

# Training Plan 2009/2010

ICC Conference  
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**MAPLE LEAF SPORTS + ENTERTAINMENT**

*It's what you learn after  
you know it all that  
counts.*

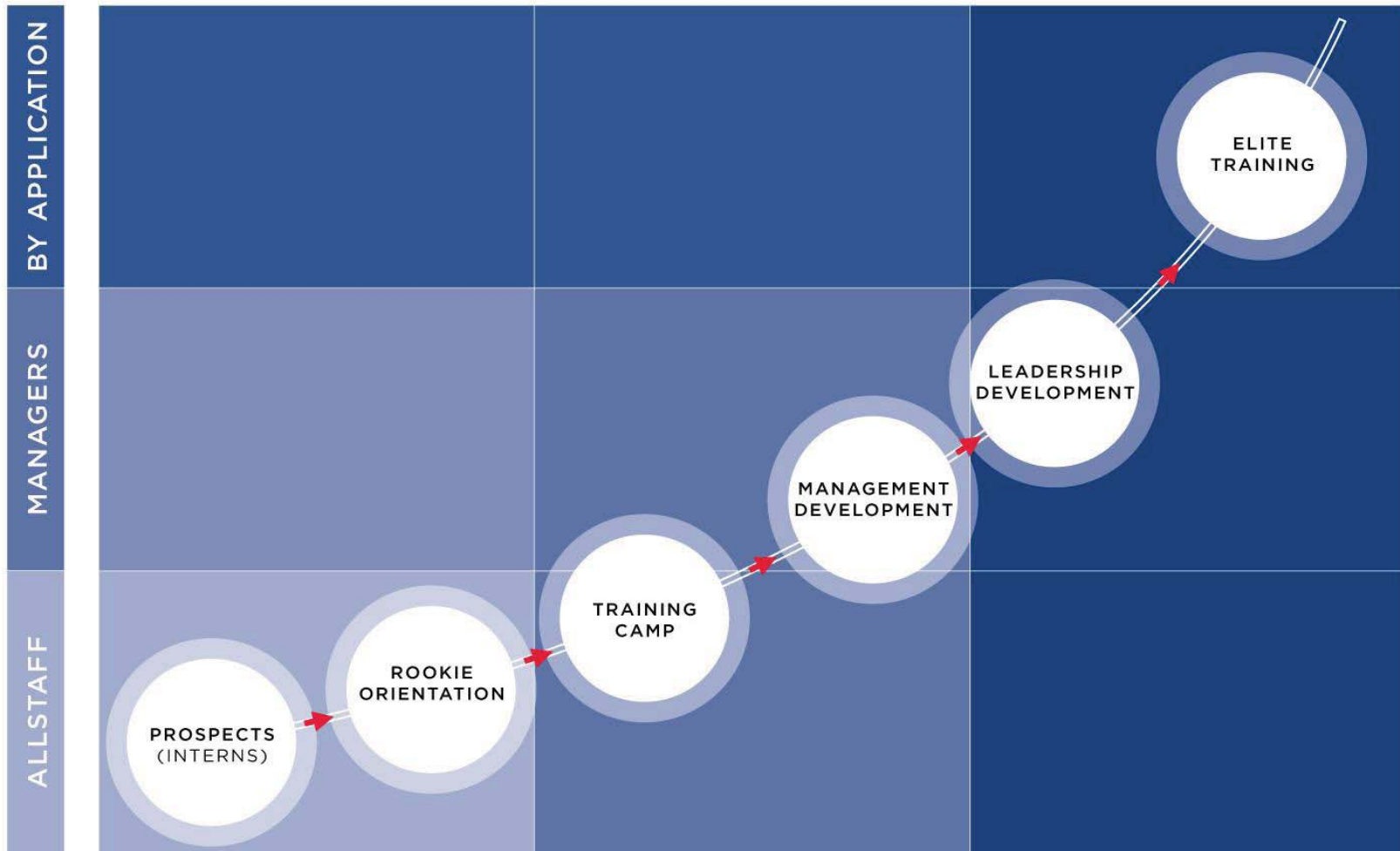
Coach Wooden

# “STEPS FOR SUCCESS”



MAPLE LEAF SPORTS + ENTERTAINMENT

WIN



INTERNAL TRAINING COURSES

OUTSIDE COURSES

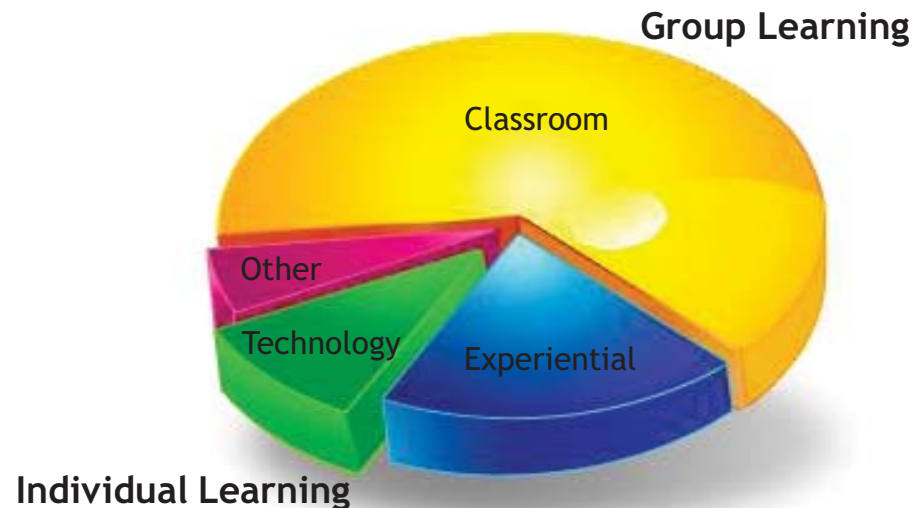
## Training Objective

Further develop our corporate training program to ensure engagement and retention of the top 30% of employees, and to build skills and competencies in order to unleash the best sport and entertainment professionals during uncertain times and beyond.

*Maintain the Passion. Ready to Unleash. Retain the Best.*

# 2009/2010 Training Camp Program Model

Wellness - Corporate Brand - Business Acumen



*Targeted ... Transferable*

## *Strategy 1: Introduce Corporate Brand to round out training program*

### Tactics

1. Develop corporate brand/product 2 hour sessions across the verticals.
2. Flow through from FT Orientation.
3. Trickle down linkage to PT supervisors.
4. Create a “workbook” and videos to augment passion for our brands, facilities and products.

## *Strategy 2: Targeted Learning*

### Tactics

1. Design and deliver training courses, materials and resources that have been identified as critical areas for growth and improvement of business skill set.
2. Target to different audiences by: grade and managerial, professional, sales and support.

## *Strategy 3: Individual Learning*

### Tactics

1. Identify and promote self-paced experiential (on the job tasks/projects).
2. Self-paced technology: Use intranet as a resource for delivering information and ideas such as book reviews, online employee development guides for business acumen topics, self-assessment tools.
3. Self-paced other: Books, case studies, affiliation with Meritus U.
4. Employees will create learning portfolios; compliment to performance reviews but focus linking learning to outcomes.

## *Strategy 4: Transfer of Learning*

### Tactics

1. Move to Level 3 Evaluation (Kirkpatrick) to ensure transfer of learning for classroom component through pre-work assignments, feedback, follow up and recommended action items linked to role and development plan.
