



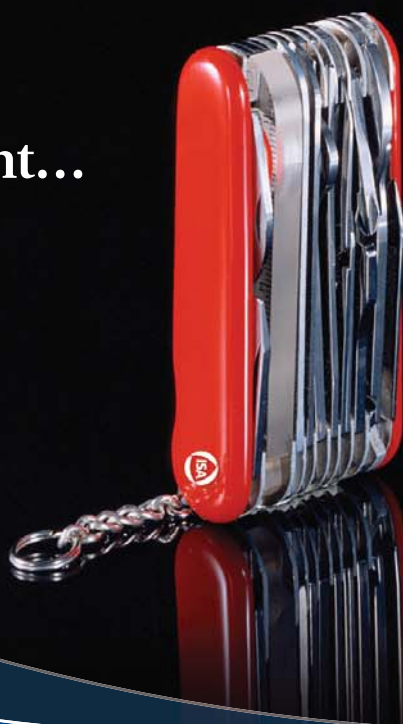
Are you losing too many of your most qualified, valuable, and skilled workers?

Need to increase employee skill and knowledge levels?

Would your company benefit from employee cross-training?

Do you need rapid, unbiased solutions?

## **ISA Training and Development...** **Your Solutions Partner.**



Standards

Certification

**Education & Training**

Publishing

Conferences & Exhibits



## Does your company need to...

- **Increase the productivity** of your most valuable asset—**your employees**?
- **Reduce turnover** of your most qualified, valuable, and skilled employees?
- **Boost** your employee **retention** program?
- **Implement** a **cost effective program** for rapid knowledge and skills development for new employees?
- **Minimize system downtime** by providing your employees with knowledge of the fundamental theories—the “why’s” and “how’s”—behind what they do?
- **Minimize the impact** of the inevitable **20-25 year gap** in knowledge, training, and experience as new hires start and seasoned workers retire?
- **Increase cross-training** activities to enhance and diversify the skills of your workforce?
- **Establish** a **measurable, common skill level** across all employees to maximize their skills and quality of work?
- **Provide certification documentation**?
- **Implement** a Pay-for-Skills program or defined **career path development program**?
- **Establish** measurable promotion and hiring **criteria**?

Chances are, your company is facing more than one of these problems. So what can you do to solve them?

**Simple! Partner with ISA.** We'll help your company identify and implement measurable, unbiased, and rapid solutions for your professional development needs.

**Our mission is to be  
a valuable resource to  
automation professionals.**

“Automation is the creation and application of technology to monitor and control the production of goods and services.”

## Who is ISA?

Founded in 1945, the International Society of Automation (ISA) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide Members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA:

- Develops standards
- Certifies industry professionals
- Provides education and training
- Publishes books and technical articles
- Hosts the largest conference and exhibition for automation professionals in North America

### World-Class Education and Training

ISA is recognized worldwide as a leader in non-biased, vendor-neutral education and training programs for automation professionals. Industry professionals—whether an experienced engineer, practicing technician, or newcomer to the industry—can hone their skills at ISA's regional training centers, through onsite training programs at their companies, or via distance education.

### Internationally Recognized Certification

ISA certification provides an objective, third-party assessment and confirmation of a person's skills, and gives them the opportunity to stand out from the crowd and be recognized. ISA currently offers two certification programs: **Certified Automation Professional® (CAP®)** and **Certified Control Systems Technician® (CCST®)**.

## How can ISA assist your company?

ISA has turnkey capabilities for professional development and works with you to develop and implement a solution that fits your company's needs and serves to improve employee productivity and retention levels.

ISA professional development consultants know and understand the problems you are or will be facing with your workforce. They work with you to identify your greatest needs and use ISA's resources and experience to develop the timely and reliable solutions that will work best for your company.

