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Becoming a Master Communicator:

Your 101 Guide to Creating
Effective, Compassionate
Communicators



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Welcome!

Welcome to the Becoming a Master Communicator Playbook, your guide to training effective, compassionate communicators! This comprehensive guide outlines the dos, and don'ts, of communication, and breaks down how to generate a workforce that can give and receive feedback well, problem-solve with speed and efficiency, and address issues with creative, compassionate solutions. Through a series of suggested content, group, and individual activities, and skill assessments, your learners will leave this training program with the tools and skills needed to be master communicators.

The recommended content titles referred to in this guide can be found in The BizLibrary Collection. Before the start of your program, we recommend you assign these courses to your learners via your company LMS. This provides your learners with easy access to their content and gives managers valuable reporting data to measure participation and training effectiveness.

BizLMS also offers grouped content in the form of learning initiatives and curated learning paths! These carefully crafted lists offer additional resources and suggest related content in areas important to your training goals. You can learn more about what learning initiatives are and how they can enhance your training program by watching the video linked [here](#).

Along with the suggested content provided in this guide are activities encouraging deep personal reflection and promoting greater information retention. Activities and reflections are useful because they help learners discover the potential and direct impacts of newly learned information in their lives.

We highly recommend using both the content and activities included in this guide for an optimal training experience. The content and activities can be tailored to your company's specific needs and are meant as a starting point for training master communicators in your organization.

Let's get started!

Use Case

How can the Becoming a Master Communicator Playbook build skills and create expert communicators that propel your business goals?

Communication is the key ingredient to a well-functioning team and long-lasting organization.

Excellent communication skills produce leaders, encourage collaboration, and ultimately save companies time and money so your organization can focus on its goals and growth!

Want to crunch the numbers? Check out this startling quote from Forbes magazine,

*“According to 360 Solutions, a business with **100 employees spends an average downtime of 17 hours a week clarifying communication**, which translates to **a cost of \$528,443 per year**. Plainly put, this isn't a habit you can afford to keep...” (Forbes, 2015)*

When upskilling your employees whether they're C-suite, management, entry-level, or anywhere in between, it is critical to invest in communication training!

Ready for another statistic?

According to an article by LinkedIn,

- ✓ “Upper management spends **50% of their time in meetings.**”
- ✓ “Executives **consider 67% of meetings to be failures.**”
- ✓ “... time in **unproductive meetings leads to a wasted \$37 billion every year** across the United States.”

20 hours a week with a less than 50% success rate is alarming and is certainly something every company should take seriously. By even giving half of that time back, employees are sure to be more creative, produce more innovative, high-quality work, and help your company achieve its goals faster and with more efficiency. Plainly put, the ROI data on communications training is very compelling.

Enter the **Becoming a Master Communicator Playbook.**

This ultimate how-to guide is your blueprint for creating master communicators in your organization!

In this guide, you will:

- ✓ Gain practical tools for developing expert communications skills,
- ✓ Cultivate collaboration skills such as,
 - Active listening,
 - Giving & receiving positive feedback,
 - Consulting & asking for help,
 - Problem-solving,
 - Coaching,
- ✓ Develop skills for having difficult conversations and dealing with team conflict,
- ✓ Learn how to identify and correct bad communication habits,
- ✓ Obtain discussion questions to help facilitate training conversations,
- ✓ Acquire reflection opportunities for learners, and more!

So, let's dive in! We can't wait to hear about all the success your *Becoming a Master Communicator* training program will bring.

Who? What? Where? When? Why? How? Tips to boost your Master Communicator Training Program.



Who will get the most out of this guide?

This guide is set up to create master communicators who problem-solve efficiently, lead graciously, and collaborate with teammates and coworkers with compassion and proficiency.

Also, this guide is for HR and L&D trainers who want to implement transformative training that goes beyond compliance. Organizations with these types of programs statistically have a better company culture, lower turnover, and higher rates of success!

****PRO TIP:** Mentorship programs are shown to be extremely effective in creating long-term change in organizations! Mentorship programs help coach employees on their career journey and offer indispensable opportunities to learn and practice important communication skills! Consider how mentorship can make a significant impact in your organization and learn more about mentorship programs [here!](#)



Whose support does your program need?

