



Press Release

CAPS outlines criteria for investing in business learning to improve productivity

For Immediate Release

Toronto, ON, October 28, 2009— The Canadian Association of Professional Speakers (CAPS) has identified five criteria to help companies make the right investment in business learning. As the association for experts who offer business learning for over 11 years, CAPS wants to help businesses hire effective speakers and trainers, and ultimately improve their productivity.

“This has been a very rough recession for businesses everywhere, but offering business learning opportunities is a stimulus measure that all business leaders can embrace,” remarked Shari Bricks, CEO of CAPS. “If you bring in the wrong person; you lose money, but if you hire a professional speaker, you are on your way to building a motivated workforce.”

CAPS recommends that business owners or managers start by identifying what training is needed to run a more productive company. Once specific needs are determined, it is time to select a speaker or trainer who not only has the content knowledge, but someone who can deliver it with a punch that will leave your employees feeling inspired.

Before making the decision to hire a trainer or speaker, be sure to:

- 1) Ask about their credentials. Look them up online, and find out what their credentials actually mean. There is an earned professional designation called a Certified Speaking Professional (CSP)
- 2) Ask what type of experience the speaker has. Professionals often have websites and videos that make it easier to assess whether they are right for your company.
- 3) Ask for references. You want to make sure they can offer a learning opportunity tailored to your business needs. The best way to determine this is to ask for references.
- 4) Meet with the professional speaker or trainer you are considering hiring whenever possible. A face-to-face meeting will allow you to personally observe if:
 - S/he is organized and professional
 - S/he provides support material that lets you know what subjects s/he can speak on and the types of programs s/he delivers (e.g. seminars, workshops, keynote speeches, etc.)
 - S/he will deliver the learning experience that is the right fit for your employees
- 5) Ask for a contract in writing that specifies the business training being delivered, the price of the services, and how and when the services will be delivered.

Acquiring new skills and knowledge is what allows business to grow. However, just like any other product, you have to be a savvy consumer. Take the time to find the right person, and ensure you get the most out of every learning experience.

CAPS members are professional speakers who earn a living from keynoting, training and facilitation. CAPS brings the kind of wide experience that will make business learning a success.

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