Unlike most training groups, ISA shows your employees how the problem arose, how to fix it, and how to prevent it from happening again. How can we do this? By providing unbiased instruction on the fundamental theory behind the technology and processes they use on the job. And, by working with you as a partner to develop a program or solution that fits your company's specific needs.

### With ISA Solutions, You Can Expect:

- Integrated partnerships
- Customized programs and solutions
- Full service skills and knowledge assessments
- Hands-on, practical training led by people with real-world experience
- Training options that bring the training directly to you
- Distance training opportunities through online course offerings
- Small, onsite classes that won't disrupt your operations
- Improved employee productivity, safety, and retention
- Defined performance measures and promotion criteria
- Documented worker skill and knowledge levels
- Unbiased, third-party endorsement of training received
- Access to ISA's strategic partnerships with vendors, educational groups, and economic development and industry organizations
- Access to ISA's technical resources and Subject Matter Experts
- Employees who know the "how's" and "why's" of what they do
- Professional development programs for new and current employees at all levels
- Cross-training program development, implementation, and maintenance



## Our Process

ISA's solutions development process consists of three elements:

- Needs Assessment
- Training
- Testing

Each element of our process feeds into the next part and back around again. This full-circle approach enables us to show you opportunities for improvement and growth, while achieving your short-term and long-term training goals.



### Needs Assessment

ISA develops a program for your company—for your employees—that begins with a needs assessment. The first and most important step in our process is to learn about your company's goals for the program. **What does success look like to you?**

The next step involves interviews with and exams for your employees—the people who need to be trained—administered by one of our Subject Matter Experts.

After we get a deeper understanding of your goals and employees' current skills levels, we identify the gaps that exist between the two. Then, we partner with you to develop a master plan, or road-map, to help eliminate these gaps.

### Training

Once the roadmap is created and your employees' training needs are identified, we will recommend the necessary training and **eliminate the training you don't need**, saving you time and money.

We work with Subject Matter Experts, our partners, and our resources to create a custom program to meet your company's identified needs and requirements.

Once the training program is created, we can begin implementing the program to your employees with **as little interruption to your operations as possible**. We can do this with our small, onsite class sizes geared towards teaching a small portion of your employees at a given time.



### Testing

Before and after we train your employees, we test their knowledge levels. We use the pre-test to determine their baseline and the areas needing the most improvement. We use the post-test, given for every ISA training course, to determine if the student actually understood the material taught. We also use the testing feedback for continuous program improvement.

### And Back Around Again!

Once we gather input and results from the post-test, we start the process over again. We continue to build on the knowledge, skills, and experience of each employee as we improve the overall process for the benefit of the company.

As we said before, this full-circle process allows us to show you opportunities for improvement and growth, while achieving your short-term and long-term training goals.

**Now that you know what we can do, how we do it, and the expected benefits, we encourage you to establish your company's partnership with ISA immediately. We're here for all your technical and training resource needs, now and in the future.**

Let us assess your needs and develop a customized training program to meet your goals. Contact us at **+1 919 549 8411** or **info@isa.org** to start your company on the path to better trained employees.

## What are some of the unique benefits you can expect from your integrated partnership with ISA?

As you may know, an integrated partnership provides unique benefits of its own, including commitment to your success. ISA wants to be a part of your team. We succeed when you succeed. We invite you to leverage our expertise and technical resources for the enhancement of your workforce, operations, and company.

### A partnership with ISA allows you to...

#### Give your employees a solid foundation.

ISA training is the foundation of all future training—ISA and vendor provided—and is **a step that should not be skipped**. Our training sets the stage for effective vendor training by providing a solid foundation of theory and application. Understanding the “how” and “why” can help reduce dependence on vendors when there is a problem, which in turn can help reduce the amount of downtime experienced.

#### Provide an engaging learning experience for your employees.

Hands-on training with our portable trainers, a service unique to ISA, provides your employees an essential tool for learning and increased knowledge retention. Technicians learn better with their hands and are better able to apply what they learn through in-class examples. Most other training groups and vendor training use specific equipment or theory pen/paper examples—these tend to be less effective in the long run.