2. Recognize and acknowledge transfer of learning from both classroom and individual learning successes and share best practices.

# 2009/2010 Training Courses

## Tactics

1. Move to Level 3 Evaluation (Kirkpatrick) to ensure transfer of learning for classroom component through pre-work assignments, feedback, follow up and recommended action items linked to role and development plan.
2. Recognize and acknowledge transfer of learning from both classroom and individual learning successes and share best practices.

# 2009/2010 Training Courses

## Streams

1. Training Camp
  - I. Business Acumen
  - II. Corporate Brand/Product
  - III. Wellness
2. Part-time Supervisory Training

# Training Camp Courses

## New

### A. Business Acumen

#### 1. Communication

- i. Wow 2: Ways of working - candor, emotional and social intelligence and positive communication in the workplace
- ii. Collaboration: Working with others cross functionally to share best practices, coach peers, brainstorm, using business case examples
- iii. Web 2.0 For Business
- iv. How to write a presentation deck
- v. Presentation Delivery

#### 2. Ethics

#### 3. Sales and Service

- i. Fan Ambassador Training
- ii. Sales Techniques

# Training Camp Courses

## New

### B. Corporate Brand/Product Knowledge

1. Our Team Brands
2. Team Operations
3. Content
4. Broadcast
5. Live Production
6. Facilities
7. Food & Beverage/Culinary

### C. Wellness

1. Workshops

# Part-time Supervisory Training

- 2 x ½ day sessions (September and January)
- Both current and new supervisors will attend
- Blend of all operations groups

## Objectives:

- Give supervisors key knowledge, skills and abilities to start them off managing frontline staff in our facilities (Business Acumen)
- Learn key areas of our business (Operations Focus)
- Provide Supervisors with takeaways for their Supervisor toolkits for ongoing development
- Create the foundation for an ongoing new hire Supervisor orientation (outside of Welcome Aboard)

# Ongoing/Previous Programs

- Business of Sport
- Finance Interactive
- Law 101
  - business ethics
  - use of logos/brands
- Fan Loyalty Measurement
- Personal Presentation
- Leadership
- Customer Service