No matter which program you're trying to implement, it is vital to have the support of C-suite or VP leadership. Here are some key statistics you can use to market your working remotely training program to C-suite members:

- ✓ About 75% of employees rate teamwork and collaboration as being very important. *
- ✓ Companies that promote collaboration and communication at work have been linked to reducing employee turnover rates by 50%. **
- ✓ 27% of employees get communication training — and only about that amount are confident in their communication role at work. *
- ✓ 18% get communication evaluation at performance reviews. *
- ✓ Employees at companies that promote a connected culture cite better physical (58%) and emotional well-being (55%) than employees of companies that do not promote a connected culture (50% and 48%, respectively). ***
- ✓ 86% blame company failures on poor communication. ****
- ✓ 96% of people would like a more empathetic approach to communication in the workplace. *****
- ✓ Companies that have highly effective communication practices enjoy 47% higher total returns to shareholders than those who aren't so effective at internal communication *****

* Queens University of Charlotte ** Harvard Business Review *** Business Wire **** Salesforce ***** Business Solver ***** Tower Watson

From these statistics, it is obvious that training your employees to be master communicators is a must for successful organizations. When securing buy-in from key supporters it is also important to show how you will measure success. Keep reading to learn how we recommend you measure success!



What can you expect to gain from this guide?

From this guide, you can expect learners to become rockstar communicators that promote teamwork and collaboration, utilize feedback to up quality and production, are bold learners, and are compassionate teachers and teammates. Using the tools learned in this guide- your employees can implement tactics that embolden them to ask necessary questions without fear of persecution, produce excellent work, collaborate easily, and lead teams with integrity, honesty, compassion, and respect.



Where should this training take place for optimal success?

The following program is set up to be executed through a combination of mediums- self-study video lessons, coaching exercises, etc. When developing new skills, practicing with others strengthens neuropathways and reprograms less-than-desirable reflexive responses. Throughout this guide, your learners will be encouraged to participate in group and individual activities that create long-lasting skills.



When should the training be completed?

The following stages (1-5) are most effective when learners are given 6-18 months to complete the program, spending 4-6 weeks on each stage. Trainers will want to allow time in between stages for their new managers to practice what they have learned in their new job roles.



Why does creating master communicators matter?

At the end of the day, good communication drives results in your organization. However, great communication is not second nature. It takes a lot of hard work and practice to be an effective communicator. As you can see from the statistics relayed above, good communication can lead to incredible success, while poor communication is a recipe for high turnover, costly mistakes, and low morale. An investment in developing master communication skills among employees is an investment in the future success of your organization.



How can you measure the success of your program?

The Kirkpatrick Model is an excellent resource to consider when creating KPIs for your program. Below are some suggestions on how to incorporate this model into your mastering communication training program.

1

Level 1: Reaction, Satisfaction, and Intention.

- ✓ Evaluate the response from learners – specifically, how they felt about the training course materials and activities.
- ✓ At this level, you should also measure engagement from your learners. Do you have 100% participation in your events and activities? If not, you may need to reach out to learners for more information on what they need to give the necessary time and attention to the program.

Some common issues learners face are:

- ✓ not enough allotted time to complete training,
- ✓ excess stress and responsibilities,
- ✓ difficulty with work/life balance, and
- ✓ fear of speaking up when they don't understand a concept

2

Level 2: Knowledge Retention.

- ✓ Measure how effectively the information was absorbed by your learners. Typically, this is done through testing like the self-assessment template and group role play.
- ✓ Fully utilize the self-assessment tool by comparing ratings from each stage.

3

Level 3: Application and Implementation.

- ✓ Measure the degree to which your training has influenced the behavior of the participants, and how they are applying their new knowledge amongst their teams.
- ✓ Do not be afraid to engage with your learners' managers and teammates. A great way to do this is by sending a survey to the team before and after training, to measure and document noticeable changes in their communication and collaboration as a team.

4

Level 4: Business Impact.

- ✓ Measure the impact your training has had at the business level and get a clear sense of ROI for your training program. If you are looking for a deep dive into using the Kirkpatrick Model for evaluating training in your organization, download our [free ebook here](#).
- ✓ At this level, you should start seeing measurable results that you can show to your C-Suite and VP-level stakeholders!

5

Level 5: Return on Investment (ROI) Calculator.

We have found that ROI is the best way to highlight the success of your program to your stakeholders! Here is a simple formula to help you get started! You can learn more about measuring ROI in our [blog post here](#).

A graphic showing the ROI formula on a white card with green corner accents. The formula is: Return (Benefit) divided by Investment (Cost) equals ROI. The word 'ROI' is in large, bold, black letters. The word 'Return' is in black, '(Benefit)' is in green, 'Investment' is in black, and '(Cost)' is in red. An equals sign is in green.
$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

Using this guide for optimal success.