#### Engage your employees for better retention and increased productivity.

ISA training and professional development programs challenge your employees. Employees presented with a challenge are engaged, and thus more likely to stay with your company.

#### Demonstrate your commitment to your employees.

Providing your employees with defined and measurable professional development paths and programs demonstrates your appreciation for them. ISA can help develop these programs for you, integrate them into your operations, and provide improvements to them over time.

#### Document your employee skills and training.

ISA provides unbiased, third-party endorsement and documentation for the training received. Show your clients, regulatory agencies, and other key stakeholders, the value of your company through the documented skills and knowledge levels of your employees.

## What are your concerns?

### So I pay to train my employees. What about the risk of training them, building up their resumes, and losing them to my competitors?

Engaged employees are more likely to stay with their company because they feel challenged and valued. ISA training provides an enriched form of engagement as employees are challenged to learn more about the fundamental theory behind what they do. By providing them with the knowledge, you set the expectation that they apply what they learn to reduce and quickly solve future problems.

### How do I justify the cost of this program?

The cost depends on your goals for the program. Common cost savings realized from ISA training include reduced downtime\* and increased efficiencies. An additional savings results from your employees being empowered to apply the theory they learn from ISA to solve and prevent problems arising in the future—without assistance from the vendors!

### I've brought other training companies in here before and saw no benefits. How do I know ISA won't provide the same disappointment?

“What makes you different from other training organizations?” We’ve heard it before. The answer is simple: **Real-world expertise and integrated partnerships.**

ISA works with you, as a partner, integrating our services into your operations. This partnership is not meant to be a one-time, onsite lecture. A partnership with ISA can lead to a continuous professional development program integrated into your process and operations. As your partner, we can leverage our expertise along with your understanding of your process and your primary objectives to develop and deliver a meaningful and effective program that will benefit your company, your current and future workers, and your bottom line.

ISA is in the unique position of having industry experts available to develop and deliver our training programs. The same people who author books, lead industry standards committees, and participate in the certification board, are available as Subject Matter Experts to ISA—and ISA's partners. We leverage our expertise to focus on theory and application. Many of your technicians already know how to do the tasks, but by teaching them why it is done this way and how the technology works, they can become better, safer, and more productive members of your team.

A partnership with ISA is an investment in the future of your most valuable asset—your employees. **We won't let you down!**

\*Do the math!  
How much  
does it cost you  
per day when  
production  
is down?



## What makes ISA your best problem solver?

### Simple, we can help you with...

- Access to over 100 subject matter experts across a wide variety of technical fields including these sectors and more:
  - Manufacturing
  - Energy
  - Petro-Chemical
  - Utility
  - Pharmaceutical
  - Pulp/Paper
  - Food/Beverage
  - Military/Defense
- A proven training and development process in the automation and control fields
- 60+ years of experience working with experts and companies to develop an internationally recognized training program
- Customized training to meet your needs
- State of the art training labs

**Prepare your staff to meet the needs of a changing work environment with rapid, unbiased, proven solutions from ISA.**



Learn more about how ISA can solve your problems and fulfill your training needs with a free consultation.

**+1 919 549 8411**  
or **info@isa.org**

## **International Society of Automation**

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Founded in 1945, the International Society of Automation ([www.isa.org](http://www.isa.org)) is a leading, global, nonprofit organization that is setting the standard for automation by helping over 30,000 worldwide members and other professionals solve difficult technical problems, while enhancing their leadership and personal career capabilities. Based in Research Triangle Park, North Carolina, ISA develops standards; certifies industry professionals; provides education and training; publishes books and technical articles; and hosts the largest conference and exhibition for automation professionals in North America. ISA is the founding sponsor of The Automation Federation ([www.automationfederation.org](http://www.automationfederation.org)).