profit organization realizes that in order to compete for the best customers, it must create an organization-wide strategic plan that focuses on both internal and external customers.

CHALLENGE *Our Solution:*

An integrated program that provides the tools to create a performance culture and support positive change through:

- Communication Skills
- Change Management Strategies
- Teamwork
- Leadership Development
- Organizational Understanding

Over the past year alone, more than 2,000 managers, supervisors and directors have benefited from programs designed to

*improve organizational
and individual employee
capabilities and performance*

in areas such as:

- Leadership
- Strategic Planning
- Teamwork
- Customer Service
- Communication



The learning programs have ranged from

*half- and full-day
workshops*

to five-day programs to modular, multi-topic

certificate programs.



Certificate programs offer employees the opportunity for higher mastery and competency in a particular subject area. These multiple-session programs, encompassing several of today's management and business issues, are customized to meet your organization's needs. WSU Continuing Education Units can also be offered.

Across a wide range of business settings, one thing remains constant: PDD is

committed to providing fully customized, fully integrated,

in-depth programs to address specific organizational needs and improve individual and organizational performance.



Clients are reporting that PDD programs provide more than skill building and an improved bottom line. PDD programs create a climate for lasting change -- large, complex organizations experience improved coordination between various departments, and participants consistently applaud the opportunity to understand their role in improving the workplace climate while reaching higher levels of productivity.



PDD also houses the Procurement Technical Assistance Center (PTAC) – a group that works with qualified businesses to prepare them to bid for government contracts. Last year, PTAC services resulted in awarded contracts totaling more than \$5 million.



PDD serves the needs of many entrepreneurs. Building on a 20 year record of success, our Small Business Programs continue to attract people from all walks of life who want to learn how to start and run their own small businesses. These practical, hands-on programs are offered throughout the nation and have recently been underwritten by DTE Energy as a resource for their business customers. Recently, PDD introduced a Small Business Consulting Workshop to assist accountants in expanding their practices by growing their consulting services.



Wayne State University, with an enrollment of 31,000 students, is a Carnegie University Research Extensive University. The School of Business Administration is one of 14 schools and colleges comprising the University's academic community.

The School of Business Administration, accredited by AACSB International (The Association to Advance

Collegiate Schools of Business) grants BA, BS, MBA, MS in Accounting and MS in Taxation degrees. The School enrolls 1,000 undergraduate and 1,500 graduate students. Majors in Accounting, Business Logistics, Finance, Information Systems and Manufacturing, Management, and Marketing are offered.

For more information or to inquire about PDD's programs, please contact:

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On-site Consulting Services

Our expert staff provides consulting services in the following areas:

- Training Design and Development
- Leadership Development
- Strategic Business Planning
- Managing for Employee Effectiveness
- Customer Focus
- Financial Management
- Quality Assurance
- Managing Change
- Organizational Development
- Succession Planning
- Balanced Scorecard
- Communication Strategies
- Creating a Learning Organization
- Running a Small Business
- Government Contracting
- Knowledge Management

Recent clients have included healthcare organizations, government agencies, manufacturing companies and non-profit entities.

For a list of references, please contact us at 313-577-4449
or by E-Mail at WSUPDD@wayne.edu

