

## ORIGINAL SITUATION

The Professional Education Institute wanted to create their first formal human resources and training department to offer structured development opportunities for more than 200 employees in several locations while supporting the entrepreneurial culture and independent spirit that the company was built upon.

## BUSINESS IMPROVEMENTS

The value of the training has been seen at many levels, particularly in increased understanding of employee communication styles and improved leadership skills. SEG helped PEI create and implement a customized interviewing tool to help identify candidates who possess the key qualities needed to fit into Professional Education Institute's entrepreneurial environment.

**“** *You know you've hit a home run when the owners ask for more.* **”**

### DAVE JASKI

Vice President of Human Resources,  
Professional Education Institute

# SEG's Commitment to Success at Professional Education Institute.

## *Ensuring quality through training while rapidly growing.*

The Vice President of Human Resources faced a daunting task when he joined the Professional Education Institute: Create the company's first formal Human Resources and Training Department to offer structured development opportunities for more than 200 employees in several locations. The task was complicated by senior management's requirement that all training support the entrepreneurial culture and independent spirit that the company was built upon.

Dave Jaski, Vice President of Human Resources at Professional Education Institute was more than up to the task. After all, he brought with him a wealth of experience earned through 23 years in human resources management at several Fortune 500 companies. He also brought a hidden asset – a trusted training and development partner: Strategic Enhancement Group.

Professional Education Institute is a leading direct marketer of educational tools designed to help people achieve their personal, financial and self-improvement goals through a variety of wealth-building products and services, including Carlton Sheets Real Estate Investment program and Robert Kiyosaki's Rich Dad, Poor Dad courses. Professional Education Institute has more than tripled in size since 2001. It now employs over 600 employees in Chicago and Salt Lake City. On average, 20 to 25 employees join the company each month, creating the need for constant training.



## Growing Pains

“When I joined the company, Professional Education Institute was encountering the same problems every fast-track company experiences,” said Dave Jaski, Vice President of Human Resources. “Internal processes often take a back seat to more

urgent matters like meeting increased customer demands. Some of the challenges the company needed to address included inconsistent supervisory styles, no formal training and development for new hires, and teams that weren't as effective as they could be."

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**DAVE JASKI**

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Bringing in Strategic Enhancement Group, (SEG) to deliver Wilson Learning's *Social Styles* and *Supervisory Leadership Series (SLS)*, now called *Leading for Performance*, was a natural solution. Dave Jaski, who had seven years experience working with one of SEG's Senior Performance Consultants adds, "Over the years, I've used a variety of Wilson Learning products and was always pleased with the results. I firmly believe that a high quality, standardized training program is ideal for training large numbers of people in multiple locations. I knew the solutions I needed – the challenge was going to be getting them implemented."

**The Perfect Partner**

"Strategic Enhancement Group was key to getting the training effort off the ground so quickly," shares Dave Jaski, Vice President of Human Resources. "I knew what I wanted to achieve and the products I needed. I also knew she (i.e., SEG's consultant) would grasp the situation quickly, ask the right questions and start getting things done. I needed a partner who could work independently and was accountable. That describes the SEG consultant to a tee," he said.

Our consultant shares in kind, "Dave Jaski is a straight shooter. He knew exactly what he wanted and why. After asking some direct questions, it was obvious that he had thought the decision through very carefully and had already selected exactly what I

would have recommended. That meant we were able to move right on to implementation planning."

**Starting at the Top**

The first phase of the plan was introducing *Social Styles* and selected modules from *Supervisory Leadership Series (SLS)* to a core group of 20 supervisors. Ironically, the company's entrepreneurial spirit was one of the biggest stumbling blocks to creating a consistent leadership approach.

"Managers were used to making decisions quickly and moving on to the next one. They didn't have a common language to resolve issues. As a result, they often worked inefficiently and



frequently 'reinvented the wheel.' The managers needed a collaborative process," explains our consultant.

Through *SLS*, selected managers were exposed to a host of new ideas and strategies designed to improve their communication, delegation, coaching, performance management and performance review skills.

Early on, both SEG and Professional Education Institute arranged to have the facilitator present a half-day overview of the training's key elements to senior executives to gain alignment on the concepts and explain their role in making the implementation a success. After the overview, the executives asked for more information to gain a deeper understanding of *Social Styles* and how to use versatility.

"You know you've hit a home run when the owners ask for more," Dave Jaski stated. He worked with Strategic Enhancement Group to create two half-day executive sessions focusing on

## COMPANY PROFILE

To make lasting change in one's life, ongoing help and support is invaluable. The Professional Education Institute (PEI) specializes in furnishing that help and support for customers worldwide. By leveraging technology without sacrificing the human element, PEI builds interactive education programs that focus on self-improvement. As a result, our customers' experience culminates in unparalleled satisfaction rates. PEI's continuous commitment to providing quality education programs has resulted in an over 90% Customer Satisfaction Score.

Regardless of how or where customers are looking to improve their lives, PEI provides solutions for people to achieve their personal, financial, and self-improvement goals.

*Social Styles*. The result was strong executive endorsement of the training effort. It turned out that the President of Professional Education Institute, and one of the owners had participated in *Social Styles* many years earlier. They'd never forgotten it and were immediately supportive. From that point on, the training effort grew dramatically.

### Training Joins Company on Fast-Track

*Social Styles* soon joined the *Supervisory Leadership Series* on the PEI training and development calendar. One team member is now leader-trained to deliver *Social Styles*. In addition, *Negotiating to Yes*, a negotiation skills seminar for sales managers, became available to selected managers.

Over several years, the value of the training has been seen at many levels, particularly in increased understanding of employee communication styles and improved leadership skills. Strategic Enhancement Group also helped Professional Education Institute to create and implement a customized interviewing tool to help identify candidates who possess the key qualities

“*Strategic Enhancement Group brings the same qualities to the partnership. I trust them implicitly. I know I can approve a concept, and then leave it to Strategic Enhancement Group to make it work. I haven't been disappointed yet.*”

#### DAVE JASKI

Vice President of Human Resources, Professional Education Institute

needed to fit into Professional Education Institute's entrepreneurial environment. "Hiring and training a new manager is a huge investment in time and financial resources.

We want to maximize that investment by hiring the right people," explained Dave Jaski. "We're always looking for new ideas very aggressively."

### Flawless Execution

Both Dave and the SEG consultant noted that the facilitator carefully chosen by Strategic Enhancement Group to work with Professional Education Institute, has been crucial to the effort's success, especially in the delivery of *SLS* and *Negotiating to Yes*. "She knows the information very, very well and was able to establish her credibility with employees and the owners of the company immediately. She has a lot of energy and adapts quickly to her audience. Most important, she brings an entrepreneurial approach which fits perfectly with Professional Education Institute's culture," Dave said. "Her experience with

To learn more about these concepts and how Strategic Enhancement Group, Inc. can help you in addressing these issues, contact us at (630) 377-4300, (888) 668-9382 outside of IL or [StrategicEnhancement.com](http://StrategicEnhancement.com).