

Paramount Staffing Enhances Its In-House Training Program; Sees Successful, Measurable Results



Paramount Staffing

Industry – Work force staffing

Established – 1998

Headquarters – Northbrook, IL

Product – Provides industrial staffing services for a variety of businesses

Footprint – 16 branch offices spread throughout the central United States with more than 100 core staff employees and over 5,000 temporary workers

Business Challenges

- Train staff members in various locations and as new employees are hired.
- Track the training to ensure it is being completed.
- Develop a certification program for service coordinators.

Solution Results

- Online training offers easy access to courses and tracking of participation.
- Tailored training packages include in-house certification programs.
- Employees are adopting the program and applying their skills.

Executive Summary

Paramount Staffing is a leading supplier of light industrial temporary workers with 16 branch offices in Illinois, Tennessee, Arkansas, Texas, New Jersey, and Georgia. Working closely with clients to develop strategic long-term relationships, Paramount Staffing offers a wide range of customized services to meet employer needs and improve efficiency. Paramount Staffing's service coordinators receive extensive training to ensure they accurately match staffing talent to perfectly fit each individual job.

Strategic Supplements Enhance Training

Paramount Staffing developed an in-house training program for its staffing service coordinators, but it quickly became evident that it needed more. It needed an additional training solution that could be tailored to fit its multiple locations and new staff hires while providing live events as well as online training. Patricia McLean, vice president of human resources for Paramount Staffing, was familiar with NST, and contacted us for more information about seminar training.

McLean attended a NST Speaker Showcase, where she learned about NST's STAR12 program. "It was an answer to our prayers. There is a plethora of programs available and such a wide variety of topics to choose from. We didn't consider anyone else, as no one else was doing anything like this," said McLean. "For everything it offers, the price was very cost-effective. STAR12 offered easy accessibility and flexibility to deliver an overall better solution than trying to organize and conduct centralized training."

Paramount Staffing has been using STAR12 for over two years to supplement its in-house training program. It continues to expand the program throughout the organization by implementing service coordinator certifications and recommending courses to help employees meet their individual goals. "STAR12 is now part of our culture," said McLean.

Investing for In-Action Results

Paramount Staffing employees adopt the program at day one. When service coordinators and managers are hired, they are immediately signed up for access to the STAR12 program and given a suggested path of training. Taking advantage of the training allows them to advance their careers and improve their overall job performance, starting from the first day forward.

During performance reviews, if it appears employees need assistance reaching an individual goal, managers will suggest specific additional STAR12 programs and seminars that can help them succeed.

Collaboration Helps Create Tailored Training for Paramount

One key aspect Paramount Staffing wanted to work into its training was a certification program for its placement coordinators that focused on recruiting, customer service, and dealing with clients. To develop the program, McLean and executive staff at Paramount Staffing put together a list of topics they want to include and submitted it to their STAR12 account representative. Working with the account representative, they were able to create tailored programs, and Paramount Staffing now offers four certification programs through STAR12: *Through the Customer's Eyes Levels I & II*; *Fair, Legal, and Effective HR Skills for Managers*; and *50 Ways to Become a More Effective Team Leader*.

A Training Solution With Tracking & Reporting

Tracking participation was another key concern for Paramount Staffing. Paramount is able to track course participation through system reporting provided by the STAR12 program, showing details such as who attended, how long the person participated, and other key metrics. Paramount Staffing also has employees give formal recaps of the courses they take. It gives employees an opportunity to share what they learned from the seminar with their manager and others in the department and provide feedback about the training.

Why Paramount Staffing Chose STAR12

Paramount Staffing chose STAR12 Enterprise for online training and public seminars because of the large variety of courses offered, the ease of use, and the flexibility to incorporate topics that supplement in-house training.

"The programs are excellent, and the customer service is fantastic. If I can't find something or have a question or problem, I just contact my account representative and she gets right back to me with an answer. We plan to continue using the program into the future, and I have even recommended it to some of our staffing clients," said McLean. "Using STAR12 was an easy decision and has taken a large burden off my plate. Having the STAR12 program is like having a training manager on my staff."

About NST and STAR12

The STAR12 program offers unlimited access to every live seminar and webinar produced by NST. In the last year, more than 11,000 seminars were offered in more than 350 locations throughout the United States and Canada, and members can attend seminars in their immediate area or anywhere training is provided in North America. STAR12 participants also receive unlimited, 24/7 access to mySTAR12.com featuring on-demand training, quick-tip videos, articles, and more.

NST is one of the nation's leading providers of continuing education, delivering more than 11,000 seminars and conferences annually in the United States and Canada to more than 10 million professionals.