

Tailored Training Solution Proves to Be Perfect Fit



Eversight

Industry – Medical

Established – 1985

Corporate Headquarters –
Ann Arbor, MI

Footprint – 175 employees

Business Challenges

- Lack of formal employee development training
- Employees with nontraditional work schedules
- Sporadic hiring

Training Solutions

- Tailored on-site training that targeted Eversight's core leadership competencies
- Online training for a consistent training experience for all employees
- Unlimited access to training for continued employee development

Executive Summary

Eversight is an independent, not-for-profit organization dedicated to the restoration of sight. Headquartered in Ann Arbor, Michigan, Eversight has various locations across the Midwest and is accredited by the Eye Bank Association of America. Eversight works to recover, evaluate, and distribute human eye tissue for transplantation, research, and training. As part of its mission, it supports preliminary research into the causes and cures of blinding eye conditions. It also provides humanitarian aid at home and abroad to those who are unable to afford transplantation procedures.

Employee Development for Continued Success

In 2012, Eversight was in the midst of unprecedented growth. In the previous five years, the organization more than doubled in size. This growth, and the success that caused it, spurred Eversight's leadership team to develop a vision for the future to continue its mission of preserving and restoring sight. That vision included the implementation of an organization-wide training and development program.

To realize this goal, Eversight hired an Organizational Development Coordinator (ODC) in December 2012. The ODC conducted a corporate-wide needs assessment to identify performance improvement opportunities and barriers, as well as recommend structured and standardized training solutions to address employee development needs.

The assessment determined the need for a consistent employee orientation program across seven locations in four states. It also recognized the need for a professional development program to engage and improve staff.

Tailored Training Yields Positive Results

Eversight needed a flexible training partner. Its employees work nontraditional hours and are spread across seven locations, so off-the-shelf training wouldn't work. It needed a tailored training solution that would help achieve specific goals. After exploring its options, Eversight decided to enlist National Seminars Training (NST) to help develop an employee development program.

"Our Training Curriculum Advisory Group chose NST because it had a very strong proposal," said Celeste Tibbs, manager of training and organizational development at Eversight. "Additionally, the on-site presentation was the most robust and addressed our company's needs."

After working with Eversight to identify areas of improvement within the organization, NST developed an on-site training program consisting of 12 seminars conducted over a 13-month period for frontline managers. To address Eversight's specific goals, NST tailored the curriculum and provided flexible trainers who could customize the training on the fly.

"No generic one-size-fits-all approach for Eversight – that's the reason we continue to do business with NST," Tibbs said.

Feedback from the on-site seminars was extremely positive. Not only did the seminar participants learn new skills, several of the front-line leaders applied what they learned to improve communication and boost employee morale within their respective teams.

A Continuing Partnership

Due to the success of the initial on-site training, Eversight and NST have strengthened their partnership and continue to develop Eversight employees through various training programs.

"We plan to continue to work with National Seminars Training," Tibbs said. "We're conducting an on-site customer service training seminar with NST in August or September of 2014. We've also renewed our STAR12 Enterprise Edition with NST through the first quarter of 2016."

Why Choose NST?

While Eversight was initially attracted by NST's offerings and capabilities, excellent customer service is what solidified the partnership.

"Our relationship with our Training Consultant (TC) has been sterling. The best service that I've experienced in my 30-plus years as a training professional," Tibbs said. "When our TC says she'll do something, you can count on it."

"Our employees have really benefited from the STAR12 offerings – that's great. But, there's more to STAR12 than just the courseware. When there are issues or questions, a customer must be able to work with someone that he or she can rely on – for me, that's our Training Consultant."

About NST

NST offers hundreds of training topics for organizations, from interpersonal communication and team-building workshops to critical human resources and accounting regulatory programs, plus every management subject in between. Training programs and formats are tailored to meet a company's specific needs through specialized evaluation of current skills and practices, with professional recommendations for improvement. On-site training is perfect for training a group of employees, from 10 to 500 or more, and can be held at any location convenient for the employees – a headquarters, branch office, nearby conference center or hotel, or company retreat or conference.

NST is one of the nation's leading providers of continuing education, delivering more than 6,000 seminars and conferences annually in the United States and Canada to more than 10 million professionals. Founded in 1984, NST offers continuing education that is grounded in a 30-year tradition of proven academic excellence.