



THE CANADIAN
CHAMBER
OF COMMERCE

LA CHAMBRE
DE COMMERCE
DU CANADA



Growth Advisors
For a better business and a better life

Canadian Chamber announces new Member Benefit Program with Growth Advisors Inc.: the Chamber eLearning Centre

The Canadian Chamber of Commerce is pleased to be able to introduce a major new training program that will generate a new revenue stream for our chamber members and increase the value proposition for chambers with small and medium-sized businesses.

The ***Chamber eLearning Centre*** offers low cost yet effective employee training with over 600 business and 1000 technical courses available over the Internet, 24 hours a day, 7 days a week. Presently there are also 143 courses available in French.

Local chambers of commerce and boards of trade who are members of the Canadian Chamber of Commerce and sign up for a marketing and promotion arrangement with Growth Advisors Inc. (GAI) will receive **15% of the revenues generated through their members' subscriptions.**

eLearning is a mature, \$16 billion industry in North America. However, eLearning programs have typically only been available to large businesses and government organizations. The Canadian Chamber of Commerce and Growth Advisors Inc. have put together a compelling program that makes these world class business skills and technical courses available to small and medium-sized local businesses. These are the exact same courses that RBC Royal Bank, TD Bank, Consumers Energy, Irving Oil and the Province of Alberta use to train their employees.

Perrin Beatty, President & CEO of the Canadian Chamber of Commerce says that he regularly hears from businesses across the country about the challenges facing business – one of which is the ability to train staff efficiently and cost-effectively in an effort to keep them longer. “eLearning is an unbelievably effective tool that will allow business owners and their employees learn new skills and keep up to date. eLearning will help Canadian businesses attract and retain the best staff, giving them a competitive edge in the competitive business environment of today.”

The ***Chamber eLearning Centre*** has already been launched in Ontario through the Ontario Chamber of Commerce. Scott McCammon, Vice President, Communications and Stakeholder Relations with the Ontario Chamber of Commerce, says that this program has engaged chambers and their members across the province due to its accessibility – “the whole benefit of offering an eLearning opportunity to chamber members is that everyone is on an equal footing – your location doesn't matter – as the program is Internet-based. This program provides a win-win-win for everybody: chambers now have another benefit program to offer SMEs along with a revenue-generating feature; SMEs win through accessible and cost-effective training; and GAI wins by being able to reach an existing market through the chamber network.”

Based on the success of the Ontario Chamber of Commerce program, Growth Advisors Inc. wanted to extend the offer to chambers across the country and build success stories in other regions and do it through the local chamber network. Growth Advisors Inc. sees this program as a good fit as a potential chamber membership offering since SMEs form the majority of chamber memberships across the country and this is a program that is geared to help SMEs meet their challenges in terms of employing, motivating and retaining staff.

For more information on this program, contact:

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Product Background

It has been shown that companies that have a learning culture are the most productive. Yet, the average small business provides less than two days of formal training per employee per year. Many employees, even managers, supervisors and owners, have had very little training.

Through the Canadian Chamber of Commerce *Chamber eLearning Centre*, businesses can now meet their training needs without disrupting normal day-to-day operations. Employees and owners take engaging and effective courses online without having to be out of the office. Training can be done at work or even at home, and at their own pace. One of the unique features of this new program is that each employee receives a *PluS Personal Learning Plan* specifically tailored to their needs on a quarterly basis.

Why eLearning?

It's well known that over 80% of small businesses fail in their first five years. One of the reasons is that many small business owners have never had any formal business training. They often lack the broad general management skills required to succeed.

The *Chamber eLearning Centre's* comprehensive curriculum has courses covering

- computer skills
- strategy
- accounting,
- finance,
- leadership
- coaching
- management
- marketing and sales
- team building
- communication
- work/life balance

Extensive technical computer courses are also available covering topics such as desktop computing, Web development, Technical Microsoft and Technical General.

Certificate programs are also available

To help small and mid-sized firms ensure that competent leaders, managers, supervisors and employees have the skills to succeed, the Canadian Chamber of Commerce *Chamber eLearning Centre* offers many certification programs:

- Small Business Management Certificate
- Certificate in Management Excellence
- Certificate in Customer Service Excellence

- International Computer Driver's License (certifies computer competency)
- 28 technical certifications available from companies such as Microsoft, Cisco, Oracle, Red Hat and CompTIA.

