



## Education Will Give You the Edge

By Lori Colborne

Companies budget for marketing strategies to educate their clients. Websites, tradeshow, seminars, even the cost of a hockey game is considered a good marketing investment.

There is much frustration in this hot economy regarding the lack of talent. This shortage is a reality that will probably be with us for some time. Cultivating ordinary employees to become extraordinary staff is absolutely necessary for survival and success in this marketplace.

With the high cost of replacing staff – education is a good investment. Training in team building, communication, conflict resolution, sales, management & leadership, in addition to technical training are programs vital to the empowerment of your people.

Staff newsletters, regular meetings, conferences, staff evaluations and regular anonymous evaluation of management are all part of an overall educational strategy.

When a person feels ill equipped to do their job, they often experience a higher rate of burn out, frustration, and outbursts. This dissatisfaction will lead the employee to look elsewhere for employment.

If you do not have the in-house expertise and time to develop these educational tools consider hiring an outside consultant to help you develop your team through customized programs.

Invest in your most valuable asset – your people!

*Written by **Lori Colborne, President - LSL Marketing Consultants***

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