

# Features / Benefits / Value Chart

Features “We Have ...”	Benefits “It Will ...”	Value “Which Means ...”
Workshop-based communication skills training	Improved communication skills	Better teamwork Improved morale Increased productivity
Company-sponsored training program	Overcome anxiety and fear of public speaking	Self confidence Career advancement
Weekly meetings	Reinforce lessons learned continually	Skills learned are used and retained
Opportunity for leadership roles	Improved leadership skills	Improved management and increased productivity
Low cost/very economical	Welcome everyone to benefit from the program	Great return on investment
Mutually supportive training environment	Enhances teamwork and morale	Decreased turnover and improved customer service
Prepared speeches	Train employees how to structure presentations for maximum effectiveness	Effective meetings and better communication with customers
Table Topics	Teaches how to think fast and react to crises	Enhanced confidence and poise under pressure
Critical evaluations	Improves ability to coach and help teammates	Smoother team functioning better performance
A key benefit for all employees	Enhance your job satisfaction and career	Employee retention Career enhancement
Meetings are kept lively and fun	Improve enjoyment of your job	People who enjoy themselves will perform better
Opportunity to meet fellow employees from other areas of the company	Enhance diversity and teamwork	Improved productivity Less absenteeism
Work at your own pace	Adapt with flexibility to employee/company schedule	No disruption or loss of productivity
Training on how to properly conduct a meeting	Improve quality and results of meetings	Increased productivity and morale
Active participation in the training	Assist employees to learn by doing with help from fellow club members	Better teamwork, morale and productivity
Leadership development programs	Directly improve leadership skills	Reduced “churn” and better managers