The following stages are designed to be stepping stones to success for creating master communicators in your organization by outlining necessary skills with suggested learning content, followed by individual and group reflections.

We recommend following these stages as outlined in this guide, because, while the concepts overlap, the terminology and insights are designed to build naturally over the length of the program.

A quick outline of each stage can be found below.

1 Stage 1- Fundamentals of Communication! Practical Tools for Developing Communication Skills

Learning Outcomes:

- ✓ Communication Basics
- ✓ Communication Types: Verbal, Nonverbal, Written
- ✓ Communication Styles
- ✓ Communication in the Workplace

Stage 1 lays the foundation for teaching communication in your organization.

2 Stage 2- Communication Heavy Hitters- Feedback, Mediation, Problem-Solving

Learning Outcomes:

- ✓ Positive VS Negative Feedback
- ✓ How to be a Mediator
- ✓ Mediation Do's and Don'ts
- ✓ Facilitation and Strategy of Difficult Conversations
- ✓ Strategies for Addressing Conflict
- ✓ Problem Solve Disagreements and Deescalate Conflict

Stage 2 provides helpful insights on how to mediate and address conflicts, provide positive and constructive feedback, problem-solve interpersonal and job role-related issues, and encourage change through collaboration.

3

Stage 3- Everyday Actions that Make a Difference- Active Listening, Consulting, and Coaching

Learning Outcomes:

- ✓ Active Listening Skills
- ✓ Coaching Basics
- ✓ Assessing, Evaluating, and Strategizing Employee Growth
- ✓ Strategies for Collaboration and Inclusion

Stage 3 teaches strategies for assessing, evaluating, and outlining employee growth, understanding coaching basics, and developing active listening skills, along with tips on creating a collaborative and inclusive company culture.

4

Stage 4- More on Coaching your Employees (For Management and Beyond)

Learning Outcomes:

- ✓ Strategies for Leading Teams
- ✓ Encouraging Employee Growth
- ✓ Coaching Basics
- ✓ Team Motivation
- ✓ Creating Boundaries

Stage 4 focuses on helping managers lead their teams through coaching. In this stage managers will learn how to set professional boundaries with their employees, leverage motivation effectively, foster their employee's professional growth, and demonstrate effective coaching tactics.

5

Stage 5 – Why Feedback Matters

Learning Outcomes:

- ✓ Demonstrating Constructive Feedback
- ✓ Understanding How Active Listening Plays a Role in Giving and Receiving Feedback

Stage 5 is a deeper look into why feedback matters, how to measure the impacts of constructive feedback, and understanding the impacts of active listening on feedback.

Activity Instructions

The activities included in this playbook are designed to function like learning boosters. They are useful in group settings, as individual reflections, and can be easily adjusted for remote training. We encourage you to tailor these activities to fit the needs of your organization, adding or changing them based on your unique set of desired business and learning outcomes.

Have your learners consider the following questions before they embark on this training course. Encourage them to make a mental note of any areas where they feel unprepared.

Using a scale of 1 to 5 where 1 represents that you do not agree and 5 represents that you do agree, rate yourself on the following areas.

Reflect on these ratings as you move through your training program. You can also write down your reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ *Delegating tasks*
- ✓ *Giving Constructive Feedback*
- ✓ *Performance Improvement Planning*
- ✓ *Navigating Difficult Conversations*
- ✓ *Resolving Workplace Conflicts*
- ✓ *Employee Coaching & Empowerment*
- ✓ *Selfcare*

***Note to instructors leading group training.* Consider having employees share a few of their ratings with their group. You might have each person share which of these topics they feel needs the most improvement and why. You could also have them share which topic they feel most prepared for and why. Using this methodology may help some learners process their thoughts and mentally prepare them for upcoming lessons.

Looking to spice up your company's collaboration and communication? Companies like Toastmasters offer diverse and exciting tools to improve public speaking, communication, and leadership skills in your organization.

The following email template can be sent to your learners before training begins as preparation for the upcoming training program!

At [Company Name] we are dedicated to helping you achieve success as a [job title] and believe that becoming a master communicator is integral to your development and future successes. Creating a culture of positive, compassionate communication is important to us. The [name of communication training program] training program is designed to provide tools and insights on communicating with directness, respect, and inclusivity.

