

**HISTORY**



Executive Learning Center started operating in China (first in Shanghai, then in Beijing in 2011) in January 2005 as a training company offering both in-house and public training programs. During its first year, the company focused on implementing programs using ISO 10015 – a training and education quality standard. The company delivered programs on Negotiation, Key Account Management, Presentation Skills, ISO 10015 – Achieving Training Effectiveness, Analytical Techniques for Decision Making and Business Innovation: Thinking-Outside-of-the-Box. (Julia Feng, left, Executive Learning Center co-Founder).

From 2006 to 2010, the company focused in developing integrated programs resulting to implementation of Leading for Growth Leadership Program to a German automobile parts company (2006) and then later on to a Belgium materials company (2008). Both programs addressed the development needs of their middle managers. At the same time, the company's consulting framework unfolded to address the development needs of HR and training professionals on how to plan for effective training implementation and on how to demonstrate the impact of these programs to their company's business and bottom line.



In 2011, Executive Learning Center redefined its philosophy and became more inward looking resulting to lesser dependence on contracted or independent trainers. Both Julia Feng and Ramil Cueto (the company founders) equipped themselves to harness their business and professional skills to deliver training and workshops by themselves. Julia also started her development as an Executive Coach while Ramil has focused on developing himself as an ROI in Training consultant and a trainer/facilitator for a various sales – related training programs. (Ramil Cueto, left, Executive Learning Center co-Founder).

**OUR FOCUS**

**Integrated Leadership Development Program.** Drawing experience from its successful implementation of long-term (that is, at least 12 months) programs such as *Leading for Growth Program, Advanced Marketing Leadership Program and Intra-preneurship Leadership Program*, Executive Learning Center utilizes a business need-driven approach to ensure that the gaps in business, performance and competence (skills, knowledge and behavior/attitude) are adequately addressed and effectively closed.

Integrated programs include gaps and needs analysis, evaluation strategy, blended learning solution and post-program reinforcement. Blended learning solutions include learning projects, classroom sessions, simulations, e-learning courses, and in-company Learning Through Sharing® sessions. Line managers' support includes coaching, encouragement and demonstrating the behavior that leads to desired business results.

**Learning Consulting.** Partnering with HR and Training professionals, Executive Learning Center has developed its own-tested methodology for identifying business, performance and competence gaps and for crafting the right solutions. Executive Learning Center's **Achieving Training Effectiveness Program (ATEP)** is targeted for both senior and line management and the HR and training professionals to work together in addressing the development needs of their personnel.

ATEP starts by explaining the prevailing thinking and approaches to quality training implementation, business, performance and competence gap

analysis and evaluation methodologies, including ROI in Training. It then proceeds to coach the target audience on how to forge business partnership in providing for the right solutions for the organizations' development needs by acquiring the necessary consulting skills. ATEP includes modules on methodologies and tools for uncovering, analyzing and reporting the gaps to the stakeholders as well as how to create an evaluation strategy that leads to ROI in Training. The program is concluded by giving tips to the HR and training professionals on how to properly engage themselves with the consulting and training organizations knocking on their doors offering multitude "great" and "super" solutions.

**ROI in Training/Coaching.** Executive Learning Center, over the years of its operation, has acquired and developed its methodology for determining the return on investment (ROI) in training and coaching projects. The basic premise of this training and consulting solution is that *in order to measure the business impact of the training or coaching project, a set of well-defined business and learning objectives must be in place before the solution is implemented. Additionally, the data (soft and hard) supporting the ROI in Training or Coaching process must be sourced from credible sources (participants, line managers, finance, clients) and must be analyzed and reported with simplicity and clarity to overcome skepticism and doubts.*

**Executive Coaching.** Ms. Julia Feng is the primary person driving the executive coaching services of Executive Learning Center. While still undergoing a formal certification program on this area, Julia has already utilized her competence in coaching both in a formal and informal setting helping many individuals regain a strong awareness of their strength to overcome personal and business challenges. By focusing on the coachee's objectives, she is able to draw a clear picture of their current situation and challenges and then later on coach them to identify the available options at their disposal to resolve the issue or bring the goals into its realization.

**CLIENTS**

Executive Learning Center has provided its services to the following organizations:

- Air Products Singapore | Alcatel University | Analog Devices, Inc. | Bax Global Logistics | Bayer AG | B Braun Medical Co. Ltd. | CNOOC-Shell | Competence China | Continental Corporation | Cooper Wiring Devices | Deloitte Touche | former GE Plastics | GenTech | Fiskars Brands | HP/NIIT | Johnson & Johnson Medical China | Lenze Ag | McCann Erickson | nCode | Oxford Consulting | Rio Tinto Plc | Sofitel Jinjinang Oriental Pudong Hotel | Spirax Sarco Engineering | Umicore | Victaulic | Yum! Restaurants Inc | Zhuhai Schwartz Pharmaceuticals/UCB Group |

**About Executive Learning Center**

We are a training and performance improvement organization focusing on the development needs of Chinese personnel working for foreign-invested enterprises, and private enterprises in China.

Our solutions cover pre-, during and post-training activities that lead to effective transfer of competence to the workplace environment. Utilizing a business needs-driven approach, we are able to measure the impact of our training solutions to demonstrate its effectiveness and impact to the business.

For more information, please call | email at:



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