

### **“Turning Training from a Cost to Profit Center”**

**Presented by: Sam Allman**  
**Allman Consulting & Training**



Imagine building a training function that can stand the ebb and flow of financial pressures of the first area to cut is training. Allman Consulting and Training helped Mohawk University turn their training program into a value-added profit center. Sam Allman will describe the journey from poorly attended training programs to one that is in demand and delivers results to learners and the bottom line.

Objectives for the program are:

- ◆ a framework for building a training profit center, understanding your business' needs
- ◆ approaches to running training program as a business
- ◆ gaining approval to move forward lessons learned along the way

Sam Allman is an internationally recognized motivational speaker, consultant, trainer, and author. Sam has developed training department “universities” for major corporations that have actually visualized profits within two years. He has helped countless organizations bring their employees and managers to a higher level of productivity and performance. As an “in-demand” sales trainer, Sam has been a featured keynote speaker for organizations in industries ranging from Technology to Retail Sales to Healthcare.

Each chapter program will strive to align with ASTD’s Competency Model for the Certified Professional in Learning and Performance™ (CPLP) credential to raise the bar and provide a means for workplace learning and performance professionals to prove their value and knowledge of the field. Use this link to view the model: [http://www.astd.org/astd/Publications/competency\\_study.htm](http://www.astd.org/astd/Publications/competency_study.htm)

This program aligns with the Business/Management foundational competencies of Analyzing Needs and Proposing Solutions and Applying Business Acumen.

#### **Meeting Information:**

<b>Date:</b>	May 22, 2006	
<b>Time:</b>	5:00-5:30 p.m.	New Member Orientation
	5:30-6:00 p.m.	Networking and Refreshments
	6:00-7:00 p.m.	Program
<b>Location:</b>	Georgia Power 241 Ralph McGill Blvd., NE Atlanta, GA 30308	
<b>Cost:</b>	Members \$15 Non Member \$25	

**Register Now at [www.astdatlanta.org](http://www.astdatlanta.org)!**  
**Please RSVP by May 17, 2006(SPACE IS LIMITED)!**

Join ASTD now and enjoy the many benefits of membership!  
Go to [www.astdatlanta.org](http://www.astdatlanta.org) or contact  
Avani Patel at [info@astdatlanta.org](mailto:info@astdatlanta.org)  
or (770)-432-4042.