Not only does eLearning cost much less than instructor-led training, it's much more effective in transferring knowledge and skills. Because training is taken in 20-30 minute segments, retention is improved. Students can also take a skills assessment before they start a course, allowing them to focus on only what they need to learn. They can skip the rest which saves time and keeps their attention.

Another unique aspect of the *Chamber's eLearning* program is the 187 on-line Business Skills Video courses. These award-winning courses cover the most pressing issues facing businesses today. Topics are presented by some of the most prominent experts in their field, including Tom Peters, Ken Blanchard and Dr. Marshall Goldsmith.

The Oakville (Ontario) Chamber of Commerce was the first chamber to implement this eLearning program. To date, 22 additional chambers in Ontario have also joined the program and discussions are underway with more.

John Sawyer, Executive Director of the Oakville Chamber (Ontario) says that "We believe that the *Chamber eLearning Centre* is one of the most innovative programs we have ever launched. It is going to greatly increase the benefits derived from membership in the Oakville Chamber of Commerce, allowing us to attract and retain more members. In addition, the 15% revenue sharing is expected to be one of our most important revenue sources in future years."

In announcing this program Greg Peterson, President of Growth Advisors Inc. says that "We are really excited to be working with the Canadian Chamber of Commerce and its members. We are making world class education and training available to every business in Canadian at a very low cost. A full year subscription to any one of the nine packages is only \$95. Access to all 610 Business Skills Videos and End-User courses, including the Plus Personal Learning Plan, is only \$495 per year, per student.

Please note that there are also 143 French courses available at this time. Please inquire about availability and pricing.

Local chambers receive 15% of the revenues.

At the same time, your members who subscribe receive a 15% discount, enhancing the value of your chamber's membership with existing and potential members.

For more information, visit www.chamberelearning.ca.

Value for Your Chamber's Members

One of the key drivers towards a successful business is having effective, educated, and motivated employees that can assist the business owner to achieve the success they all desire. Training has been identified to provide great value to both employees and the companies for which they work. eLearning is absolutely the most cost effective method of bringing training to your members. Businesses can meet immediate training needs and also develop long term training strategies.

Further to this, the members will receive a 15% discount on the fees normally associated to the program.

Benefits for Your Chamber

The **Chamber eLearning Centre** will assist the chamber in making their members more successful. As well, **eLearning** will enhance the value of the membership within the chamber without creating higher membership fees.

Your members purchase the programs directly through the **Chamber eLearning Centre** with no infrastructure burden to the chamber itself. Many chambers have identified a need to provide greater education and training to their member companies and the **Chamber eLearning Centre** provides the vehicle for course delivery.

“It’s has greatly increased the benefits derived from membership in the Oakville Chamber of Commerce, allowing us to attract and retain more members”, says John Sawyer, Executive Director of the Oakville Chamber.

The **Chamber eLearning Centre** program also pays your chamber 15% of the net revenues generated from your members who sign up to use the program. This will be a good revenue stream for your chamber.

Chamber eLearning Centre Marketing and Promotion Structure

The program structure allows the chamber to bring this full offering to its members without having to create the infrastructure to support it. The **Chamber eLearning Centre** provides the technical and administrative support, as well as full marketing and promotion support, to allow the educational initiative to move forward within the chamber.

Growth Advisors Inc. will act as the chamber’s marketing agency to educate your members as to what eLearning will mean to them and their business. Growth Advisors works directly with individual members as it relates to product delivery and payment.

The individual chamber works to provide support of GAI’s marketing and promotion activities, including but not limited to email notices, newsletter announcements, and direct mail distribution. On a quarterly basis we will report on member sign up, revenue generated and the marketing administration and support fee payable to the Chamber.

For a complete review of each parties obligations and expectations, refer to the “*Marketing and Promotion Agreement*” obtained through Growth Advisors Inc.

Call Laura Rogers at 905-338-2759 or email laura@chamberelearning.ca. Free sample courses are available on-line.