During this training, you will learn the basics of communication, expand your understanding of what it takes to be a master communicator and gain tools for executing communication with compassion. We encourage you to log into [company name's LMS] and briefly review the assigned content videos today.

Before you begin your training courses, take a few minutes, and complete the following self-evaluation to measure your learning as you journey through this program.!

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas.

Reflect on these ratings as you move through your training program. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

This training program is designed to provide helpful tools to defeat miscommunication and master the art of communicating with compassion! We are so excited to walk with you as work through this program at [company name]. Together we will accomplish great things!

[email signature]

1

Stage 1 - Fundamentals of Communication! Practical Tools for Developing Communication Skills

The following video courses teach the fundamentals of communication and will help learners develop practical tools for being effective communicators.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- ✓ Supporting Employee Development
- ✓ Coaching Basics
- ✓ Developing and Coaching Employees

Stage 1 Activity:

(If you are facilitating a team training session discuss the following questions as a group. If you are facilitating a training program with one or remote employees invite them to reflect on the following questions and ask if they would like to discuss each topic with you!)

- What are some key takeaways or memorable moments from these training videos?
- Think about the communication strategies and tools discussed in these training courses.
 - ✓ Discuss some of the practical communication tools outlined in the courses. Did any of them stand out to you?
 - ✓ Do you think the people you're around exhibit good communication skills? Are there any examples that come to mind of good or not-so-good communication?

***For trainers leading groups: Consider having learners role-play scenarios they may face in their new roles to help them practice their newly discovered communication tactics.*

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

2

Stage 2 - Communication Heavy Hitters- Feedback, Mediation, Problem-Solving

The following video courses teach insights on how to mediate and address conflicts, provide positive and constructive feedback, problem-solve interpersonal and job role-related issues, and encourage positive change through collaboration.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- ✓ 4 Ways to Motivate Your Team
- ✓ Leadership Toolkit: Motivation
- ✓ Motivating Employees with Recognition

Stage 2 Activity:

(The following reflections are separated for individual or group settings)

- What are some key takeaways or memorable moments from these training videos?

Group Reflection: Discuss and role-play the following scenarios. Discuss how the principles laid out in these video lessons will help you.

- ✓ You've been given an assignment but don't understand or have the tools to complete it. Practice how you would ask your manager for help.
- ✓ Your coworker has been making inappropriate remarks during work. Practice how you would handle that situation, who would you talk to? What if it was your manager?

Individual Reflection:

- ✓ Think back to a moment when you received feedback from a boss or person in authority. Did they follow the principles laid out in these lessons? If not, how could it have been executed better?

***Note for the trainer. Always ask if the employee would like to share some of their thoughts with you. Some learners process information best aloud, so you may need to consider that as you proceed with these activities. It is always OK to ask how each employee learns best.*

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

3

Stage 3 - Everyday Actions that Make a Difference- Active Listening, Consulting, and Coaching

The following video lessons teach strategies for assessing, evaluating, and outlining employee growth, understanding coaching basics, and developing active listening skills, along with tips on creating a collaborative and inclusive company culture.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- ✓ Ethical Boundaries at Work
- ✓ Learn to Set Boundaries

Stage 3 Activity:

(The following reflections are separated for individual or group settings)

- What are some key takeaways or memorable moments from these training videos?

Group Reflection:

- ✓ Role-play the following scenarios. (Customize these scenarios to fit your organization)
 - A coworker has come to you asking for help with a current project
 - Your manager is asking you to complete a task you don't fully understand
 - You're working on a project but you're having trouble. Your coworker has experience in this area and could be helpful- how would you ask for help?

Individual Reflection:

- ✓ Imagine what being in a coaching relationship with someone would be like. If you were the coach. If you were being coached.

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

4

Stage 4 - More on Coaching your Employees (For Management and Beyond)

The lessons in this stage focus on communication skills through coaching. These courses teach you strategies for setting professional boundaries with your employees, leveraging motivation effectively, fostering your employee's professional growth, and understanding the basics of coaching.

**Want to boost manager skills in your organization? Check out our [New Manager Playbook](#)! This guide promotes content for learning and developing important skills needed to lead successful teams!*

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- ✓ Providing Constructive Feedback
- ✓ Lead with Hospitality: How to Give Effective Feedback (Part 12 of 24)
- ✓ Developing and Coaching Employees: Giving Employee Feedback

Stage 4 Activity:

(The following reflections can be used in both a group and individual training setting)

- What are some key takeaways or memorable moments from these training videos?
- In what ways is it important for a leader or manager to have excellent communication skills?
- How can developing your communications skills directly impact your job?
- What are some practical ways you can start to incorporate coaching into your job roles and relationships with teammates?

