

Professional Development & Training Proposal
Purpose-Driven Coaching, LLC

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Purpose

To be a successful organization, it is imperative that organization create a foundation that will develop and prepare their employees to succeed. My goal is going beyond offering the basic new hire process for employees. As a company, continuous training and development is vital employees and Purpose Driven Coaching as an organization success. Professional development keeps organizations and employees up to date on current trends and organizations can develop employees through new skills to advance. I propose that Purpose Driven Coaching (PDC), will create professional develop programs for employees and potential clients. Each program will be designed so these topics will be addressed: diversity, inclusion, virtual work, stress management and leading by example. You will recognize that I have conducted the necessary research to know the impact of providing these trainings will have on my organization and all we serve. Our goal is to train, lead and thrive as leaders in the 21st century.

Who we are?

Purpose Driven Coaching, LLC, is a global consultancy that offers leadership training, development, and coaching. Purpose Driven Coaching is founded by Chavonne Stewart, Chief Empowerment Officer. She is a certified life coach through DreamReleaser, LLC. She has over 10 years of experience in leadership, education, management, and administration. Chavonne is a visionary and change agent willing to provide solutions to businesses and individuals who desire to reach the next level. Our company is located in Acworth, GA about 20 miles from the Atlanta Metropolitan area. We are a client-focused organization driven by helping our clients maximize their potential and pursuing their life's purpose. We will hold ourselves accountable to the highest standards by meeting our clients' needs. We will cultivate a work environment where

diversity is priority. We encourage human interaction that promotes learning among our staff. Our goal is to position ourselves to become a leading brand in the global marketplace.

The Need

We live in an increasingly interdependent world, a world in which people with different histories, perspectives, values, and cultures are brought together in various ways and places (Hannum, McFeeters & Booyesen, 2010). The global economy is rapidly changing, differentiation of human capital resources is becoming more and more important. Human capital is key aspect in an organization's economic survival and ability to maintain a competitive advantage. Increasing globalization of organizations makes it more important to learn about effective leadership in different cultures (Yukl, 2013). Organizations who desire to compete in a global market must be able to successful influence and it requires greater understanding and acceptance of differences.

Diversity in the workplace is vital, according to Yukl (2013), diversity can take many forms, including differences in race, ethnic identity, age, gender, education, physical appearance, socio-economic level, and sexual orientation. Presently, organizations that show a lack of diversity is less appealing to potential consumers. To build an organization that is diverse, leaders must be able to lead cross-culturally. Cross-cultural leadership is bridging the gap between differences. Discrimination is significant issue in our current times. Lack of diversity at all levels within the organization is a major issue. When diversity lacks, there is no effort made for inclusion.

Nondiscrimination, diversity, and inclusion are among the most important elements that influence organizational change, direction, and success (Collins, 2020). Many organizations neglect or minimize the importance and benefits of these organizational elements and fail to make them part of their administrative or operational assessments, much less strategic planning

(Collins, 2020). Understanding diversity and inclusion in organizations helps develop and support the changes needed to elevate equality and create an organization that fully utilizes employee talents and portfolio skillsets (Collins, 2019; Roberson, 2006). To address the problem, leaders need to assess the condition of the organization climate. After the assessments are made, trainings can be designed and implemented to improve the overall environment of organizational culture. Training is a prime opportunity to expand the knowledge base of all employees and to drive productivity and profitability in the organization.

Productivity is increased when employees performance is improved. There are many benefits to implementing training and development in your company. Training is the systematic approach that affects individuals' knowledge, skills and attitudes particular to a specific occupation, and, if it is based on the science of training and learning, it should lead to changes in cognition, behaviour and affect (Susomrith, Coetzer & Ampofo, 2019; Salas, Tannenbaum, Kraiger & Smith-Jentsch 2012). Development, on the other hand, refers to systematic efforts aimed at affecting individuals' knowledge, skills, and attitudes for the purposes of personal growth or future jobs and/or roles (Susomrith, Coetzer & Ampofo, 2019; Aguinis and Kraiger, 2009). Employees are the first to reap the benefits. The tools employees receive from the training helps them see value in their work. Training and development improve employees skill levels both personally and professionally. Adequate training aids in building the confidence of employees and they gain greater understanding of their responsibilities.

A rise in confidence enhances the overall performance. Improved performance increase productivity equals higher level of profitability for the company. Also, employees who perform will be more attract to clients, company word of mouth referrals helps increase productivity. The goal is to compete in a global marketplace, so employees who are competent and stay on top of

changing industry standards, the organization can maintain its position as a top leader and strong competitor within the industry. Another benefit of training and development within an organization is improved employee satisfaction and morale. Employees want to know they are valued by their leader and company. However, there are challenges when developing the training programs. Being sole proprietor the responsibility to develop the programs fall on the founder. A lot time will be needed to ensure the programs are in place and ready to launch. After the programs launch there can be a challenge of engaging the learners.

Since the organization is new, funding is needed for salaries to hire and marketing. Another challenge is consistency with training; as leader making sure the trainings are set yearly. Dealing with change and conflict that can rise from employees who are not receptive to training. It is difficult to determine historical relevance however recently an opportunity to conduct two of the 4 trainings being offered through my organizations. The feedback was positive, but the opportunities to facilitate Stress Relief and Remote Work will help determine how success the programs will be.

When organizations make the investment in their team, they are showing the employees that are important. They are vital to the organizations success. In some cases, by offering training it may be the only time that employees would gain access to ways to improve their skills and knowledge base. Offering training creates a sense of appreciation and employees are challenged to do better and feel more satisfied with toward their jobs. Even implementing reward systems and incentives to motivate employees. As a result of satisfaction, organization's should reduce employee turnover. Recruitment costs should go down due to staff retention. We live in a world where innovation is king. Ongoing training of the workforce can encourage creativity and collaboration.

Training & Development Programs

Training helps employees gain specific knowledge. Development focuses on employee growth and future performance. Four training and development programs will be created over the next year by the leader of Purpose Driven Coaching. Those programs are I-Lead, Going Virtual, Stress Relief and Diversity & Inclusion. *I-Lead*: helps empower leaders to examine themselves as leaders, in doing so you will obtain the tools necessary to lead by example and think globally. *Going Virtual*: gives tips on how to effectively work in a remote environment. *Stress Relief*: helps individuals learn more about recognizing stress and how to manage it better. *Diversity & Inclusion*: encourage engagement and positive interactions in the workplace. The training will provide ways for employees to learn how to adapt to other cultures. In doing so, reducing discrimination and prejudice as of result of factors such as gender, ethnicity, race, sexual orientation, age, religion, and physical and mental ability. We will create resource guides for each training program. The guides will provide additional tips.

Conclusion

Leading cross-culturally and have skillful employees is a problem for organizations. There are some disadvantages leaders may face in implementing the programs. The cost can be an issue. Also, helping employees to overcome their personal weakness to be able to excel in the training environment. Despite the disadvantages, a thriving training and development program ensure employees gain necessary knowledge and experience to be successful. Leaders can encourage relationship building through training programs. Bashir and Long (2015), also highlighted that in today's rapidly developing global market, organizations are aware of the significance of training and are ready to spend on training programs to escalate the level of their employees' commitment. When organization makes the investment now, the return will be great.

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