

I'm Jon Cano, professional instructor. I'd like to help your organization in the following ways:

Employee Performance and Retention

"Our employees are our most important asset." Sounds cliché but there's a reason we've all heard this one. Placing value on workers' training needs communicates our investment in their success. We'll be rewarded with higher morale, resulting in higher productivity and less turnover.

As an expert instructor I can deploy training modes that are relevant, focused and responsive to my audience.

- My years as a classroom teacher taught me the myriad ways individuals learn, and different methods to serve those varied learning styles.
- B2B sales and marketing taught me how to ask questions, listen to the answers, identify **hidden points of resistance** and overcome them.

Advancing the Organization's Values

The job of motivating and developing quality employees is much easier for an organization that values its customers, its workers, and the communities in which it operates. When workers understand and share their employer's goals they are more enthusiastic, their morale is more sustainable, and they stay longer. This includes me!

I will represent the organization's values to everyone with whom we do business.

- My enthusiasm for the mission and my clarity in describing how our employees fit into it will **energize audiences**. I can't help it.
- My favorite question from high school biology students was "Mr. Cano, why do we have to learn this stuff?" It is **the essential question for every instructor**. The answer must demonstrate a truthful compatibility between the learner's needs and the organization's ultimate purpose. If you're curious how I responded to that question, ask me!

Profitability

We can draw a straight line between the first two points and profitability. When employees are internally motivated to succeed with us, when word reaches potential new clients and employees that we care about their success, we reap the benefits of free advertising and save on hiring costs.

The continuity between the mission statement on the wall and the actions of our workers will not go unnoticed. New business will find us.

- Years of performance with an industry leader in customer service taught me the great value of word-of-mouth advertising and the immense potential of every incoming contact.
- Managing a law office and an auto rental branch sharpened my ability to identify areas for improvement on both sides of the ledger.