

Capacity building for training providers

Andreas Bräuer, MTP trainer

Sixteen representatives of universities and training institutes from Penza, Samara, Tver, Kazan, Nizhny Novgorod and Ulyanovsk were trained in a seminar on "Marketing services for training providers" in Istra near Moscow on 5-7 October 2007. It was led by the German MTP trainer Andreas Bräuer together with MTP experts Andrei Sadakov and Karen Grigoryan from the Moscow MTP office. The seminar aimed at contributing to the quality of management training as well as at enhancing the capacity to provide such training in Russia. More specifically, it was designed to meet the needs of faculty members in the regional institutions to master modern teaching and learning methods in the executive training sector.



Group picture of seminar participants



Group exercise with folding rule

The two-day seminar placed emphasis on one of the core challenges in the field of management training: Addressing the need to make academic or theoretical educational service more comprehensible and practical. Furthermore, it was highlighted that potential business customers would expect to get a clear idea of the benefits they could gain from consulting or training services.

In general, consulting and training providers offer very specific expertise in fields such as marketing, controlling or foreign languages, but they have little in-depth knowledge of their customers' branch of industry. Customers, however, expect

the consulting services to have an immediate positive impact on their daily business in terms of increased performance of their organisation. Training providers are therefore required to prove their ability to understand the customers' specific needs. Besides, they have to assure them that the newly gained expertise will directly influence on the development of their business.



Liudmilla Sviridova

The seminar outlined that in order to reach a new coast, one first has to leave the bank he is familiar with. The training was accordingly based on a practical case from the international automotive industry, a branch that proved to be an unknown business environment for the majority of the participants. The seminar participants split up into smaller training groups in order to experience the assessment process applied by well-established and globally acting training providers. They were asked to follow a work plan that comprised the following mile stones:



A quarterly newsletter published by Carl Duisberg Centren gemeinnützige GmbH – This project is funded by the European Union

1. Evaluating the request for quotation
2. Participating at a vendors meeting to collect more information on the project
3. Preparing a presentation
4. Presenting to a customers decision board
5. Calculation of different service

The four teams showed a very determined approach and performed the given task with high professionalism and enthusiasm. Their creativity, concentration and teamwork led to amazing results. But they succeeded not only by working on the facts and figures of the project, but also by experiencing various transfer exercises.

An exercise with a simple folding rule illustrated that even if the target of a project is clear and the tasks seem to be easy to meet, there still might turn up some critical factors during the course of the project. And much to the surprise of the group, some activities were even counterproductive.

Each of the four training groups finally had to explain their key findings to the remaining seminar participants. They were asked to prepare short presentations of fifteen minutes maximum. This led to a very lively preparation work, as it was not always easy to jointly agree upon the most relevant aspects. The participants elaborated the critical factors to be taken into consideration when calculating the costs of different training services. Unlike in the manufacturing industry, the educational business does not invest in machines and material. Human resources development is equally important, but more difficult to evaluate with regard to its "return on investment".



Presentations of workshop results

At the end of the seminar, the participants gave a very positive feedback to the quality and effectiveness of their training. They stated that MTP is on the right way to improve and develop skills and performance in a modern and professional way. This result could be achieved only with the support of all people involved. The assistance of the local team as well as the professional and co-operative approach of the



Award of certificates

participants provided the basis for a productive and creative learning process. But the seminar was not only about hard work. The group had the honour to celebrate the birthday of Ludmila Sviridova from Nizhny Novgorod. She was asked to solve a quiz that the trainer gave to her as a small birthday present. As a participant of an MTP training she was of course able to meet this challenge. She mastered the given task without any difficulty.

