

Trifecta: New Programs to Meet Your Business Needs

By Matt L. Ottinger

In an effort to expand its catalog of unique offerings, the Indiana Chamber's publications department recently launched three new initiatives to aid Indiana's business community:

E-Learning Services

Indiana's workforce development statistics have been lagging in recent years. In fact, the Kauffman State New Economy Index 2007 ranked the state 43rd in workforce education level.

The Indiana Chamber hopes to remedy this problem with its new E-Learning Services program. Released in partnership with Ready Indiana and MindLeaders, which offers the program to over 1,000 businesses in 30 countries, the courses are designed to help companies of all sizes reduce time and costs dedicated to training, while providing 24/7 online access for users. Companies can register employees for either the Business Course Package (over 700 courses for \$249) or the Technical Course Package (over 2,000 courses for \$749).

"The Chamber's own research has documented the basic skills challenge in our state – to the tune of almost one million individuals who need to master or improve even basic skills to meet the needs of Indiana's employers," explains Kris Deckard, Ready Indiana executive director. "Yet many companies are unaware of available training at this level, nor do they have resources to provide it themselves. The Chamber is responding by offering an affordable way to provide training in hundreds of topics, all of which can drastically improve the quality and productivity of front-line, administrative and professional staff."

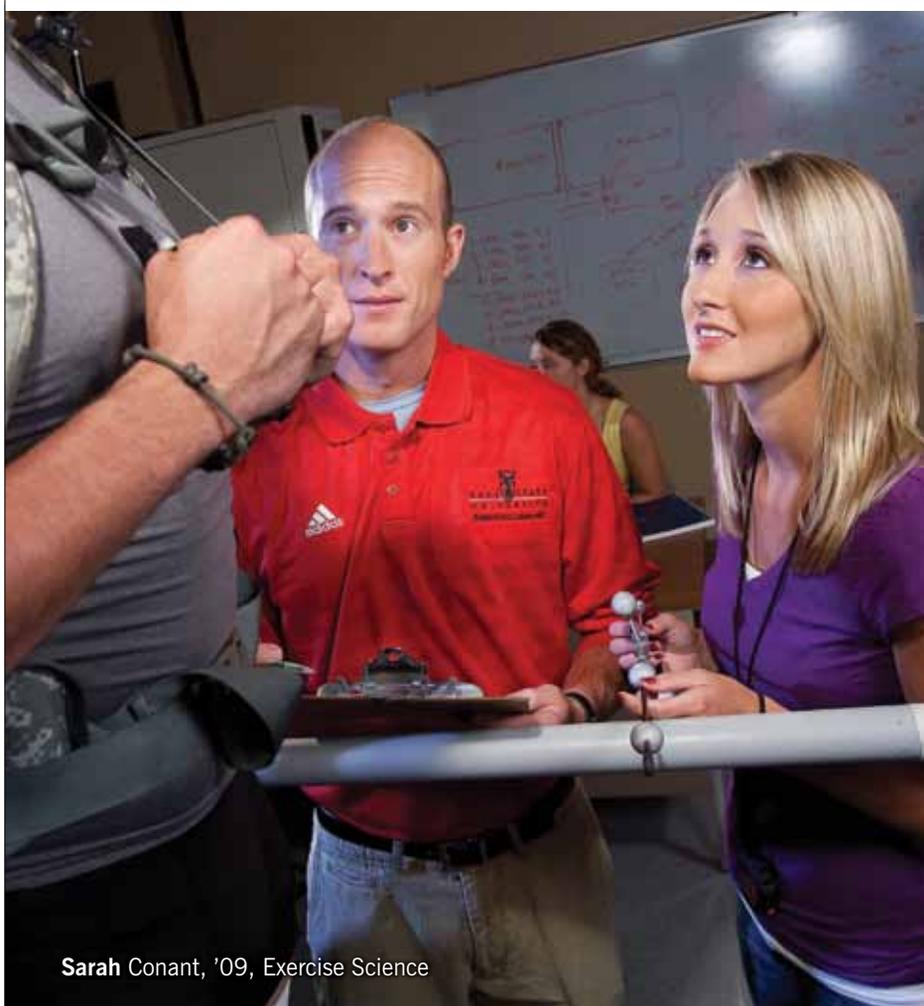
For more information, visit www.indianachamber.com/elearn.

Resource52

Many managers undoubtedly find it difficult to reinforce the techniques and habits that are so critical for the health and safety of employees in a variety of industries. The Chamber is now offering a

product, from nationally renowned safety speaker and occupational therapist Michael Melnik, designed to aid businesses' efforts. Resource52 – a year-round series of weekly, several-minute long, e-mailed videos from Melnik – is a new tool from Prevention Plus, Inc.

Ideas + Sarah



Sarah Conant, '09, Exercise Science

"My idea that soldiers are conditioned athletes took me from **Ball State** to a real project at the U.S. Army Research Institute. I found and **solved a problem**, which saved the team major time and resources."

Experience Sarah's digital chronicles at www.bsu.edu.





A less-than-three-minute video at www.indianachamber.com/elearn illustrates the need for the Indiana Chamber's new E-Learning Services program.

"Companies were saying they had a problem when I'd leave (following a speaking engagement)," Melnik says. "They said it's difficult to sustain the energy or the message. So I said, 'what if I visited you electronically once a week for five minutes?'"

Melnik adds that speaking to a business or group once a year is less effective than "a periodic tap on the shoulder."

"(Resource52) is more systemic than just one event," he offers.

He adds that the program is geared toward managers, supervisors and anyone responsible for an organization's health and safety.

After signing up, recipients receive an e-mail each week for a year containing a brief description of the topic for that week and a link to the presentation, which serves as a coaching tool. Each video is less than five minutes long and packed not only with valuable information, but relevant action

items that can be put into practice right away. The yearlong subscription is only \$149, and free seven-day trials are available.

Although the Resource52 series was just launched last summer, Melnik has a variety of award-winning videos in use by numerous Fortune 1000 companies and participates in 40 to 50 corporate speaking engagements annually.

Electronic Regulatory Compliance Publications

Thousands of Indiana businesses have enjoyed the Indiana Chamber's compliance publications for years. The Chamber now offers electronic versions of those publications. The e-versions contain the same content as the hardcopies, but are easily searchable and accessible from any computer. The books are more eco-friendly than the paper versions, and are less expensive per edition. Most notably, the titles are offered individually or in packages based on topic (and customers realize significant savings by purchasing the packages). The first 10 books, which make up the Hiring & Firing/Leave Issues package, are now available, with more titles scheduled for release soon.

For more information or to order any of these products, call (800) 824-6885.

INFORMATION LINK

Resources: Michael Melnik, Prevention Plus, Inc., at www.energizedapproach.com

Kris Deckard, Ready Indiana, at www.readyindiana.org



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