# CP2010 - Mini Site 1

**Site Title:** Training Zone

**Mission Statement:** The Training Zone web site is intended to increase revenue for Training Zone by promoting the services offered by the company and increasing new and repeat customers.

**Target Audience:** Local residents, mostly between the ages of 28 and 50 form the majority of our current audience (mature age job seekers), and this is who the site is aimed at.

**Success Evaluation:** Other advertising will be consistent for a period of 3 months (except for including the new web site), so that any increase in sales should be attributable to the site. At the end of this 3 month period (and during), the number of new customers will be counted and compared to the previous 3 months.

Content provided by client:

## History

Training Zone has been the leader in all kinds of training that covers management and IT in Plongk St, Cairnsville for the last 150 years. The founder of the company, Terrence Zonas is still CEO and spokesperson for Training Zone. Here is one of his first ever training lessons, the world-famous *Lecture Clash* training:

Anyone got a lecture clash? They're not pretty, but with your help, they can be manageable. Here are some thoughts on how to deal with it:

* Realise that it's up to you. You are responsible for making it work.
* Attend one lecture and get the notes from the other (start with the web notes, but that's not enough).
* Find a friend in the one you miss and get them to tell you what else was covered in class that's not on the web.
* Which one do you miss? - Some ideas to help you with that decision are:
  + If you miss one out of two lectures for a subject, that's 50%. If you miss one out of 3 that's 33%.
  + Which one are you most on top of?
  + Which subject has the most complete lecture notes?
* Don't ask your lecturer - "did I miss anything in the lecture?" If you didn't miss anything, there'd be no point to lectures.

For more training, email Training Zone.

## Training Article

**Management File - What IS The Point Of Performance Appraisal  
By Robert Bacal, M.A.**

*Robert Bacal is a noted author, keynote speaker, and management consultant. His most recent books include* ***Performance Management - A Briefcase Book****, and* [***The Complete Idiot's Guide To Managing Difficult Employees***](http://www.work911.com/guide/index.htm)*. The Work911 Supersite contains many more free articles and tips on a number of workplace topics. Access it at* [*www.work911.com*](http://www.work911.com) *. Robert can be contacted via e-mail at* [*ceo@work911.com*](mailto:ceo@work911.com) *or by phone on (204) 888-9290.*

Probably the most misused, abused and disused management tool in history is the performance appraisal. It's the strangest thing. Ask any manager or human resources person whether they think performance appraisal is an important thing to do, they are almost unanimous. "Of course it is", is the common response. If you ask why it is important, they will tell you repeatedly.

The odd thing is that they often do not get it done. Managers, supervisors and employees hate the darned things. Human resource professionals spend a lot of time whipping people into doing them, while managers look for a variety of reasons to delay and delay. Why is that?

It's uncomfortable to do performance appraisals. But why is it uncomfortable? Because people undertake them for the wrong reasons and wrong perspective, which ends up putting the manager and the employee on different "sides". Appraisals are used for determining pay increases, who gets let go, who gets promoted. Often they are used to focus on what people have done wrong.

So what is the point of performance appraisals? Here's a starting point that actually works. **The most important purpose or goal of the appraisal is to improve performance in the future**...and not just for the employee. Managers can get valuable information from employees to help them make employee's jobs more productive. Work units and organizations can identify problems that interfere with everyone's work.

If we shift from affixing blame, to identifying barriers to performance we begin to remove the fear and dread people have about these "appraisals". When we focus on the present and the future, we change our focus from what has been, to what can be better tomorrow.

An appraisal that works involves a number of things, but first and foremost is the process of identifying what has gotten in the way of better performance (regardless of the level of performance), and how manager and employee can work together in the future, to improve it. It's really that simple.

When managers put away the "blaming stick" in appraisals and move to a cooperative, dialogue approach, the whole process can become more comfortable and effective. Because, it puts the manager and employee on the same side, and working towards the same goals, getting better and better.

Sure, we do use appraisals for a number of reasons but if we are going to get real value out of the time and energy we put into them, we have to look at the process in a more constructive way. And, bottom line, that's making performance better.

**For more information on this and other workplace topics, go to the Work911 supersite by clicking here (http://www.work911.com/).**

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## Contact

Phone: (07) 4779 1243

Fax: (07) 4779 1244

address: 12 Plongk Street, Cairnsville, Queensland

email: training@trainingzone.com.au

## Announcements

* For this month only, you can bring a friend to our evening training sessions for half price.
* We now provide a laundry service to current training customers. Ask about it when you book your next session.
* A representative from the Transport authority will be in our training centre on Friday the 13th to discuss their new training system, “Perfectrain”.

## Links

While we believe the best training is done face-to-face (with us!), here are some good web sites for you to do extra work:

Business Philosophy from Jim Rohn: http://www.jimrohn.com/

Inspiring true performance… Zig Ziglar : http://www.zigziglar.com/

## Our Trainers (Staff of TZ)

Terrence Zonas – is an American computer scientist and Internet entrepreneur who co-founded Goggle, one of the world's most profitable Internet companies. However, his real passion and work is Training Zone where he likes to teach people things that make a difference.

Stafford Gray – Stafford is a senior Information Technology trainer. His primary research area is Cryptography. More precisely, Society-Oriented and/or Threshold Cryptography. Currently his principle research themes are: Multi-Party Computations, Oblivious Transfers, and Secret Sharing Schemes. He teaches a wide range of topics in Computer Science such as, Operating Systems, Data Structures, Algorithms & Complexity, Information Security, Cryptography, Databases and Data Mining.

Adrienne Michowski - an English mathematician and writer, chiefly known for her work on [Charles Babbage](https://en.wikipedia.org/wiki/Charles_Babbage)'s early mechanical general-purpose computer, the [Analytical Engine](https://en.wikipedia.org/wiki/Analytical_Engine). Her notes on the engine include what is recognised as the first [algorithm](https://en.wikipedia.org/wiki/Algorithm) intended to be carried out by a machine. Because of this, she is often regarded as the first computer [programmer](https://en.wikipedia.org/wiki/Programmer). She trains clients in programming and longevity.