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

5

Stage 5 - Why Feedback Matters

The following video lessons take a deeper look into why feedback matters, how to measure the impacts of constructive feedback, and understanding the impacts of active listening on feedback.

The following courses are just a few of the many titles found in the full BizLibrary Collection. Use these titles as guides to explore more content offerings that align best with your desired learning outcomes.

- ✓ Developing and Coaching Employees: Improve the Feedback You Give Others
- ✓ Lead with Hospitality: How to Become a Better Listener (Part 11 of 24)

Stage 5 Activity:

(The following reflections are separated for individual or group settings)

Group Reflection:

- ✓ Discuss and role-play delegation and feedback scenarios specific to your organization. Discuss how the principles laid out in these video lessons will help you lead a successful team.
- ✓ Can you think of a moment when a manager gave you feedback? Was it constructive? If not, how could they have done it better?

Individual Reflection:

- ✓ Think back to a moment when you received feedback from a boss or person in authority. Did they follow the principles laid out in these lessons? If not, how could it have been executed better?

Using a scale of 1 to 5 where 1 represents feeling unprepared and 5 represents feeling very prepared, rate yourself on the following areas. You can also write down the reasons or thoughts behind each rating as a tool for measuring your progress as you develop and enhance your skills.

- ✓ Delegating tasks
- ✓ Giving Constructive Feedback
- ✓ Performance Improvement Planning
- ✓ Navigating Difficult Conversations
- ✓ Resolving Workplace Conflicts
- ✓ Employee Coaching & Empowerment
- ✓ Selfcare

Congratulations on completing the Becoming a Master Communicator Playbook: Your 101 Guide to Creating Effective, Compassionate Communicators

Once your learners have completed the program send them this follow-up email.

Congratulations [insert name] on completing this Becoming a Master Communicator Training Course! We hope you feel better prepared as you continue your [job title] position with [company name].

In this course, you learned how valuable good communication can be, and with that in mind, we would love to hear your final reflections on this New Communications Training Course.

Please let us know what you liked most about this course and share any areas you think need improvement.

We are so excited to walk with you as you continue your career journey here at [company name]. Together we will accomplish great things!



Becoming a Master Communicator Playbook Recap

Now that your learners have completed this in-depth training guide, they have the tools they need to be masters of communication!

We would encourage assigning refreshers of these or related courses every quarter to help learners continue developing their skillset and keep what they have learned throughout this guide top of mind.

We also have several other amazing guides that are available for you to use! Check out:

1. Creating a Culture of Compliance: Your 101 Guide for Building a Robust Compliance Program
2. Diversity, Equity, and Inclusion (DEI) Playbook: Your 101 Guide for Creating a Culture of Belonging and Allyship
3. New Manager Playbook: Your 101 Guide for Training New Managers
4. Onboarding Playbook: Your 101 Guide for Creating an Engaging Experience from Day One with Your New Hires
5. Creating a Safe Workplace Playbook: Your 101 Guide to Keeping Your Employees out of Harm's Way

As your learning partner, we love hearing how we can better support your training program initiatives.

Need help strategizing KPIs and Business goals?

Developing KPIs is important to measuring growth, but knowing the what, where, and how's can be hard. Your BizLibrary Client Success Manager is ready to walk through these steps with you to ensure you have the right targets in place to measure success in meaningful ways.

If you have feedback or suggestions on how we can help your learners live a holistically healthy life, or how we can partner with you in other areas of your training program, send a message to your Client Success Manager.

Did you know BizLibrary has a Skills Development Platform that can streamline training across your organization?

We understand the importance of having a great training program, and we know how hard designing and implementing a program for multiple learners across departments can be.

As your partner, we are always looking for ways to enhance your program. Our newest BizLibrary product is a skills development platform designed to take the guesswork (and gruntwork!) out of curriculum development, and expertly scale personalized learning experiences throughout your organization!

BizSkills is the first and only off-the-shelf upskilling platform that provides your workforce with personalized training and career growth for each unique employee.

Request a free personal consultation or check out our most recent video demonstration [here!](#) You can also find more information on BizSkills by visiting our website [www.bizlibrary.com!](http://www.bizlibrary.com)

Already using BizSkills? **You're a rockstar!**